

### Unmasking Tobacco Industries: Protecting Children to Secure Their Future

On this World No Tobacco Day (31 May 2025), the International Network of Health Promotion Foundations (INHPF) reaffirms our commitment to protect children and young people from the escalating harms of tobacco and nicotine products. We join the World Health Organization (WHO) and global partners in calling for urgent actions to "Unmask the Appeal" of tobacco and nicotine products.

The use of nicotine products like vapes and nicotine pouches is skyrocketing. Vaping among school-aged children in some countries is alarmingly prevalent, even two to three times higher than cigarette smoking prevalence.

The INHPF is particularly concerned by the aggressive tactics employed by the tobacco and nicotine industries using appealing product designs, alluring flavors, and youth-friendly marketing to create a false sense of safety that attracts adolescents to this lifelong harmful addiction.

As the global landscape of tobacco and vape marketing evolves, so must our collective response. We call on governments, public institutions, and communities to take bold and coordinated actions to:

- Prioritize prevention across systems—align policies in health, education, digital safety, and trade to stop the tobacco and nicotine industries from targeting children and young people.
- Strengthen regulation and enforcement—pursue a complete ban of vapes, or ban sales to minors, ban flavours, and close regulatory loopholes.

- Comprehensive bans of all tobacco advertising, promotion, and sponsorship, including both direct and indirect advertising, as well as cross-border activities and digital media.
- Protect public health from industry interference—fully implement Article 5.3<sup>1</sup> of the WHO Framework Convention on Tobacco Control.
- Invest in community-led solutions—ensure sustainable funding for health promotion to build resilient, health-supportive environments.

Collectively, INHPF members remain committed to fostering knowledge exchange, strengthening regional collaboration, and scaling effective, evidence-informed strategies that uphold every child's right to grow up in environments that promote health, equity, and resilience—free from manipulation, misinformation, and addiction.

On this World No Tobacco Day, we reaffirm our collective responsibility to act decisively. We urge leaders across sectors to prioritize current and future generations' well-being over harmful industries' interests. A tobacco-free generation depends on the actions we take today.

30 May 2025

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<sup>1</sup> Protection of public health policies with respect to tobacco control from commercial and other vested interests of the tobacco industry

Reference: [WHO FCTC Guidelines for Implementation of Article 5.3](#)