

## World No Tobacco Day – 31 May 2020

2020 年 5 月 31 日 世界無菸日

### Protecting youth from industry manipulation and preventing them from tobacco and nicotine use

保護年輕族群免於菸商操控並預防他們使用菸品與尼古丁商品

For decades, the tobacco industry has deliberately employed strategic, aggressive and well-resourced tactics to attract youth to tobacco and nicotine products.

幾十年來，菸商刻意運用雄厚資源採用各種積極且具策略性的手法，意圖吸引年輕族群購買與使用菸品與尼古丁商品。

Internal industry documents reveal in-depth research and calculated approaches designed to attract a new generation of tobacco users, from product design to marketing campaigns aimed at replacing the millions of people who die each year from tobacco-attributable diseases with new consumers – youth.

菸商內部文件顯示，為了吸引年輕族群成為新的菸品使用者，以取代每年死於菸害的數百萬人，從產品設計到銷售活動，均經過深入研究以及計算過程。

In response to the tobacco and related industries' systematic, aggressive and sustained tactics to attract a new generation of tobacco users, World No Tobacco Day 2020 will provide a counter-marketing campaign and empower young people to engage in the fight against Big Tobacco.

為了對抗菸商及相關產業為了吸引新一代菸品使用者所進行的持續、系統性且積極的策略，2020 年世界無菸日(World No Tobacco Day 2020)提供反菸品行銷活動，以及促使年輕族群能夠加入對抗大菸商(Big Tobacco)的行列。

The World No Tobacco Day 2020 global campaign will serve to:

2020 世界無菸日全球運動致力於：

- Debunk myths and expose manipulation tactics employed by the tobacco and related industries, particularly marketing tactics targeted at youth, including through the introduction of new and novel products, flavours and other attractive features;  
揭穿菸商及相關產業常運用的普遍但卻錯誤的觀念，及其操控伎倆，特別是針對年輕族群的行銷策略，包括：推出新奇的產品、口味及具吸引力的外型等。
- Equip young people with knowledge about the tobacco and related industries' intentions and tactics to hook current and future generations on tobacco and nicotine products; and  
使年輕族群瞭解菸商及相關產業企圖吸引目前與未來世代使用菸品的意圖和手法。

- Empower influencers (in pop culture, on social media, in the home, or in the classroom) to protect and defend youth and catalyze change by engaging them in the fight against Big Tobacco.  
促使流行文化、社交媒體、家庭或課堂中具影響力者加入反大菸商的行列，以保護與捍衛年輕族群並催動變革。

## How are tobacco and related industries manipulating youth?

### 菸商及相關產業如何操控年輕族群？

- **Use of flavours that are attractive to youth** in tobacco and nicotine products, like cherry, bubble gum and cotton candy, which encourages young people to underestimate the related health risks and to start using them  
運用加味菸，如櫻桃、泡泡糖、棉花糖等香味吸引青少年，促使青少年低估菸品相關健康風險並開始使用這些商品。
- **Sleek designs and attractive products**, which can also be easy to carry and are deceptive (e.g. products shaped like a USB stick or candy)  
採用精巧、時尚且具吸引力的商品設計，例如將菸品設計成更容易攜帶且具掩飾性的商品，例如造型像 USB 隨身碟或糖果包裝。
- **Promotion of products as “reduced harm” or “cleaner” alternatives** to conventional cigarettes in the absence of objective science substantiating these claims  
在目前缺乏客觀實證研究的情形下，推銷該商品是較傳統菸品危害低或較乾淨的替代品。
- **Celebrity/influencer sponsorships and brand sponsored contests** to promote tobacco and nicotine products (e.g. Instagram influencers)  
透過請名人或具有影響力者(例如網紅)代言，或者活動贊助，以推銷菸品。
- **Point-of-sale marketing at vendor outlets frequented by children**, including positioning near sweets, snacks or soda and providing premiums for vendors to ensure their products are displayed near venues frequented by young people (includes providing marketing materials and display cases to retailers)  
於兒童常光顧的銷售點，例如在糖果、零食、汽水等販售位置附近進行促銷，且為了確保菸品在年輕族群經常光顧的場所展示，提供商家促銷材料與展示櫃等好處。
- **Sale of single stick cigarettes and other tobacco and nicotine products near schools**, which makes it cheap and easy for school children to access tobacco and nicotine products  
在學校附近零售(單支)紙菸與其他菸品，使學童能更便宜更輕易地獲得菸品。

- **Indirect marketing of tobacco products** in movies, TV shows and online streaming shows  
透過傳播媒體，包括電影、電視節目與直播節目，間接推銷菸品。
- **Tobacco vending machines** at venues frequented by young people, covered in attractive advertising and pack displays, and undermining regulations on sales to minors  
在年輕族群經常光顧的場所擺放菸品自動販賣機，運用具吸引力的廣告與包裝進行展示，及違反未成年銷售的相關規範。
- **Litigation to weaken all kinds of tobacco control regulations** including warning labels, display at point of sale, and regulations that limit access and marketing to children (specifically provisions to ban the sale and advertising of tobacco products near schools)  
透過訴訟等方式削弱各式菸害防制法規，例如菸盒警示圖文、禁止菸品於銷售點展示、限制兒童接觸菸品及限制對兒童銷售的法規(特別是禁止在校園周邊販售、廣告等規定)。

## Call to action

### 呼籲採取行動

The world cannot afford another generation deceived by the lies of the tobacco industry, which pretends to promote freedom of personal choice while really ensuring eternal profits – regardless of the millions of people that pay with their life each year.

我們不應再讓另一個世代被菸商的謊言欺騙。菸商假裝是為了擴大個人選擇的自由，實際上卻是為了確保(菸商自身)永久的利益而不顧每年數百萬人會因此付出生命。

WHO urges influencers – in pop culture, on social media, in the home, or in the classroom – who reach and connect with youth to expose the industries’ manipulative tactics to create a new generation of tobacco users. We need to empower youth to stand up to Big Tobacco by dispelling its lies and refusing to use its products.

世界衛生組織呼籲，在流行文化、社交媒體、家庭或課堂上等，對年輕族群具有影響力者，應揭露菸商為了創造下一代菸民的操控手法。我們需要促使年輕族群站出來對抗大菸商，識破他們的謊言並拒絕使用其產品。

原文來源：

<https://www.who.int/news-room/events/detail/2020/05/31/default-calendar/world-no-tobacco-day-2020-protecting-youth-from-industry-manipulation-and-preventing-them-from-tobacco-and-nicotine-use>

## 附件

### HOW CAN YOU JOIN THE FIGHT AGAINST THE TOBACCO EPIDEMIC?

#### 如何加入對抗菸品流行的行動？

1. 名人或具影響力者：拒絕(菸品)品牌代言或菸商任何形式的贊助。
2. 社群媒體業者：禁止菸商廣告、促銷與贊助。
3. 電影、電視與戲劇業者：不描述或呈現菸品使用。
4. 家長與親屬：教育兒童和青少年進行有關尼古丁和菸草產品使用的危害，並促使他們拒絕菸商操控。
5. 醫療與健康從業者：提供最新的菸品使用健康危害資訊給兒童、青少年、青年與其家長，並且透過戒菸建議以促使使用者戒菸。
6. 學校：提高對初始菸品使用與菸品使用風險的意識、採取無菸、無電子煙校園、拒絕菸商任何形式贊助、拒絕菸商代表在校園活動場合演講。
7. 年輕族群：組織區域活動教育同儕，建立無菸世代；提倡社區/社群採取有效菸害防制政策，抑制與預防菸商操控。
8. 國家與地方政府：支持履行符合世界衛生組織所提的《菸草控制框架公約》的完善菸害防制政策，以有效預防菸商對菸害防制規範或監管規範的迴避、保護兒少免於菸商操控、預防年輕族群嘗試吸菸。

參考來源：

<https://www.who.int/news-room/campaigns/world-no-tobacco-day/world-no-tobacco-day-2020/call-to-action>