

Press Release

JMI commemorates World No Tobacco Day - 2025

New Delhi, June 02, 2025

World No Tobacco Day is observed every year on **31st May** to raise awareness about the harmful effects of tobacco use and to inspire individuals and communities to take action against it. The **theme for 2025**, *"Unmasking the Appeal: Exposing Industry Tactics on Tobacco and Nicotine Products"*, highlights the deceptive marketing strategies employed by the tobacco and nicotine industry and their impact on public health.

In alignment with this year's theme, the **Faculty of Dentistry, Jamia Millia Islamia**, organized a series of educational and awareness-based activities aimed at informing and empowering patients, students, and healthcare professionals. The initiative promoted a smoke-free environment through the display of **Information, Education and Communication (IEC) materials** (posters and pamphlets) and interactive events. All activities saw enthusiastic participation from patients, students, and staff.

The following activities were organized to commemorate the day.

1. **Educational Campaign (Display and distribution of IEC Material):**

Informative banners and posters were strategically placed in the patient reception area to highlight the harmful effects of tobacco use. These visuals served as powerful reminders to patients and staff to abstain from tobacco consumption. Special emphasis was placed on the harmful effects of tobacco use and oral cancer. To complement the educational efforts, informative pamphlets were also distributed to the patients.

2. **Health Talk:**

Interns delivered an engaging health talk addressing the dangers of chewing and smoking tobacco. The session covered: the pathophysiology of tobacco-related diseases, the psychosocial aspects of addiction, and current tobacco cessation strategies. Special emphasis was placed on behavioral interventions and policy-level measures to combat the influence of the tobacco industry. Patients were encouraged to abstain from this harmful practice. An open Q & A session was held to help them clarify their doubts and bridge knowledge gaps.

3. **Nukkad Natak (Play):**

A dynamic street play was performed by students in the waiting area of the Faculty. The act focused on debunking the glamorization of tobacco use in media and advertisements. Through compelling storytelling, the play highlighted the long-term health risks of tobacco and effectively engaged the audience, especially adolescents and young adults.

4. E-Poster Competition:

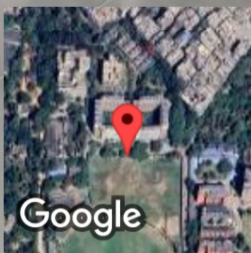
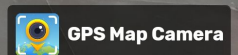
An E-Poster competition, held from May 15th to May 25th, for the interns to create digital posters themed "*Unmasking the Appeal: Exposing Industry Tactics on Tobacco and Nicotine Products.*" The competition encouraged digital advocacy, allowing participants to express their creativity while spreading awareness. Entries were judged by Prof. Nishat Sultan and Prof. Neelam Singh based on the basis of their creativity, informativeness, and clarity of message. Winners were announced on May 31st, 2025. The best E-posters were awarded, and all participants received certificates to acknowledge their contributions to spreading awareness.

5. Pledge Ceremony for Anti-Tobacco Advocacy

To conclude the World No Tobacco Day celebration, a Pledge Ceremony was held for the patients, faculty members, and students to refrain from using tobacco products and to advocate for a tobacco-free environment. The pledge reinforced a shared commitment to building a healthier, tobacco-free society.

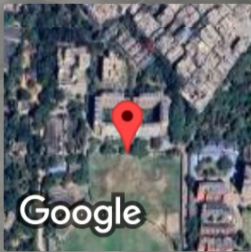
The Faculty of Dentistry remains committed to promoting tobacco awareness and prevention. Building on the success of this year's celebrations, the faculty aims to expand the reach of future initiatives, reinforcing its role as a leader in anti-tobacco education within the community. The event was organized under the guidance of Prof. (Dr.) Keya Sircar, Dean, Faculty of Dentistry by Dr. Deepika Bablani Popli, Professor, Oral Pathology and Microbiology and Dr. Aditi Verma, Associate Professor, Public Health Dentistry.

Prof. Saima Saeed
Chief Public Relations officer
Jamia Millia Islamia



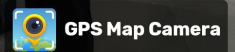
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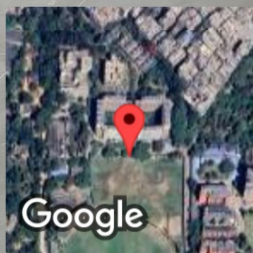
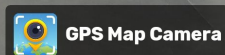
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Lat 28.564112° Long 77.27921°
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New Delhi, Delhi, India

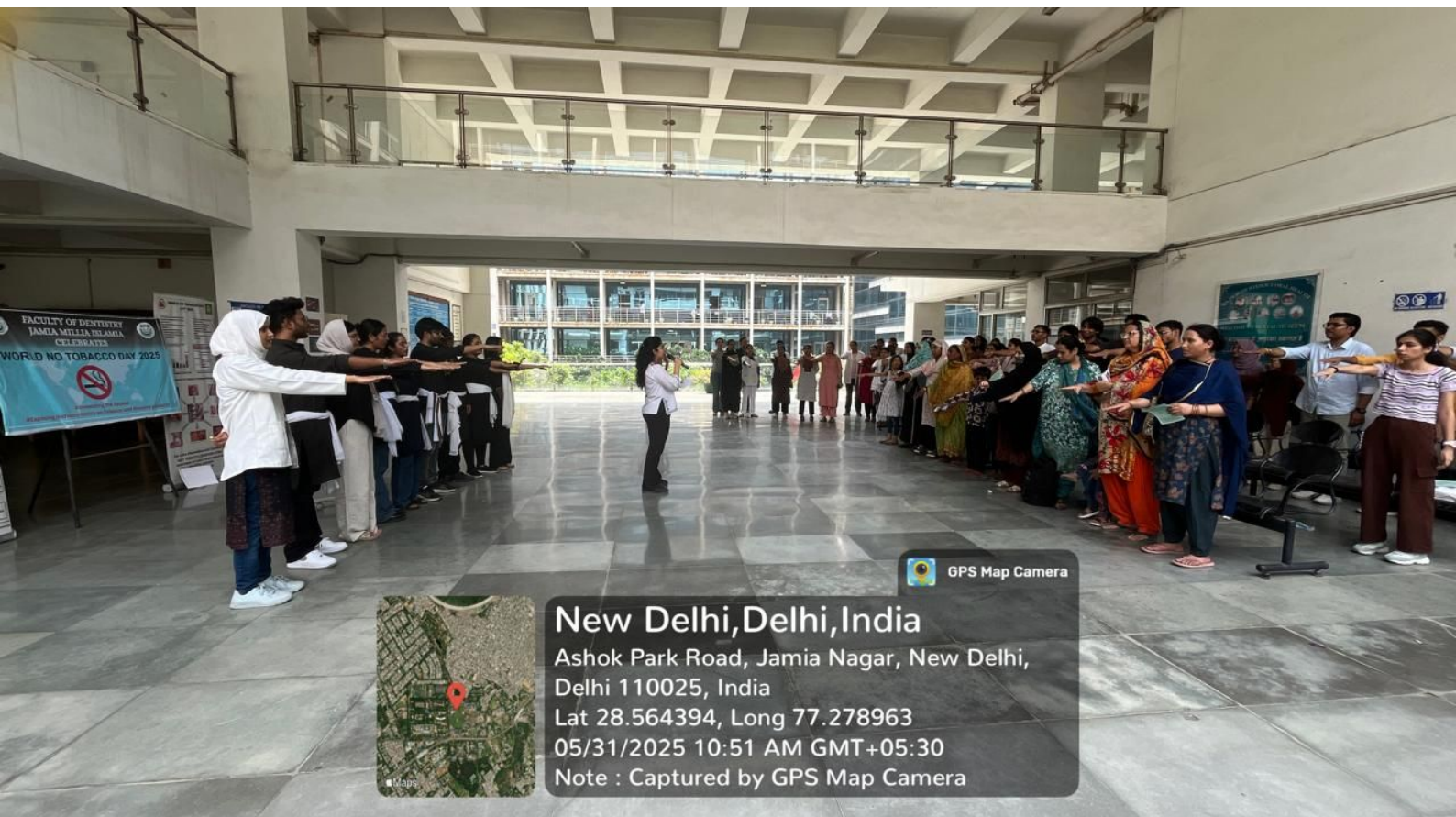
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New Delhi, Delhi, India

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New Delhi, Delhi, India

Ashok Park Road, Jamia Nagar, New Delhi,
Delhi 110025, India

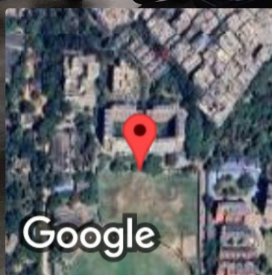
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GPS Map Camera



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GPS Map Camera



Apple Maps

New Delhi, Delhi, India

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New Delhi, Delhi, India

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#TobaccoExposed

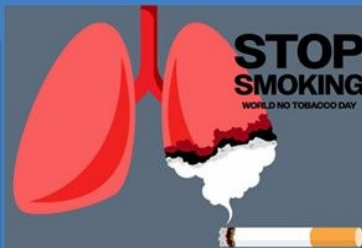
UNMASK THE APPEAL

NEW PRODUCTS, SAME LIES. THE INDUSTRY KEEPS RE-INVENTING ITSELF TO MAKE MORE MONEY.



Appealing flavours but hidden dangers

- Shameless manipulation of our children, for industry profit.
- Every day, tobacco and nicotine industries use **deceptive** tactics to hook a **new** generation of users and keep existing ones.



TOBACCO STATISTICS IN 2025

- An estimated **37 million** children aged 13-15 years worldwide use tobacco.
- Marketing content promoting e-cigarettes has been viewed more than **3.4 billion** times on social media platforms.

NO MORE 'CANDY COATING'

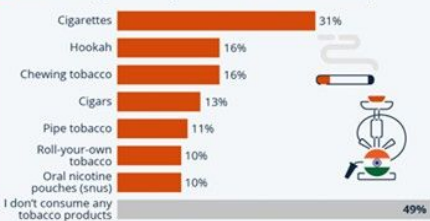
- There are about **16,000** unique flavours to trick young people into consumption
- We need to **break the illusion**.
- No more tricks, **no more traps**.

HEY, KID, WE'VE BEEN IN THIS GAME A **LONG** TIME, SO LISTEN UP.



The Most Popular Tobacco Products in India

Share of respondents* in India who smoke/consume the following tobacco products at least occasionally



* who can legally buy tobacco
Multiple options possible
3,647 urban Indian respondents (18-54 y/o) surveyed Jan.-Dec. 2023
Source: Statista Consumer Insights



WORLD NO TOBACCO DAY

31ST MAY

YOUR LIFE





World No Tobacco Day



31st May 2025

"unmasking the appeal"

I' LL PROMISE YOU' LL BREATHE
WITH EASE & GRACE
IF YOU STOP NOW,
WE' LL WIN THIS RACE..

- Heart diseases
- Respiratory issues
- Lung cancer



Everytime you smoke,
I struggle to breathe..
The toxins you inhale
Make breathe difficult for me.

•TOBACCO KILLS OVER
"8 MILLION"
PEOPLE ANNUALLY

*Break free from
addiction*

TOBACCO
KILLS

SMOKING
IS
LETHAL..

