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World No Tobacco Day — May 31, 2013

Approximately 6 million deaths related to tobacco use occur each year, including 600,000 in persons who breathe secondhand smoke. Unless trends reverse, by 2030, approximately 8 million persons will die from tobacco use each year. Approximately 80% of these deaths are expected to occur among persons living in low-income and middle-income countries (1).

In 1987, the World Health Organization (WHO) created World No Tobacco Day to draw global attention to the health risks of tobacco use. Another important contribution of WHO to conceiving a long-term solution to the global tobacco problem is the development of the WHO Framework Convention on Tobacco Control. The treaty was adopted by the World Health Assembly in 2003 and is one of the most widely embraced treaties in United Nations history (2).

The treaty commits countries to protect the public's health by adopting various measures to reduce demand for tobacco. One measure of the treaty requires countries to provide widely accessible, comprehensive information regarding the addictive nature, risks, and health threats of exposure to tobacco smoke (3). Antismoking messages in the mass media are one means to accomplish this goal. This issue of *MMWR* includes a review of data from 17 countries, finding an association between awareness of antismoking messages and intention to quit smoking.

References

1. World Health Organization. World No Tobacco Day 2013. Geneva, Switzerland: World Health Organization; 2013. Available at <http://who.int/tobacco/wntd/2013/en/index.html>.
2. World Health Organization. About the WHO Framework Convention on Tobacco Control. Geneva, Switzerland: World Health Organization; 2013. Available at <http://www.who.int/fctc/about/en/index.html>.
3. World Health Organization. WHO Framework Convention on Tobacco Control. Geneva, Switzerland: World Health Organization; 2005. Available at <http://whqlibdoc.who.int/publications/2003/9241591013.pdf>.

Antismoking Messages and Intention to Quit — 17 Countries, 2008–2011

Antismoking mass media campaigns can help reduce the prevalence of smoking by discouraging young persons from initiating smoking and by encouraging current smokers to quit (1,2). Smoking cessation is a multistage process; intention to quit smoking precedes quit attempts (3). To assess whether awareness of anti-cigarette smoking information in four mass media channels (television, radio, billboards, and newspapers or magazines) was significantly associated with a current cigarette smoker's intention to quit, CDC analyzed data from 17 countries that participated in the Global Adult Tobacco Survey (GATS). Logistic regression was used to analyze the relationship between awareness of antismoking messages and intent to quit smoking; odds ratios were adjusted to control for demographic factors, awareness of warning labels on cigarette packages, and awareness of tobacco advertisements. In nine of 17 countries, intent to quit was significantly associated with awareness of antismoking messages in a single media channel versus no awareness, with adjusted odds ratios ranging from 1.3 to 1.9. In 14 countries, intent to quit was significantly associated with awareness of messages in multiple channels versus no awareness, with adjusted odds ratios ranging from 1.5 to 3.2. Antismoking information in mass media channels can help reduce tobacco consumption by encouraging smokers to contemplate quitting and might be more effective when presented in multiple channels.

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