



**FCTC**

WHO FRAMEWORK CONVENTION  
ON TOBACCO CONTROL

S E C R E T A R I A T

**Join us for the IT'S TIME teaser campaign to spotlight the Global Strategy to Accelerate Tobacco Control 2019-2025 during what would have been the COP9 week**



*to protect  
their future*



*to reduce deaths  
caused by tobacco*



*to provide  
a healthier future*



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GLOBAL STRATEGY TO  
**ACCELERATE**  
TOBACCO CONTROL

Advancing sustainable development through  
the implementation of the **WHO FCTC 2019 - 2025**

This week the Ninth Conference of the Parties #COP9 to the WHO Framework Convention on Tobacco Control (WHO FCTC) would have taken place in the Netherlands but due to the ongoing COVID-19 pandemic it was postponed.

Nonetheless, to mark what would have been key deliberations and discussions taking place at COP9, the Secretariat of the WHO FCTC is casting a spotlight from this week on what is essentially a blueprint for the global tobacco control community to help tackle the tobacco epidemic: the [Global Strategy to Accelerate Tobacco Control: Advancing Sustainable Development through the Implementation of the WHO FCTC 2019-2025 \(the Global Strategy\)](#).

The Global Strategy was adopted at the Eighth Conference of the Parties to the WHO FCTC and calls upon stakeholders to intensify efforts to work together to support implementation and accelerate the application of the WHO FCTC.

**Join us for the 'IT'S TIME' teaser campaign to spotlight the Global Strategy to promote awareness around it and the importance of accelerating implementation of the Convention as a means of advancing sustainable development.**

This teaser campaign will be followed by the launch of the official campaign in early 2021.







## **IT'S TIME to spread the word and share**

The Secretariat of the WHO FCTC has prepared inspiring visuals in the 6 UN languages that you can use and share in any social media post regarding the WHO FCTC, the COP or more specifically about the Global Strategy.

All the materials that you can use on your social media posts can be found [here](#)

## The messages

### For Facebook

Message	Poster or animation
<p> An estimated 65,000 children aged under 15 die from a tobacco-related cause every year.</p> <p>Is it going to be your child?</p> <p>The Global Strategy to Accelerate Tobacco Control: Advancing Sustainable Development through the Implementation of the WHO FCTC 2019-2025 is a blueprint for the global tobacco control community to help tackle the tobacco epidemic.</p> <p><b>IT'S TIME TO PROTECT THEIR FUTURE</b></p> <p>Learn more  <a href="https://www.who.int/fctc/cop/g-s-2025/en/">https://www.who.int/fctc/cop/g-s-2025/en/</a></p>	 <p><a href="#"><u>Animation</u></a></p>
<p> An estimated 58,000 children aged under 15 die from a cause related to second-hand smoke every year.</p> <p>How would you feel if it were your child?</p> <p>The Global Strategy to Accelerate Tobacco Control: Advancing Sustainable Development through the Implementation of the WHO FCTC 2019-2025, is a focused approach for Parties and the global tobacco control community to accelerate the implementation of the WHO FCTC.</p> <p><b>IT'S TIME TO PROVIDE A HEALTHIER FUTURE</b></p> <p>Learn more  <a href="https://www.who.int/fctc/cop/g-s-2025/en/">https://www.who.int/fctc/cop/g-s-2025/en/</a></p>	 <p><a href="#"><u>Animation</u></a></p>

8 million lives are lost each year due to tobacco.

How can you help change their future?

The Global Strategy to Accelerate Tobacco Control: Advancing Sustainable Development through the Implementation of the WHO FCTC 2019-2025 can help ensure a healthy and sustainable world for all, free of the tobacco epidemic.

Stay tuned for the official launch of the campaign in early 2021.

**IT'S TIME TO REDUCE DEATHS CAUSED BY TOBACCO**



Learn more  <https://www.who.int/fctc/cop/g-s-2025/en/>



[Animation](#)



## For Twitter

Message	Poster or animation	
<p>🔔 An estimated 65,000 children aged under 15 die from a tobacco-related cause every year.</p> <p><b>IT'S TIME TO PROTECT THEIR FUTURE</b></p> <p>Learn more about the Global Strategy to Accelerate Tobacco Control #GS2025</p> <p>➡ <a href="https://www.who.int/fctc/cop/g-s-2025/en/">https://www.who.int/fctc/cop/g-s-2025/en/</a></p> <p>#FCTCSavesLives</p>		<p><a href="#">Animation</a></p>
<p>🔔 An estimated 58,000 children aged under 15 die from a cause related to second-hand smoke every year.</p> <p><b>IT'S TIME TO PROVIDE A HEALTHIER FUTURE</b></p> <p>The Global Strategy #GS2025 is a blueprint for the global tobacco control community to help tackle the tobacco epidemic.</p> <p>&gt; <a href="https://bit.ly/2lpfpdf">https://bit.ly/2lpfpdf</a></p>		<p><a href="#">Animation</a></p>

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<https://bit.ly/2lpfpdf>



[Animation](#)

***Join the IT'S TIME teaser campaign of the Global Strategy and contribute to protect present and future generation from tobacco epidemic!***

The Secretariat of the WHO Framework Convention on Tobacco Control



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