

2024 年世界無菸日 (World No Tobacco Day 2024)

➤ 主題(Theme)：保護孩童，避免菸商干擾(Protecting children from tobacco industry interference)

全球有許多年輕族群正呼籲政府採取政策以保護他們免於遭受菸商及其相關行業的試圖操控(例如：持續而強烈地透過社群媒體與串流平台行銷危險產品)，而 2024 年世界無菸日將提供這些年輕族群一個公開表達的機會。

➤ 相關資訊：新的世界衛生組織活動強調菸商影響公共衛生政策的手法/策略 (New WHO campaign highlights tobacco industry tactics to influence public health policies)

為保護年輕族群免受菸草公司及其致命商品的傷害，世界衛生組織今日正式發起「停止謊言(Stop the lies)」運動作為重要倡議，呼籲菸草產業停止干涉健康政策。

The World Health Organization (WHO), today, officially launches the "Stop the lies" campaign as a vital initiative to protect young people from the tobacco industry and their deadly products, by calling for an end to tobacco industry interference in health policy.

這個運動主要是立基於國際菸害防制倡議組織「STOP」與國際菸害防制善政中心(the Global Center for Good Governance in Tobacco Control, GGTC)所發布的〈2023 年全球菸草產業干涉指標(The Global Tobacco Industry Interference Index 2023)¹〉，該指標指出，菸草產業對於健康政策的干預逐漸加劇。

This campaign is supported by new evidence from “The Global Tobacco Industry Interference Index 2023”, published by STOP and the Global Center for Good Governance in Tobacco Control, which shows that efforts to protect health policy from increased tobacco industry interference have deteriorated around the world.

¹ The Global Tobacco Industry Interference Index (Global Tobacco Index)是全球性調查，資料為各政府如何在世界衛生組織的菸草控制框架公約 (WHO Framework Convention on Tobacco Control) 第 5.3 條下，回應菸草廠商對於公共健康政策的干預，以及如何防止公共衛生政策受到菸草廠商的商業與其他既得利益之影響。

世界衛生組織的倡議旨在增強年輕族群的意見表達、揭露菸草產業的策略/手法，並且增加捍衛健康政策與未來世代的公共意識。

WHO's campaign aims to amplify youth voices, expose tobacco industry tactics and increase public awareness on the need to defend health policies and protect the health of future generations.

世界各地的年輕族群要求政府：「…採取保護年輕族群免於遭受菸草及相關產業操弄」。

Youth groups around the world called on countries to “...adopt decisions that shield us from the manipulative practices of tobacco and related industries.”

世界衛生組織健康促進司司長 Ruediger Krech 表示：「有些年輕族群要求政府保障年輕族群免受菸草廠商作為有害商品的目標客群，而世界衛生組織與這些年輕族群同在，我們呼籲所有國家透過不讓這些廠商在政策制定上占有一席之地以捍衛健康政策。」

“WHO stands with young people globally who have demanded governments protect them against a deadly industry that targets them with new harmful products while outright lying about the health impacts. We call on all countries to safeguard health policies from this deadly industry by not letting them have a seat at the policy-making table,” said Dr Ruediger Krech, Director of Health Promotion, WHO.

菸草廠商會透過控告政府、提供財務或實務誘因以影響菸害防制政策等方式，甚至在即將召開的世界衛生組織《菸草控制框架公約》締約方會議上試圖干涉各國保護民眾健康的權利，因此，世界衛生組織支持各國政府透過以實證為基礎的菸害防制指標數據進行捍衛。

The tobacco industry tries to interfere with countries' right to protect people's health by taking governments to court, or offering financial and in-kind incentives to be able to influence tobacco control policies, even at the upcoming WHO FCTC Conference of Parties. WHO supports countries in defending evidenced based tobacco control measures in the face of industry interference.

菸草廠商則持續透過以下方式傳遞錯誤資訊以欺瞞大眾：

1. 掩護機構(傀儡組織)跟第三當事人
2. 社交媒體影響者

3. 贊助活動
4. 贊助科學家與偏頗的研究
5. 支持社會責任倡議

The tobacco industry continues to lie to the public, using different ways to spread misinformation, including through:

1. Front groups and third parties
2. Social media influencers
3. Sponsored events
4. Funding scientists and biased research
5. Supporting corporate social responsibility initiatives

鑒於菸草廠商持續不斷地向弱勢族群(尤其是年輕族群)行銷其商品，世界衛生組織致力於揭露菸草廠商削弱健康政策的企圖，並且號召政策制定者堅守對抗菸草廠商的影響，而目前已經有 183 個《菸草控制框架公約》(Framework Convention on Tobacco Control, FCTC)締結方承諾會在全球健康條約下實踐。

Recognizing the tobacco industry's relentless efforts to market its products to vulnerable groups, especially young people, WHO is committed to expose the industry's attempts to weaken health policies and call on policy makers to stand firm against tobacco industry influence. There are 183 Parties to the Framework Convention on Tobacco Control that have committed to do this under the global health treaty.

菸草廠商長久以來都在欺瞞民眾，包括堅稱吸菸不會導致肺癌；目前我們已知吸菸與 25% 的癌症有關，導致全球每年有超過 800 萬民眾死亡，但菸草廠商仍持續行銷他們所謂「新型」而「安全」的產品、每年生產上兆的菸草產品。

The tobacco industry has a long history of lying to the public, even insisting that smoking does not cause lung cancer. Today we know that tobacco causes 25% of all cancers and kills over 8 million people each year, but the industry persists with marketing what they call 'new' and 'safer' products that we know are harmful to health, while still producing trillions of cigarettes each year.

有一半的菸品使用者會早逝，因此，要維持菸品與尼古丁市場就會高度仰賴招募新的年輕使用者，而菸草公司利用多種策略以提早獲取年輕族群的信任與興趣。

With half of all tobacco users dying prematurely, the maintenance of the tobacco and nicotine market relies heavily on recruiting new, young users, and tobacco companies

employ multiple tactics to gain the trust and interest of young people at an early age.

富有吸引力的設計且有添加薄荷醇、加味/調味或有糖果風味的菸草產品進一步促成這些商品在年輕世代的普及化，在此同時，也讓許多消費者未意識到對其健康的負面效果。

Menthol and flavoured cigarettes and candy-flavored e-cigarettes with eye-catching designs have further contributed to the popularization of these products among the young generation, all while leaving many consumers largely unaware of the negative effects on their health.

菸草廠商挹注大量金額於遊說反對菸害防制政策、資助提升其利益的組織。

The tobacco industry invests enormous amounts of money in lobbying against tobacco control policies and funds organizations that promote its interests.

這些菸草技倆使公眾健康遭受難以計量的傷害，同時，菸草與尼古丁商品的生產與使用也會對其他關鍵議題造成一連串傷害，例如環境、心理健康與童工。

These tobacco tactics, when left unchecked, inflict immeasurable harm on public health. Moreover, the production and use of tobacco and nicotine products have a cascading damaging effect on other critical issues such as the environment, mental health, and child labor.

資料來源：

1. <https://www.who.int/campaigns/world-no-tobacco-day/2024>
2. <https://www.who.int/news/item/16-11-2023-new-who-campaign-highlights-tobacco-industry-tactics-to-influence-public-health-policies>
3. <https://globaltobaccoindex.org/report-summary>