

WE
ARE
20



UNITING A GENERATION FOR A TOBACCO-FREE WORLD

Celebrating
20 years



FCTC

WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL



Communications Toolkit

**20th anniversary of the
entering into force of the WHO
Framework Convention on
Tobacco Control (WHO FCTC)**

Celebrating 20 years of the WHO FCTC

The World Health Organization Framework Convention on Tobacco Control (WHO FCTC) marks its 20th anniversary of entry into force on 27 February 2025. This milestone presents an opportunity to reflect on the treaty's achievements, reinforce commitments to global tobacco control, and envision a healthier future free from the tobacco epidemic.

This communications toolkit provides key dates, key messages, resources, and suggested activities to support stakeholders in commemorating this landmark occasion.





These milestones will not only celebrate our achievements but also pave the way for stronger collaboration and renewed determination in the fight against the tobacco epidemic.

Let's keep working together for a healthier, more sustainable future.

#FCTC20Years #WeAre20



Key Dates

- **15 January 2025:** Launch of the 20-year anniversary campaign on WHO FCTC [website](#) and social media    
- **12 February 2025:** Distribution of campaign materials and communications toolkit to be used on the week of the anniversary (**25 to 28 February 2025**)
- **25 February 2025: online activation of the 20-year anniversary campaign with the stakeholders:** We invite all our partners to:
 - share [the campaign assets](#) on your social media channels
 - add the [profile filter](#) on your social media profile pictures
 - [send us a personal high-res](#) photo and **a quote** (170 words max) for us to include you in the campaign or [create your own quote card](#) in any of the 6 official UN languages.
 - send us information about all your celebration activities to mediafctc@who.int

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Key Dates

- **27 February 2025** - 20-year anniversary of the entry into force of the WHO FCTC– in-person event in WHO HQ, Geneva, Switzerland from 1500 hrs. – 1700 hrs. CET (live-streamed [here](#))
- **Series of WHO FCTC 20-year anniversary technical webinars** – the first webinar will be on 3 March 2025 (Tobacco control in the firing line)
- **February - October 2025** - Global, regional and national activities to highlight tobacco control efforts as part of 20-year anniversary of the WHO FCTC.
- **19-27 May 2025** - 78th World Health Assembly (Geneva, Switzerland)
- **23 - 25 June 2025** - WHO FCTC Secretariat booth at the World Conference on Tobacco Control (Dublin, Ireland)
- **12 -14 October 2025** - World Health Summit (TBC, Berlin, Germany)
- **17 – 22 November 2025** - High-level event at the Eleventh session of the Conference of the Parties to the WHO FCTC (Geneva, Switzerland)

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Ready-made messages

- Over two decades, the WHO FCTC has saved lives, reduced tobacco consumption, & advanced health equity globally. **Let's keep working together for a healthier, more sustainable tobacco-free future.**
- The WHO FCTC – one of the most widely embraced @UN treaties in history – celebrates the 20-year anniversary of its entry into force this year. **Happy 20th anniversary to this life-saving treaty!**
- Let us unite to celebrate two decades of progress and renew our commitment to a **tobacco-free future!**
- The WHO FCTC is an evidence-based “blueprint” for tobacco control policies.
- We are renewing our commitment to implementing the WHO FCTC to achieve the @UN #SDGs, **particularly #SDG3: Good Health and Well-being.**
- As we mark the 20-year anniversary of the WHO FCTC, we reaffirm our commitment to building on its legacy, continuing the fight for a tobacco-free world—not just for today, but for generations to come.

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Campaign assets

- [Logo](#)
- [Infographics](#)
- [Social media cards](#)
- [Social media quote card](#)
- [Social media profile filter](#)
- [Social media background - cover images](#)
- [Video](#)
- [Web banners](#)

- [Brochure: Highlights from 20 years of tobacco control - 20-year anniversary of the entry into force of the WHO Framework Convention on Tobacco Control](#)
- [Photo exhibition panels](#)
- [Email signature](#)
- [Main poster](#)
- [Photo background](#)
- [Designs to produce merchandise](#)
- [Pull up banners](#)
- [Photo booth](#)

[Find here all the campaign assets](#)

[Campaign page](#)

[Press release](#)

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Hashtags

#FCTC20Years
#WeAre20
#FCTCSavesLives

Handles

@FCTCofficial
@BlancoMarquizo

Social media



#FCTC20Years #WeAre20





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**Let us unite to celebrate two decades of
progress and renew our commitment to a
tobacco-free world!**