



Protecting the Children

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This year on WNTD 2024 one of the focus areas should be on advocating for protection to the target of children and youth from harmful tobacco products and protecting the children and youths from Tobacco industry interference. The author through article wants to provide platform for young people, policy-makers and tobacco control advocates globally to discuss the issue and to convince governments to adopt policies making and implementation of policies that shield young people from the manipulative practices of the tobacco and related industries. Although cigarette smoking has decreased over the years due to phenomenal efforts by the some private tobacco control community, more must be done to safeguard the vulnerable groups. Accordingly 2022 data from worldwide suggests that, at least 37 million young people aged 13–15 years have used some form of tobacco earlier. In the WHO European Region roughly 11.5% of boys and 10.1% of girls aged 13–15 years are tobacco users (4 million).

The tobacco industry is targeting youth to keep making billions of dollars in revenues, tobacco industry needs to replace the millions of customers who can die if taking tobacco and health status gets better for those who quit tobacco use every year. To achieve the goal, lot of works has been done by many groups of people and now also being done by many group of people by creating awareness regarding Tobacco smoke hazards and also health benefits on quitting tobacco resulting in creation of an environment promoting not to take any of tobacco products among the next generation, including lax regulation ensuring that tobacco products are not available and not affordable.

On the other hand tobacco industry is developing products and advertising tactics that appear appeal to children and adolescents, reaching them through social media and streaming platforms. Products such as electronic cigarettes and nicotine pouches are gaining popularity among youth. It is estimated that roughly 15%

of adolescents have used e-cigarettes in 2022 compared to 2% of adults in order to protect the children and youths from Tobacco Industry interference government at regional levels and at Central level will have to play an important role in formulating laws regarding banning advertisement of tobacco products in any form and also ban on sale of tobacco products to children or youth and their employment in tobacco industry. In some countries of Asian Region, the rates of e-cigarette use among school children are 2–3 times higher than the rates of cigarette smoking. The tobacco industry is wilfully selling a deadly dependency to young people, therefore on auspicious day of WNTD 2024 the people and also governments and tobacco control community should come forward in protecting current and future generations from tobacco industry menace and make it doubly sure that the tobacco industry be made liable for the harm it causes to the people in form of severe infections of oral and as well as other body regions.