



Ref.: C.L.16.1995

The Director-General of the World Health Organization presents his compliments and has the honour to refer to World No-Tobacco Day, 31 May 1996, the theme of which will be "Sport and the arts without tobacco". This theme presents a unique opportunity to mobilize athletes, artists and the media, as well as the public in general, and youth in particular, in support of WHO's concept of a society where tobacco use is no longer the social norm.

As part of a process which will culminate on 31 May 1996, Member States may wish to initiate various activities which, in addition to delivering a strong message, can serve as good material for media coverage. These activities could include poster or children's drawing competitions, sporting events, musical and drama festivals, programmes in schools and the issuance of commemorative postage stamps to mark the Day. The aforesaid activities and stamps could include the Tobacco or Health logo, a copy of which is enclosed for your information. In line with WHO policy, if the use of the Organization's name and/or emblem is envisaged, such use should not be made in a commercial context or in relation to commercial interests, such as commercial sponsors or supporters.

In due course all Member States will be sent copies of the Advisory Kit and Press Kit dealing with the theme of the World No-Tobacco Day 1996, issued by the World Health Organization.

The Director-General would appreciate being informed of Member States' plans in connection with the World No-Tobacco Day 1996 and the events actually taking place on that Day.

GENEVA, 18 October 1995

ENCL: (1)