

Welcome to your new quarterly update, organised by the *Génération sans tabac* platform and the WHO Framework Convention on Tobacco Control Knowledge Hub for Public Awareness, hosted by *Santé publique France*.

We bring you an overview of the latest international news on communication and promotion of **public awareness** of the consequences of tobacco consumption: the latest communication campaigns, prevention measures, introduction of warnings on products and cessation aid programmes.

Webinar to present the e-library launched by the Knowledge Hub to support tobacco control awareness initiatives



WEBINAR

From knowledge to action:
launch of an e-library to support
tobacco control awareness initiatives

Thursday, 6 November 2025 | 15:00 - 16:00 (CET)
via Zoom (languages: English and French)

Organized by the WHO FCTC Knowledge Hub
for Public Awareness

The WHO FCTC Knowledge Hub for Public Awareness is hosting a new webinar:

"From Knowledge to Action: launch of an e-library to support tobacco control awareness initiatives"

Date: Thursday, 6 November 2025, 15:00 to 16:00 (CET) via Zoom

This webinar will be conducted in English and French with simultaneous

interpretation.

The Knowledge Hub has recently developed an [e-library on its website](#). The webinar will aim to present:

- How to navigate the e-library
- The resources that can be found there
- Examples of user experiences

Programme:

- *Introduction*, by the WHO FCTC Secretariat
- *Presentation of the e-library: navigation, types of documents available, content strategy, examples of "user journeys":*
 - **Pauline Bignon**, *Santé publique France*, Project Officer, WHO FCTC Knowledge Hub on Public Awareness
 - **Leslie Lesauvage**, Data Science Support and Scientific Resource Collection for the Knowledge Hub.
- *Question and answer session*

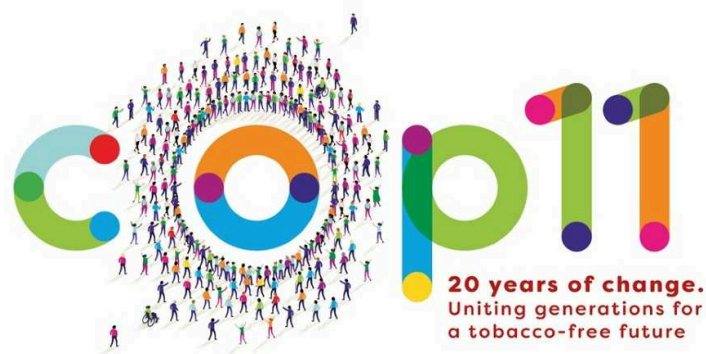
If you work in an organisation that contributes to tobacco control at the national or local level, whether it is a public institution, a local authority, an association or a private organisation, or if you are involved in the implementation of public health policies, **this webinar may be of interest to you!**

This webinar is open to anyone!*

**Anyone who declares no ties to the tobacco industry.*

[Registration form](#)

The WHO FCTC Knowledge Hubs will be attending COP11 to present their activities and offer assistance to Parties



**Geneva, Switzerland
17-22 November 2025**



From 17 to 22 November 2025, the [Eleventh Session of the Conference of the Parties to the WHO Framework Convention on Tobacco Control \(COP11\)](#) will

be held in Geneva, Switzerland. It will bring together all Parties to the Convention, as it does every two years, to take the necessary decisions to promote its effective implementation.

The WHO FCTC Knowledge Hubs, whose role is to support Parties in implementing the Convention, will also be attending COP11 to **present their work, expertise and the various types of support they can offer Parties** to help them implement appropriate and effective tobacco control projects.

[Read the article](#)

India launches its national 'Tobacco Free Youth 3.0' campaign



The Minister of State for Health and Family Welfare launched the Tobacco Free Youth 3.0 campaign, a 60-day national initiative supported by the WHO to protect young people from the dangers of tobacco and nicotine products. This campaign is part of the National Tobacco Control Programme and aims to raise awareness among adolescents, help them resist social pressure and encourage them to become ambassadors for a tobacco-free and addiction-free lifestyle.

[Read the article](#)

Turkey launches "smoke-free" campaign to reduce smoking



The Turkish Ministry of Health has launched a new national campaign entitled 'Smoke-free Türkiye' as part of its ongoing efforts to combat tobacco addiction, one of the leading causes of preventable death worldwide, including in Turkey. The campaign is part of a broader regulatory plan to reduce smoking, for which President Recep Tayyip Erdoğan has mobilised young people, the primary target of the tobacco and nicotine industry.

[Read the article](#)

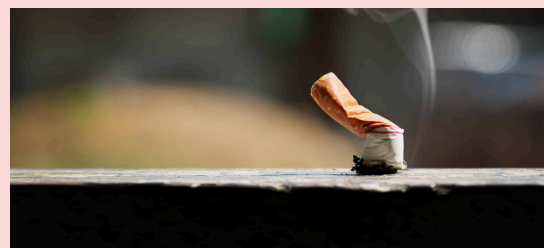
Young people and vaping: Australia calls on influencers to warn of the risks



With the support of influencers, the Australian government is launching a new phase of its awareness campaign against vaping among young people. The aim is to engage in a dialogue with Australia's younger generation on the dangers of vaping and the risks of nicotine addiction.

[Read the article](#)

Smoking: a historic decline in the number of smokers in France



According to the results of the 2024 French Public Health Barometer, France has seen a historic decline in smoking. In 2024, 24% of adults aged 18-79 reported smoking tobacco, including 17.4% who smoke daily, the lowest level ever recorded since this national survey was launched.

[Read the article](#)

Plastic Treaty - The CNCT and Surfrider have called for a global ban on cigarette filters

CECI N'EST PAS DU COTON, C'EST DU PLASTIQUE

*Demandez aux
représentants des États de
mettre fin à la pollution des
mégots à l'occasion du
Traité international contre la
pollution plastique.*



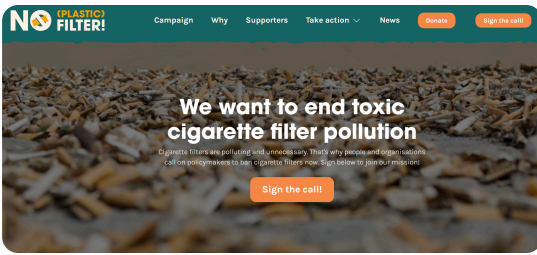
REJOIGNEZ L'ACTION



The CNCT and Surfrider Foundation Europe have drawn attention to the growing promotion of so-called 'biodegradable' filters, which are presented as environmentally friendly alternatives. Like all so-called biodegradable plastics, these products do not decompose in nature, where the specific conditions are not met, and continue to release the same pollutants as plastic filters. Their marketing misleads consumers, reinforcing the deceptive idea of a 'cleaner' cigarette and encouraging littering in the public space.

The two organisations, alongside Global Youth Voices, Stop Tobacco Pollution Alliance (STPA) and SmokeFree Partnership (SFP), also issued a joint statement sending a clear warning to the European Union: do not export, via Article 8.4, the extended producer responsibility (EPR) model for tobacco products, already in force in France and Spain – a system financed and managed by the manufacturers themselves, which is ineffective and dangerous for both public health and the environment.

[Read the statement](#)



International efforts to ban cigarette filters are intensifying

Worldwide, initiatives are multiplying to call for a ban on cigarette filters, a major source of plastic pollution. In France, the CNCT and Surfrider Europe are leading this campaign, while in the Netherlands, the No Plastic Filter! coalition is also campaigning to put an end to this toxic waste. An international movement is underway for a future without filters. [Visit the website](#)



The WHO Knowledge Hub for Public Awareness conducted a study on FCTC Parties' support needs

According to the 2023 Global Progress Report, the main gaps encountered by Parties in implementing the FCTC are a lack of financial resources, human resources and expertise, as well as a lack of training to improve their capacities. [Read the article](#)



In Bangladesh, students rally in support of tougher tobacco control laws

Approximately 10,000 young tobacco control activists submitted a petition to the chief advisor and four other advisors to the Bangladeshi government, demanding immediate changes to tobacco control legislation. The initiative, led by students from various universities and institutions in Dhaka, also calls for the cancellation of a planned government meeting with tobacco industry representatives to discuss proposed protective measures. [Read the article](#)



WHO warns against vaping, which affects over 15 million 13- to-15-year-olds worldwide

According to new estimates published by the World Health Organization (WHO), at least 15 million adolescents aged 13 to 15 (7.2%), use e-cigarettes worldwide. In countries with data available, young people are, on average, nine times more likely to vape than adults. The WHO reckons that there are over 100 million e-cigarette users in total, including 86 million adults, or (1.9%), mainly in high-income countries. [Read the article](#)

**Read more articles on
*Génération sans tabac***

TO GO FURTHER

Cambodia:

With the aim of promoting public health and environmental protection, the administration of the capital Phnom Penh has officially launched an awareness campaign entitled “*Strengthening Measures to Prohibit Smoking or Vaping Tobacco Products at Walk Street*”, one of the capital's most popular tourist streets.

[Read the article](#)

Kuwait:

The Forum of Indian Doctors (FID) in Kuwait organised an awareness programme on smoking and vaping for schoolchildren in Kuwait. The session aimed to inform pupils about the physical, psychological and social consequences of tobacco consumption and e-cigarette use. [Read the article](#)

South-East Asia:

On World Heart Day, the World Health Organization (WHO) – South-East Asia Region – reiterated the importance of raising awareness about the prevention of cardiovascular disease, the leading cause of death worldwide. This campaign aims to encourage public policies and behaviours that promote heart health, in particular by cutting down on smoking, salt intake and sedentary lifestyles. [Read the article](#)



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WHO FRAMEWORK CONVENTION
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GST
GÉNÉRATION SANS TABAC

WHO FCTC Knowledge Hub for Public Awareness

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<https://extranet.who.int/fctcapps/fctcapps/fctc/kh/article12>

The *Génération sans tabac* platform provides daily news on tobacco control in France and around the world. In addition to the health dimension related to smoking, it aims to decipher all the strategies deployed by tobacco manufacturers and provide information on other issues linked to tobacco consumption (environment, human rights, social issues, etc.). It is run by the *Comité national contre le tabagisme* (French National Committee for Tobacco Control – CNCT) with the support of its partners and financed by the *Fonds de lutte contre les addictions* (French national anti-addiction fund).



CNCT

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