

WHO launches year-long campaign to help 100 M people quit tobacco

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Together with industry partners, WHO will provide people with the tools and resources they need to make a successful quit attempt



The World Health Organisation (WHO) has launched a year-long global campaign for World No Tobacco Day 2021 - "Commit to Quit." The new WHO [Quit Challenge](#) on WhatsApp and publication "[More than 100 reasons to quit tobacco](#)" are being released to mark the start of the campaign.

The COVID-19 pandemic has led to millions of tobacco users saying they want to quit. The campaign will support at least 100 million people as they try to give up tobacco through communities of quitters.

"Commit to Quit" will help create healthier environments that are conducive to quitting tobacco by advocating for strong tobacco cessation policies; increasing access to cessation services; raising awareness of tobacco industry tactics, and empowering tobacco users to make successful quit attempts through "quit & win" initiatives.

WHO, together with partners, will create and build-up digital communities where people can find the social support they need to quit. The focus will be on high burden countries* where the majority of the world's tobacco users live.

WHO welcomes new contributions from partners, including private sector companies that have offered support, including Allen Carr's Easyway, Amazon Web Services, Cipla, Facebook and WhatsApp, Google, Johnson & Johnson, Praekelt, and Soul Machines.

WHO released a scientific brief earlier this year showing that smokers are at higher risk of developing severe disease and death from COVID-19. Tobacco is also a major risk factor for noncommunicable diseases like cardiovascular disease, cancer, respiratory disease and diabetes. Moreover, people living with these conditions are more vulnerable to severe COVID-19.

Both global and regional cessation tools will be rolled out as part of the campaign. WHO's 24/7 [digital health worker](#) to help people quit tobacco is available in English and will soon be released to support people in Arabic, Chinese, French, Russian, and Spanish.