

Buddha Institute of Dental Sciences & Hospital Patna, Department of Public Health Dentistry, observed **“WORLD NO TOBACCO DAY”** on 31st May 2025 themed **“UNMASKING THE APPEAL: EXPOSING INDUSTRY TACTICS ON TOBACCO AND NICOTINE PRODUCTS.”**

On the occasion of World No Tobacco Day, a two-day awareness initiative was organized to educate diverse segments of the community about the harmful effects of tobacco and nicotine products. On 30th May, a program was held at Sir G.D. Patliputra Senior Secondary School, Kadamkuan, where third-year undergraduate students performed an engaging role play to highlight the dangers of tobacco use and unveil the deceptive marketing strategies employed by the tobacco industry. Schoolchildren participated actively and took a pledge to abstain from tobacco and nicotine. Oral health screening was also conducted as part of the outreach. On 31st May, a similar awareness and dental screening program was organized at IDFC FIRST Bank, Kankarbagh. The bank staff were sensitized to the early signs of oral cancer, emphasizing the industry’s manipulative practices and the urgent need to quit tobacco for individual, societal, and environmental well-being. Pledges against tobacco use were taken at both the bank and the college campus, and educational pamphlets were distributed to reinforce the message of tobacco prevention.

On 4th June, a pledge ceremony was conducted for the health professionals at the R. P. Singh memorial Auditorium in the college, to actively participate in raising awareness and advocate for a healthier, tobacco-free future on this World No Tobacco Day.

KEY MESSAGE:

“UNMASK THE TRUTH—TOBACCO HARMS HEALTH, MISLEADS YOUTH, AND THREATENS OUR FUTURE; SAY NO TO TOBACCO AND YES TO A HEALTHIER, TOBACCO-FREE LIFE.”