

World No Tobacco Day activities are coordinated every year by the Tobacco Free Initiative of the World Health Organization.

© World Health Organization, 2002.
All rights reserved.

Requests for permission to reproduce or translate WHO publications – whether for sale or for non-commercial distribution – should be addressed to Publications, at:
Fax: +41 22 791 4806
Email: permissions@who.int

The designations employed and the presentation of the material in this publication do not imply the expression of any opinion whatsoever on the part of the World Health Organization concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

The World Health Organization does not warrant that the information contained in this publication is complete and correct and shall not be liable for any damages incurred as a result of its use.

Design: Tushita Graphic Vision, Tushita Bosonet et Carine Mottaz, CH-1207 Geneva.

World No Tobacco Day

afghanistan albania algeria andorra angola antigua and barbuda argentina armenia australia
austria azerbaijan bahamas bangladesh barBADOS belgium benin
bhutan bolivia bosnia and herzelovina brazil burkina
faso burundi cameroon cambodia canada cape verde central african republic chad chile china

tobacco free sports
play it clean

World No Tobacco Day  31 May 

welcome to the world's largest sporting which is also tobacco free sports
tobacco free sports tobacco free sports tobacco free sports tobacco free sports
welcome to the world's largest sporting which is also tobacco free sports
tobacco free sports tobacco free sports tobacco free sports tobacco free sports

Enter The Stadium —Tobacco Free Sports

Sports and tobacco do not mix... FIFA's decision to back our public health cause is a significant step towards achieving this goal. The world's biggest sporting event is now tobacco free.

*Dr Gro Harlem Brundtland,
Director-General, World Health
Organization commending FIFA
for declaring the 2002 World Cup
Tobacco Free*

If our sport could once be used to promote tobacco when we did not know better, we have an obligation to use it to discourage tobacco now that we do. This is an obligation towards all those who, in the past, have suffered as a consequence of having been duped into thinking tobacco and football have something in common...That's why FIFA has been very ready to work with the World Health Organization and the US Centers for Disease Control to see how we can use the World Cup... to reflect modern knowledge and modern awareness of the dangers of tobacco use.

*Keith Cooper, Director of
Communications Fédération
Internationale de Football
Association (FIFA) November 2000*

May 31, 2002.
World's largest sporting event, the FIFA 2002 World Cup games, to begin in Seoul, Republic of Korea.

May 31, 2002.
The World Health Organization's 191 Member States celebrate World No Tobacco Day (WNTD).

Two mandates. Two dreams. A shared vision and a global event. The world of health and the world of sport came together on May 31, 2002 to write a piece of public health history. The World Cup games were declared tobacco free for the first time ever. Billions of viewers watched the kick-off game beginning with tobacco free messages flashing around the world as well as in the stadium.

The journey to rid sports of the influence of tobacco, however, began much earlier and it was routed through knowledge, outrage, decision, and action on the one hand and science, policy, and implementation on the other. In his remarks quoted above, the former FIFA official says it all.

Knowledge, provoking a new understanding of an issue. Knowledge, setting people free. Knowledge, spurring some to act, others to legislate, and yet others to agitate.

In the beginning, people did not know that tobacco was a killer. Most people still do not know that a cigarette is a highly engineered product designed to bring on early addiction and sure death in one in two of its regular users. Most people do not know that tobacco companies use sports, from playgrounds to national and international stadia as well as sports goods, as marketing and recruitment settings to attract new and younger victims while keeping the old ones addicted. When the World Health Organization (WHO) decided in 1998 to begin work on a set of global rules to curb the marketing and promotion of tobacco and its products, its focus turned to the sports arena. The reasons were obvious. Tobacco companies pump hundreds of millions of dollars every year into sponsoring sports events worldwide.

Until recently, they were everywhere. From your humble sports field around the corner to the grand stadia of the world, not to mention clothing and equipment used by athletes and fans, tobacco beckoned from every corner.

The glare of boisterous publicity around tobacco products was deliberately designed to keep the gore of deaths caused by them away from the public eye. The deception was for the public. The profits were for the companies and the death and disease burden were for countries to cope with.

Sports is a celebration of life. It inspires healthy living, fair competition and above all, fun and camaraderie. Associating tobacco with sports helped hide the grim truth about the death-causing ingredients these products contain. All this was done in the name of freedom. All this was done in the name of choice. It took half a century of knowledge generation, outrage and court action to expose the inherent deceit behind the way tobacco companies designed, manufactured, sold, promoted and protected their products.

Something started to change in 1998 when 191 countries set about working on the proposed Framework Convention on Tobacco Control (FCTC). As WHO readied the ground for a tobacco treaty, first about tobacco related diseases, and later about the product that was allowed to cause 4.2 million deaths annually now and an estimated 10.4 million deaths in 2025. The first barrage of questions led to more questions until suddenly the floodgates were opened for truth to pour out. The story was ugly. It was a tale of deception and deceit with tobacco industry's own documents showing that they were enticing children as young as nine to smoke or chew tobacco. Sports stadia where unsuspecting children and youth go to kick a ball or ride a bicycle were prime settings for tobacco promotion. WHO focused on the eye of the needle when it told the world that tobacco was a communicated disease, communicated through advertising, marketing and promotion.

WHO's call for rules around tobacco has met with success in many areas. Some countries have seized their courts for redress, others have worked through their

parliaments to strengthen existing rules or write in new ones. One area where the call has been strong and unanimous has been sports. Country after country has called for abolishing any links between tobacco and sports. The WHO launched its own Tobacco Free Sports in 1999 joining forces with the US Centers for Disease Control (CDC). From sports clubs, to stadia around the world, from sports goods manufacturers to sports television broadcasters to governments negotiating the FCTC, the verdict was unequivocal and unrelenting: tobacco and sport do not mix.

Declaring sport an important link in the communication of tobacco-related diseases, WHO has called for global bans on tobacco marketing, advertising and sponsorship of sport. It has called for an end to pernicious association between the life-affirming activity that is sports and a life-taking product. This movement into centre court has become a metaphor for the FCTC, whose principal aim is to reclaim ground, including policy ground, from vested interests.

sport is about

people

afghanistan albania algeria andorra angola antigua and barbuda argentina armenia australia
austria azerbaijan bahamas bahrain bangladesh barbados belarus belgium belize benin
bhutan bolivia bosnia and herzegovina botswana brazil bulgaria burkina
faso cape verde burundi cambodia cameroon canada central african republic chad chile china

colombia comoros congo cook islands costa rica cote d'ivoire croatia cuba cyprus czech
republic democratic people's republic of the congo denmark
djibouti dominica dominican republic dominican republic of the dominican republic el salvador equatorial guinea eritre
estonia ethiopia fiji finland france gabon gambia georgia germany ghana greece grenada

 Athletes, sports organizations, national and local sports authorities, schools and university teams, sports media and everyone interested in physical activity are invited to join this campaign for Tobacco Free Sports. WHO urges people everywhere to take back their right to health and healthy living and to protect future generations from the preventable death and disease caused by tobacco.

*Dr Gro Harlem Brundtland, Director-General, World Health Organization
November 2001*

 In relation to the theme Tobacco Free Sports for World No Tobacco Day, 2002, I want to urge all the sportspersons including sports organizers and their respective governments to make sports across the globe free from tobacco by not accepting sponsorships from the tobacco companies.

Having played international cricket for twenty-one years and having established the largest cancer hospital in Pakistan, Shoukat Khanum Memorial Hospital, which is providing free medical services to the poor suffering from cancers, I have witnessed from close the power and pervasiveness of tobacco promotion through sports and its disastrous health consequences in the form of cancers and deaths. Approximately 90% of the lung cancer in Pakistan is attributable to cigarette smoking. The fact that sports people are used as promoters of this killer and that disease and death caused by smoking is absolutely avoidable saddens me.

Wherever and whatever you are playing, as sportsman or woman, let's make a personal resolution on this World No Tobacco Day that we will not accept any tobacco sponsorships either personally or as teams. We will not play in any such events, which directly or indirectly promote tobacco – the killer, and hence we will not contribute to millions of avoidable deaths every year in the world due to tobacco.

*Imran Khan
Former Captain of Pakistan Cricket Team*

Tobacco Free Sports, launched as part of the global advocacy project "Tobacco Kills – Don't be Duped", was designed to capture and channel the outrage over tobacco-related deaths into the policy domain. The ploughing of the policy arena with science and economics sought to reframe tobacco deaths and bring to it new understanding. From that of a nasty individual habit, tobacco is now seen as a public health disaster, exacerbated by the rapacious marketing of tobacco companies to an unsuspecting public. The Tobacco Free Sports campaign's contribution to this global debate has been significant.

In 1998, the IOC and WHO, in cooperation with the Organizing Committee of the Games, prohibited smoking in all Olympic sports venues. In 1999, the concept of a global Tobacco Free Sports initiative was included as a part of the Tobacco Kills, Don't be Duped media advocacy initiative. An early partner was the CDC.

Building on the momentum created by tobacco free Olympics, the idea was carried to other sports. With the US Women's Soccer team in 2000 and the South African Football

Federation in 2001 going tobacco free, the stage was set for the initiative moving ahead in leaps and bounds. In November 2001, WHO, CDC, IOC and FIFA, joined by international athletes, officially launched the Tobacco Free Sports initiative and ushered in the topic as the official theme for the 2002 World No Tobacco Day celebrations.



In 2002, Tobacco Free Sports came of age and started reclaiming ground in ways unprecedented in WHO's history. The 2002 Salt Lake City Winter Olympics and the 2002 Paralympic Winter Games kicked off the year's tobacco free sports activities, followed by numerous national and international events. Working jointly with FIFA, the WHO was able to ensure that the 2002 FIFA World Cup soccer games were tobacco free.

sport is about

fairness

guatemala guinea guinea-bissau guyana haiti honduras hungary iceland india indonesia iran islamic republic of iraq irish republic of israel italy jamaica japan jordan kazakhstan kenya kiribati kuwait kyrgyzstan latvia lebanon lesotho liberia libyan arab jamahiriya lithuania luxembourg madagascar malawi malaysia maldives mali malta marshall islands mauritania mauritius mexico federated states of monaco micronesia mongolia morocco mozambique myanmar namibia new zealand nicaragua niger nigeria niue norway oman pakistan philippines poland portugal qatar republic of korea republic of moldova romania russia



Good athletes do not smoke because they know sport and physical activity are deeply incompatible with tobacco use. We will continue to support the campaign for tobacco control and healthy lifestyles in the future.

*Dr Jacques Rogge,
President International
Olympic Committee*

Sports is about health. We firmly believe that the Olympics should not be associated with unhealthy behaviours, that's why we work so hard to promote policies such as the tobacco-free Olympics. We can promote many such healthy lifestyles and are actively working with WHO in drafting similar policies.

*Juan Antonio Samaranch
Former president, International Olympic Committee*

I am looking forward to being able to live and compete in fresh air during the 2002 Games. Tobacco use and sports just don't mix. Its not just smoking that can harm you, but breathing in other people's smoke can also hurt an athlete's performance.

*Jean Racine
US women's bobsled team*

The 2002 FIFA World Cup

May 2002 was a time for reckoning. In addition to the games themselves being tobacco free, WHO achieved a major breakthrough with the development of a Memorandum of Cooperation with FIFA for the World Cup in Korea and Japan in 2002.. It contained very specific measures that would be taken to protect the players, spectators, staff, volunteers, media as well as television viewers from the harmful effects of tobacco exposure, consumption, advertising, marketing and promotion during the World Cup and future FIFA events. This policy and its development will have long term impact in ensuring smoke-free stadiums in the seated areas for future events as well, and was achieved through the collaboration with the WHO Western Pacific Regional Office and WHO Country Office in Korea

Tobacco use, in any form, was restricted to specifically designated areas, clearly indicated and well apart from the main seating areas of the venues. No tobacco products were sold or distributed freely at the

games; vending machines were deactivated or removed. Signs and audio messages in many languages notified the public of the tobacco-free policy. These policies applied to players' and coaches' zones, and areas for media and VIPs as well. There was no tobacco advertising or promotion material at the venues. In addition, health information on the dangers of tobacco use, the false premises of the association of tobacco and sports in advertising and promotion, and FIFA's decision to go tobacco free, was distributed at the stadium.



There was more. Before the start of the games and during the interval, a Public Service Announcement (PSA) on Tobacco Free Sports ran on the on the stadium's screens and around the world on television. The Tobacco Free Sports logo appeared around the side by side with the corporate sponsors of the games. The logo appeared during the entire opening match, watched by millions of television viewers around the world and continues to appear in the countless photos that were taken during the match. The PSA was also beamed to national broadcasters in over 80 countries for broadcast in association with the games as part of FIFA's basic feed. The official site of the World Cup, www.fifa-worldcup.com, hosted by Yahoo!, broke all records, as the most frequently visited site in World Cup and indeed international sport history. The Tobacco Free Sports logo, poster and links to more information about the tobacco epidemic and the work of WHO figured prominently on the site and were viewed by billions of people.

Together, FIFA and WHO wrote a piece of public health history.

federation rwanda saint kitts and nevis saint lucia saint vincent and the grenadines samoa san marino sao tome and principe saudi arabia senegal seychelles sierra leone singapore slovakia slovenia solomon islands south africa spain sri lanka somalia sudan suriname swaziland sweden switzerland syrian arab republic taiikistan thailand the former yugoslav togo tonga

sport is about

republic of macedonia trinidad and tobago tunisia turkey turkmenistan tuvalu uganda ukraine united arab emirates united kingdom of great britain and northern ireland united states of america uruguay uzbekistan venezuela viet nam yemen yugoslavia zambia zimbabwe associate members puerto rico tokelau austria azerbaijan nepal

commitment

Talking about tobacco-free sports is the first step toward generating broad public support to reclaim sports for health. By talking about tobacco-free sports we pave the way for a complete ban on advertising of tobacco products consistent with the draft international Framework Convention on Tobacco Control, the first international public health treaty that seeks to regulate tobacco. Let us talk about tobacco-free sports.

*Dr Shigeru Omi, Director
Regional Office for
the Western Pacific
World Health Organization*

Tobacco and sport simply do not mix. Sport supports health and well-being. Tobacco takes health away.

*Dr Marc Danzon, Director
Regional Office for Europe
World Health Organization*

Thanks to the unstinting effort of WHO and its partners the rate of sponsorship by the tobacco industry in the world is declining, but in this, the Eastern Mediterranean Region, it is on the rise. People think that tobacco money is essential for certain sports events to survive. This is untrue. The real truth is that tobacco products needed sports to survive not the opposite. In the countries of this Region, the tobacco industry sponsors many sports events, such as car rallies and football matches. I hope that decision-makers in the Region will address this challenge so that we may see our sports totally free of tobacco.

We have a commitment and obligation to ourselves and to our children to help them achieve the best possible life in terms of health and opportunities and also to support them in choosing a healthy lifestyle, as well as healthy habits based on solid scientific information. Let us all work to make our favourite sports tobacco-free and help in creating a tobacco-free generation.

*Dr Hussein A. Gezairy, Director
Regional Office for the Eastern Mediterranean
World Health Organization*

Africa has one of the fastest growing prevalence rates of tobacco use among young people. The tobacco epidemic is spread through tobacco advertising, sports sponsorship, marketing and promotion. This is a reality in every country of our Region. All countries should prohibit tobacco marketing, promotion and advertising as well as the distribution of free samples of tobacco products...I call on all heads of government, sports directors, teams and organizers, the community, political leaders and young people to create and maintain Tobacco Free Sports environments in our communities, towns, cities, and nations.

*Dr E. M. Samba, Director
Regional Office for Africa
World Health Organization*

“There are many difficult choices that public health has to make. This choice is not a difficult one: we can sell cigarettes, or we can protect our children. The cost of the first is unacceptably high, while the while the benefit of the second has no price. PAHO urges sports events to refuse tobacco sponsorship and to make their venues smoke-free. We also urge governments to prohibit the use of sports – or any other event sponsorship – to promote tobacco products. There has never been a better opportunity than now.”

*Dr George A.O. Alleyne, Director,
Regional Office for the Americas
World Health Organization*

Joining WHO in this campaign of “tobacco-free sports” are some of the best sportspersons from the Region, including cricketing legend Roshan Mahanama from Sri Lanka, cricketer Mohammed Akram Khan and ace swimmer Mohammed Mosharrif Hossain Khan from Bangladesh; shooter Jaspal Rana and cricketer Virender Sehwag from India; Karma Lam Dorji basketball coach from Bhutan; tennis champion Angelique Widjaya and body builder Ade Rai from Indonesia; athlete Baikuntha Manandhar and taekwondo trainer Sabita Rajbhandari from Nepal; football player Mohamed Kaleem from Maldives, Wushu player Khine Khine Maw, football player Hein Zeyar Kyaw and weightlifter Swe Swe Win from Myanmar; boxer Wincharn Polrit, tennis player Tammarine Tanasukarn and football player Theerathap Winothai (Leesaw) from Thailand. These “tobacco-free champions” will collaborate with national health authorities in efforts to free sports from the vicious grip of tobacco. Sportspersons, with their strong influence over the young, can be useful ambassadors in promoting healthy lifestyles and tobacco-free life. Sportspersons should also be aware that smoking and other forms of tobacco consumption can affect their own performance.

*Dr Uton Muchtar Rafei, Director
Regional Office for South East Asia
World Health Organization*

rome bali munich mexico miami salvador puerto rico tobago gen ve lisboa london new york
budapest cuba barcelona paris chile caracas athena nassau milan
sport is about

afghanistan albania algeria andorra angola antigua and barbuda argentina armenia australi
austria azerbaijan bahamas bahra
achievement

WHO Director-General's World No Tobacco Day 2002 Award

The Director General's World No Tobacco Day award is given to people and organizations who have shown exceptional courage and vision in tobacco control. In 2002, it seemed only fit to grant this honour to an organization which, in addition to representing the sport of all sports, football, had shown exemplary leadership in the field of tobacco control. "Sports and tobacco do not mix. We have a common goal - that all sports are free from tobacco. FIFA's decision to back our public health cause is a significant step towards this goal. The world's biggest sporting event is now tobacco free," she added when the award was announced. FIFA received the award at the opening congress of the games in a glittering event where WHO was the only non-sporting organisation to be represented.



Media coverage

International media interest in this initiative was very lively and sustained, peaking in particular during high profile events such as the November 2001 official launch, the Salt Lake City Olympics in February 2002, the FIFA World Cup kick-off in May 2002 and the World No Tobacco Day celebrations on May 31, 2002. Individual events in countries received wide local and regional coverage, peaking around the activities connected to World No Tobacco Day celebrations but also around announcements by local sport federations or athletes pledging to go tobacco free. In Egypt, former Egyptian footballer Mahmoud El-Khatib joined the campaign, and Public Service Announcements featuring the athlete was aired repeatedly on both national and satellite channels. Imran Khan, former Pakistani cricketer, generated both public and media interest with Tobacco Free Sports messages aired on Pakistan TV and radio.

Global media coverage of the WHO-FIFA initiative as well as Tobacco Free Sports set a new threshold exploding around the world in languages and mediums. In addition to

reporting on the event, they served as watchdogs worldwide, reporting on violations of the agreement with sports organizations or the use of deceptive advertising methods adopted by tobacco companies in the run-up to the games.

The Tobacco Free Sports initiative expanded WHO's coverage beyond its regular constituency of health reporters and enabled public health to be reflected in entirely new areas such as the sport pages, business and financial pages, society pages and even by leading advertising industry information services such as Advertising Age and Brand Republic. The pick-up of what is essentially a public health story by such a wide array of media points to the popularity and appeal of this initiative among all sections of the public.

The tone and content of the coverage was very positive. Every print article included either one or more of the main messages that the initiative aimed to convey:

- Tobacco kills.
- Tobacco companies promote, encourage and initiate the use of tobacco by associating it with the positive imagery of sports. This makes tobacco appear more glamorous, appealing, fun and even healthy.
- The young are a particular target of this kind of marketing, and are particularly susceptible.
- WHO is calling for global bans on advertising, marketing and sponsorship of sports by tobacco companies.

WHO is calling for global bans on smoking in public areas such as stadiums and play-areas to protect people from second-hand smoke.

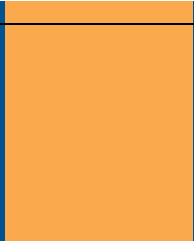
The call for global bans received by far the most media attention as every story covered this particular angle. As bans were the core policy issue involved in the campaign, the media communication goal of this initiative was fully realised.

colombia comoros congo cook islands costa rica cote d'ivoire croatia cuba cyprus czech republic democratic people's republic of korea democratic republic of the congo denmark djibouti dominica dominican republic ecuador egypt el salvador equatorial guinea eritrea estonia ethiopia fiji finland france gabon gambia georgia germany ghana greece grenada

sport is about

guatemala guinea guinea-bissau guyana haiti honduras hungary iceland india indonesia iraq islamic republic of iraq jamaica japan jordan kazakhstan kenya kiribati kuwait kyrgyzstan lao people's republic of liban lebanon liberia lesotho libyan arabia jamahiriya lithuania luxembourg malawi malaysia maldives madagascar mali malta marshall

tobacco free



Clearing the Haze: why we must make the National Games in Hyderabad Smoke free
The Indian Express

UN Health agency awards anti tobacco prize to FIFA for smoke free
Associated Press Worldstream

WHO calls for tougher tobacco control laws in Asia
Deutsche Presse- Agentur

World No Tobacco Day coincides with the World Cup kick off
Agence France Presse

Health and Sports officials join in World fight against smoking
The New York Times

Selling of cigarette to be banned in World Cup stadiums in Japan
Xinhua News Agency

World No Tobacco Day to be observed by road race
Africa News

World Cup Football to be Tobacco Free
The Press Trust of India

Volleyball joins Tobacco Free Sports Initiative
Xinhua News Agency

Poland marks World no Tobacco Day
PAP news wire

BAT angers footballers over image rights
sportbusiness.com

UEFA, EU to launch anti tobacco campaign in Europe when the World Cup starts.
Associated Press Worldstream

Tobacco targets Children
Jakarta Post

Tobacco Free Sports drive launched by WHO, DoH
Manila Bulletin

Two Chinese Sports figures win WHO Health award
Xinhua News Agency

A smoke free vision
the next step is for government to ban smoking in public places
The Guardian

Tobacco giant sidesteps ban on World Cup ads
The Guardian

FIFA gets No Tobacco award for Korea and Japan World Cup
Agence France Presse

No Smoke
Financial Times

Advertising an addiction to Asia s youth
The Korea Herald

Smoking urges to butt out of sports
China Daily

World Cup fever sparks public bans in smoking on No Tobacco Day
Agence France Presse

Anti Tobacco Campaign to target 2002 sports events
PR week

WHO presents Highest Tobacco Control Award to FIFA
Xinhua News Agency

Athletes urged to butt out
Canada Newswire

World Health Organisation launches regional campaign in India to get sports to kick its tobacco habit
Associated Press Worldstream

FIFA must strictly enforce no tobacco rule
Thai Health Institute
Agence France Presse

Celebrate a smoke free World Cup
New Straits Times (Malaysia)

Call for Tobacco Free Sport
Financial Times

tobacco kills

don't be duped

mauritania geneva mauritius mexico micronesia federated states of monaco mongolia morocco mozambique myanmar netherlands new zealand nicaragua niger nigeria niue norway oman palau papua new guinea paraguay peru philippines poland portugal qatar republic of korea republic of moldova romania russian federation rwanda saint lucia saint kitts and nevis saint vincent and the grenadines samoa saudi arabia san marino sao tome and principe saudi arabia senegal singapore slovakia slovenia solomon islands somalia south africa suriname swaziland sweden switzerland syrian arab republic tajikistan bahamas thailand togo tonga tunisia turkey

Policy Implications and Challenges

The core goals of Tobacco Free Sports have caught the imagination of the public at large in ways that have surpassed all expectations. These include calls

- To deglamourise tobacco use among the public and particularly young people.
- To expose the truth about the tobacco industry's decades-long cynical manipulation of sport for profit.
- To build support among the public and governments for public bans on smoking within sport settings to protect people from second-hand smoke; and a ban on advertising, marketing and promotion of sport by tobacco companies.

The rush for Tobacco Free Sports posters, brochures, pins, stickers and advocacy materiel has equalled interest in WHO's landmark "Bob, I've got Cancer" initiative that depicts two cowboys on a horse talking about cancer.

Global agencies such as the International Volleyball Federation (FIVB) have gone tobacco free and regional sport events such as the XXI Central American and Caribbean

Games for November 2002 and the 14th Asian Games in Busan, Korea, have pledged to go tobacco free. Nationally, announcements to go tobacco free by 33 sport federations in El Salvador and over 17 national sport organizations in Switzerland are being joined by their counterparts all over the world on a monthly basis. The Tobacco Free Sports initiative has truly become a movement that spans across global, regional and national interests.

The actual implementation of the tobacco free policy in stadiums and during games has shown that people really appreciate watching their games without having to cope with smoke in their eyes. Sports organizations and settings are now under scrutiny from a public whose knowledge about tobacco the issue grows along with the raging global debate on it. Tobacco companies are on notice and their attempts to link to sports is no longer an unquestioned right. That is already a significant step forward, made possible at least in part by the Tobacco Free Sports initiative.

Non-governmental organizations (NGOs) have played a key role in the FCTC process and sustained the debate with information

and challenges. For Tobacco Free Sports, they made common cause with the media an exposed how tobacco companies continued to thwart public opinion and violate public health measures by associating their products with the popularity of the World Cup. Violations were reported in Korea, Malaysia, Pakistan, and Niger.



Public response to these violations was very encouraging and several NGOs petitioned their local broadcasters and other sports organizations to be alert to these moves. Focus on these violations served to highlight the simple fact that the tobacco industry never gives up and will circumvent any rule that comes in the way of its marketing and sales pitch. Hemmed in on one side, tobacco companies are now parading their new "social responsibility" mantra informing governments that they do not market to youth and are responsible enough to regulate themselves accordingly.

The jury on self regulation has been out for a while as it has been on restrictions on marketing to only young people. The verdict is that both do not work. When you market a product as an "adult choice," the young are doubly enticed. Working on developing a treaty governments are in the throes of legalese calling for regulation of the tobacco industry and a phase out of tobacco advertising beginning with sports stadiums. At the same time, an high profile event like the tobacco-free world cup has shown them the real benefits of the work, giving their legal work a real-life dimension. For government, it's no longer reading and analysing some documents at the negotiations in Geneva, it also means taking a position, it also means relating to a tangible global event like the world cup. This synergy has worked to the benefit of public health and while they wait for the FCTC to be adopted, governments around the world are looking at litigation and legislation as a viable tool with which to sever all links between tobacco and sports.

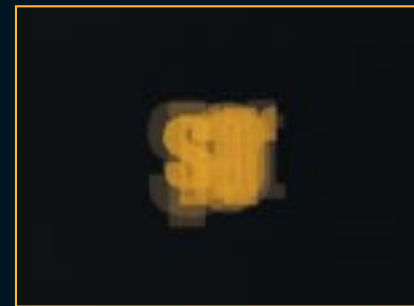
At the FCTC negotiations governments that fall on both sides of the global ban on advertising bans have expressed interest in banning the association of tobacco with sport. The FCTC is being negotiated by 191 Member States of WHO, and represents the first time WHO's treaty-making clause has been invoked to address a public health issue. The latest text being negotiated by governments, called the New Chair's text on the FCTC, contains language that requires the phasing out of tobacco sponsorship of sporting and cultural events. Once negotiated and signed, the FCTC will be the world's first legally enforceable international treaty on tobacco control. It is expected to be ready by 2003 and address issues such as tobacco advertising and marketing, cessation, taxation, smuggling, education and other tobacco control measures.

Policy change often begins before it is recognized as such. WHO's gambit with Tobacco Free Sports when the organization entered the stadium, is beginning to pay off.

Welcome to the World's largest sporting event

which is also tobacco free

Storyboard from the FIFA-WHO public service announcement



colombia comoros congo cook islands costa rica cote d'ivoire croatia cuba cyprus czech republic democratic people's republic of korea denmark dominican republic egypt el salvador equatorial guinea eritrea estonia ethiopia fiji finland france gabon gambia georgia germany ghana greece grenada

film promo

colombia comoros congo cook islands costa rica cote d'ivoire croatia cuba cyprus czech republic democratic people's republic of the congo denmark dominican republic egypt el salvador equatorial guinea eritrea estonia ethiopia fiji finland france gabon gambia georgia germany ghana greece grenada

for more information

For more information about World No Tobacco Day, contact:

Tobacco Free Initiative
World Health Organisation
20 Avenue Appia
1211 Geneva 27

tel: 41 22 791 2126
fax: 41 22 791 4832

tfi@who.int
www.who.int/tobacco