



World No Tobacco Day 2022

Communications toolkit





F C T C

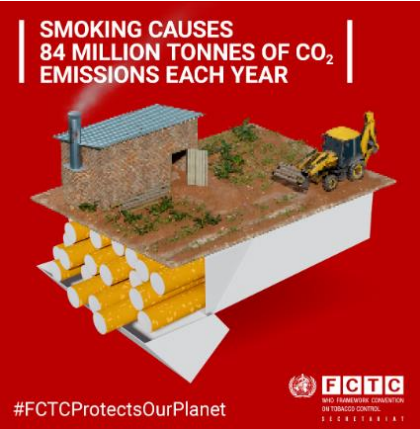
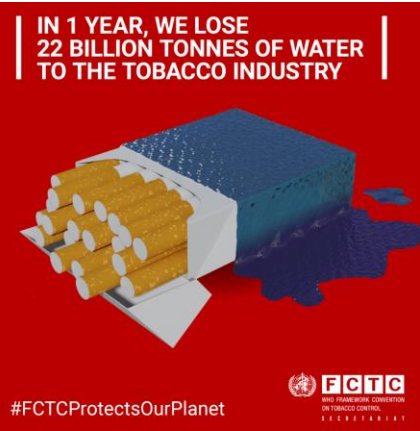
WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

Secretariat

Social media cards

Post 1: Smoking = Deforestation	LINKEDIN & FACEBOOK	TWITTER
<p>Link to post WHO-FCTC-SM_cards-ENG1.png (dropbox.com)</p> 	<p>Over 200,000 hectares of forests 🌲 🌲 are flattened to grow and cure tobacco leaves 🍷 – that’s equivalent to 494,000 football fields.</p> <p>It’s not just harming smokers, the whole planet carries its burden. Learn more about how the tobacco industry is affecting our world ↓ 🌍</p> <p>https://fctc.who.int/newsroom/spotlight/environment</p> <p>#FCTCProtectsOurPlanet</p>	<p>Each year we lose 200,000 hectares of forests 🌲 🌲 to the tobacco industry.</p> <p>It’s not just harming smokers, the whole planet carries its burden. Learn more about how the tobacco industry is affecting our world ↓ 🌍</p> <p>https://fctc.who.int/newsroom/spotlight/environment</p> <p>#FCTCProtectsOurPlanet</p>
<p>Post 2: For every 15 boxes of cigarettes, a tree is chopped down.</p> <p>Link to post Dropbox - 1. English - Simplify your life</p> 	<p>🌲 Trees are a vital resource for the future of our environment.</p> <p>Each tree lost reduces our chances of fighting climate change. 🌍 🌍 🌍</p> <p>https://fctc.who.int/newsroom/spotlight/environment</p> <p>#FCTCProtectsOurPlanet</p>	<p>🌲 🌲 Trees are a vital resource for the future of our environment. Each tree lost reduces our chances of fighting climate change. 🌍 🌍 🌍</p> <p>https://fctc.who.int/newsroom/spotlight/environment</p> <p>#FCTCProtectsOurPlanet</p>

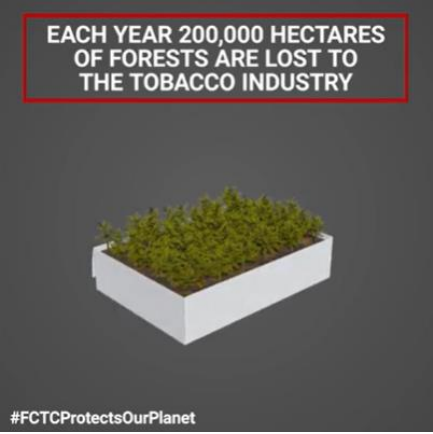

Social media cards

Post 3: CO2 Emissions	LINKEDIN & FACEBOOK	TWITTER
<p>Link to post Dropbox - 1. English - Simplify your life</p> 	<p>🏭 🗨️ That's how much pollution the tobacco industry injects into our atmosphere every year. 📄</p> <p>Tobacco is hurting the planet, learn more ↓ 🌍🌍🌍</p> <p>https://fctc.who.int/newsroom/spotlight/environment</p> <p>#FCTCProtectsOurPlanet</p>	<p>🏭 🗨️ That's how much pollution the tobacco industry injects into our atmosphere every year.</p> <p>Tobacco is hurting the planet, learn more ↓ 🌍🌍🌍</p> <p>https://fctc.who.int/newsroom/spotlight/environment</p> <p>#FCTCProtectsOurPlanet</p>
<p>Link to post Dropbox - 1. English - Simplify your life</p> 	<p>🏭 Cigarette production also causes 22 billion tonnes of water 🌊🌊🌊 depletion which is equivalent to more than 2.5 times the annual water supply to the entire population of the United Kingdom.</p> <p>https://fctc.who.int/newsroom/spotlight/environment</p> <p>#FCTCProtectsOurPlanet</p>	<p>The tobacco industry's water 🌊🌊🌊 consumption disrupts natural cycles and pollutes waterways with its growth-regulating chemicals, fertilizers & pesticides. 🐛</p> <p>Sustainability & tobacco simply don't work together.</p> <p>https://fctc.who.int/newsroom/spotlight/environment</p> <p>#FCTCProtectsOurPlanet</p>

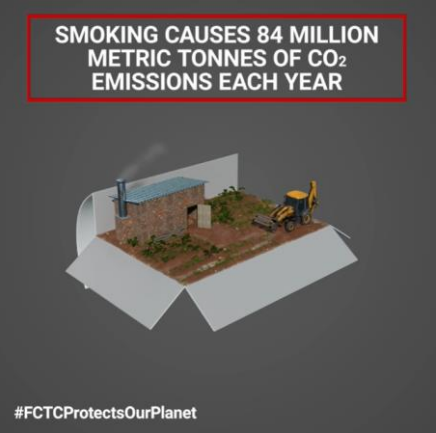
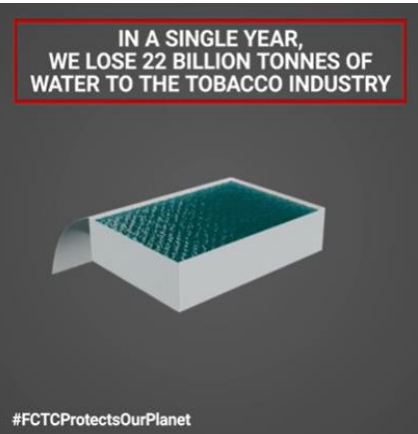
Social media cards

Post 5: 1.69 billion pounds of toxic trash	LINKEDIN & FACEBOOK	TWITTER
<p>Link to post Dropbox - 1. English - Simplify your life</p> 	<p>👍 👍 👍 👍 👍 4.5 trillion cigarette butts are discarded every year – that’s 1.69 billion pounds of toxic trash, weighing the same as 177,000 African elephants 🐘 🐘 🐘 🐘 🐘 🐘 🐘 🐘 🐘 🐘.</p> <p>Tobacco does damage at every stage, from production to disposal.</p> <p>https://fctc.who.int/newsroom/spotlight/environment</p> <p>#FCTCProtectsOurPlanet</p>	<p>👍 4.5 trillion cigarette butts are being absorbed by our planet every year. Their chemicals, microplastics and toxins ☠️ all go into our land & water 🌍. Tobacco does damage at every stage, from production to disposal.</p> <p>https://fctc.who.int/newsroom/spotlight/environment</p> <p>#FCTCProtectsOurPlanet</p>

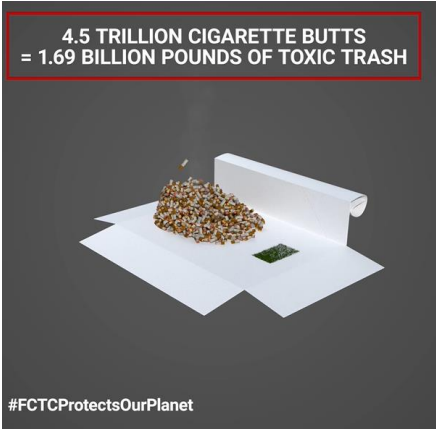
Short animations

Post 1: Smoking = Deforestation	LINKEDIN & FACEBOOK	TWITTER
<p>Link to post 53.30 WHO FCTC Post 1.mp4 (dropbox.com)</p> 	<p>We can't sustain the unsustainable.</p> <p>The tobacco industry isn't just harming smokers, the whole planet carries its burden. 🌍</p> <p>Learn more about how the tobacco industry is affecting our world ↓</p> <p>https://fctc.who.int/newsroom/spotlight/environment</p> <p>#FCTCProtectsOurPlanet</p>	<p>We can't sustain the unsustainable.</p> <p>The tobacco industry isn't just harming smokers, the whole planet carries its burden. 🌍</p> <p>Learn more ↓</p> <p>https://fctc.who.int/newsroom/spotlight/environment</p> <p>#FCTCProtectsOurPlanet</p>
<p>Post 2: For every 15 boxes of cigarettes, a tree is chopped down.</p>	<p>LINKEDIN & FACEBOOK</p>	<p>TWITTER</p>
<p>Link to post Dropbox - ENG - Simplify your life</p> 	<p>🌳 Trees are a vital resource for the future of our environment. Each tree lost reduces our chances of fighting climate change.</p> <p>Tobacco doesn't just affect smokers, it affects us all. 🌍🌍🌍</p> <p>https://fctc.who.int/newsroom/spotlight/environment</p> <p>#FCTCProtectsOurPlanet</p>	<p>🌳🌳 Trees are a vital resource for the future of our environment. Each tree lost reduces our chances of fighting climate change. 🌍🌍🌍</p> <p>https://fctc.who.int/newsroom/spotlight/environment</p> <p>#FCTCProtectsOurPlanet</p>

Short animations

Post 3: CO2 Emissions	LINKEDIN & FACEBOOK	TWITTER
<p>Link to post Dropbox - ENG - Simplify your life</p>  <p>#FCTCProtectsOurPlanet</p>	<p>In addition to cutting down our carbon-absorbing trees 🌳, the tobacco industry is injecting huge amounts of CO2 into our atmosphere. 🏭 ➡️</p> <p>Tobacco is hurting the planet, learn more ↓</p> <p>🌍🌍🌍</p> <p>https://fctc.who.int/newsroom/spotlight/environment</p> <p>#FCTCProtectsOurPlanet</p>	<p>In addition to cutting down our carbon-absorbing trees 🌳, the tobacco industry is injecting huge amounts of CO2 into our atmosphere. 🏭 ➡️</p> <p>Tobacco is hurting the planet, learn more ↓</p> <p>🌍🌍🌍</p> <p>https://fctc.who.int/newsroom/spotlight/environment</p> <p>#FCTCProtectsOurPlanet</p>
<p>Link to post Dropbox - ENG - Simplify your life</p>  <p>#FCTCProtectsOurPlanet</p>	<p>🌊🌊🌊 The tobacco industry's water consumption disrupts natural cycles and pollutes waterways with its growth-regulating chemicals, fertilizers and pesticides. 🐞</p> <p>Sustainability and tobacco simply don't work together.</p> <p>https://fctc.who.int/newsroom/spotlight/environment</p> <p>#FCTCProtectsOurPlanet</p>	<p>🌊 The tobacco industry's water consumption disrupts natural cycles and pollutes waterways with its growth-regulating chemicals, fertilizers and pesticides. 🐞</p> <p>https://fctc.who.int/newsroom/spotlight/environment</p> <p>#FCTCProtectsOurPlanet</p>

Short animations

Post 5: 1.69 billion pounds of toxic trash	LINKEDIN & FACEBOOK	TWITTER
<p>Link to post Dropbox - ENG - Simplify your life</p> 	<p>👍 👍 👍 👍 👍 4.5 trillion cigarette butts are absorbed by our planet every year.</p> <p>Their chemicals, microplastics and toxins have nowhere to go but into our land and water 🌍.</p> <p>Tobacco does damage at every stage, from production to disposal.</p> <p>https://fctc.who.int/newsroom/spotlight/environment</p> <p>#FCTCProtectsOurPlanet</p>	<p>👍 4.5 trillion cigarette butts are being absorbed by our planet every year. Their chemicals, microplastics and toxins ☠️ all go into our land & water 🌍. Tobacco does damage at every stage, from production to disposal.</p> <p>https://fctc.who.int/newsroom/spotlight/environment</p> <p>#FCTCProtectsOurPlanet</p>

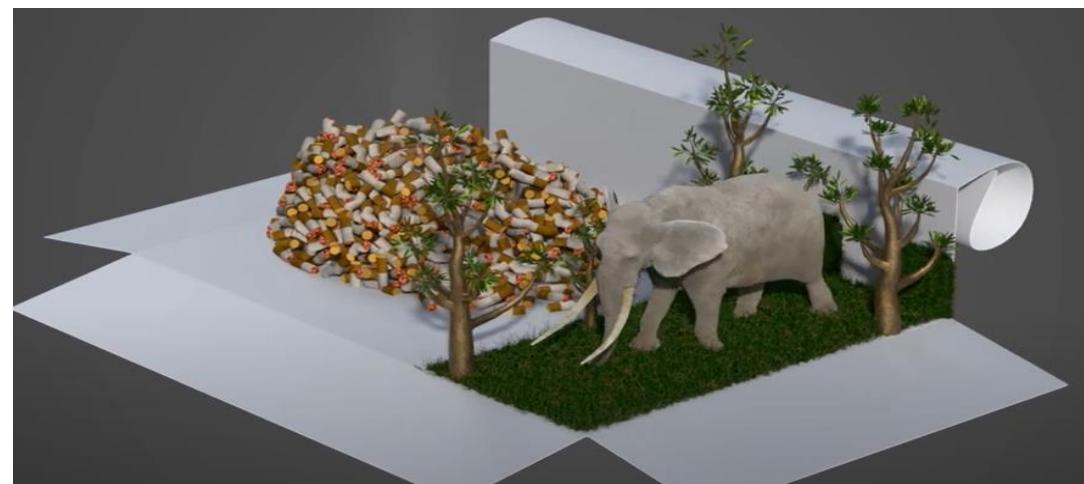
2' Video

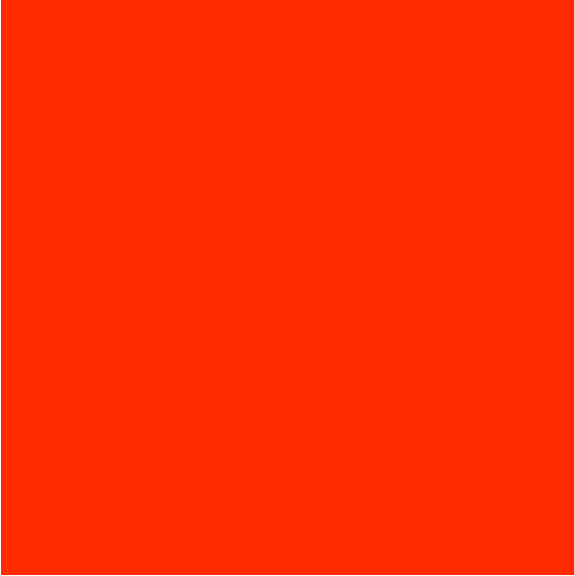


[WHO FCTC - WNTD 2022 - Google Drive](#)



[YouTube: Tobacco and environment WHO FCTC](#)





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