
Report on World No Tobacco Day Observation (WNTD), Organized by Faculty of Pharmacy, Integral University

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Communication Cell IUL <communications@iul.ac.in>
Bcc: phfc@iul.ac.in

Tue, Jun 24, 2025 at 4:12 PM

**A report on
World No Tobacco Day Observation (WNTD)
(31st May, 2025)**

Theme: “*Unmasking the Appeal: Exposing Industry Tactics on Tobacco and Nicotine Products*”

**Organized by: Faculty of Pharmacy
Integral University, Lucknow**

Introduction

World No Tobacco Day (WNTD) is observed every year on **31st May** as a key initiative led by the **World Health Organization (WHO)**, aiming to raise awareness about the detrimental effects of tobacco use and advocate for strict policies to reduce its prevalence. The 2025 theme, “**Unmasking the Appeal: Exposing Industry Tactics on Tobacco and Nicotine Products**,” focuses on revealing the deceptive strategies employed by tobacco and nicotine companies—particularly those aimed at influencing youth and vulnerable groups.

At **Integral University**, this year’s observance was organized under the **Mulya Pravah Committee**, a **Quality Mandate Initiative**, and in collaboration with the **Integral Pharmaceutical Society**. The event was spearheaded by the **Faculty of Pharmacy**, with activities designed to reflect both academic responsibility and community health outreach.

Emphasizing the spirit of the initiative, **Prof. (Dr.) Misbahul Hasan**, **Dean, Faculty of Pharmacy**, remarked that, “*Health education is the first defense against the harm caused by tobacco. Let us empower minds with knowledge and shape a healthier tomorrow.*” He further added, “*Every initiative against tobacco is a step toward preserving human dignity and well-being. Let this campaign ignite a chain of awareness.*”

Event Activities

As part of the campaign, a two-pronged awareness program was conducted, featuring an **Online Quiz Competition** and a **Poster Campaign**, under the guidance of the **Social Responsibility Club** of the Faculty.

These events were structured not just to inform but also to integrate broader educational goals aligned with **Sustainable Development Goal 3 (Good Health and Well-being)** and **SDG 4 (Quality Education)**. Moreover, the initiative actively supported **Program Outcomes (POs)** such as **PO1 (application of health and pharmaceutical knowledge)**, **PO7 (effective communication of health information)**, **PO8 (ethical responsibility in health contexts)**, and **PO11 (commitment to lifelong learning)**.

1. Online Quiz Competition

Held on **31st May 2025 at 11:30 AM**, the online quiz was open to all students and faculty across departments via a digital platform, encouraging interdisciplinary participation. The quiz covered areas such as:

- The health implications of tobacco and nicotine products
- Tobacco control efforts at national and global levels
- Unethical marketing tactics used by the tobacco industry
- Prevention and cessation strategies

This initiative aimed to equip participants with knowledge while nurturing critical thinking and ethical awareness—core to **PO8**. The strong academic and participatory response also highlighted the relevance of **PO11**, reinforcing the need for lifelong learning in contemporary health issues. E-certificates were issued to acknowledge active involvement.

2. Poster Campaign

To complement the digital engagement, an on-ground **Poster Campaign** was executed at two key locations:

- **Department of Pharmacy**, Integral University
- **Outpatient Department (OPD)** of Integral Institute of Medical Sciences and Research (**IIMSR**)

The posters, designed by students and faculty, effectively illustrated the theme: they debunked common myths about tobacco, highlighted the severe health consequences, and exposed the psychological and emotional tactics used by tobacco marketers. These visuals were not only informative but strategically placed to influence both academic audiences and patients—reinforcing the role of pharmacists and healthcare professionals in tobacco control, aligned with **PO1** and **PO7**.

This outreach reflected the objectives of **SDG 17 (Partnerships for the Goals)**, as it engaged faculty, students, and the local health community in a unified effort for awareness.

Summing up the significance of the event, **Dr. Juber Akhtar, Head, Faculty of Pharmacy**, stated, “*Such observances go beyond symbolic recognition—they are catalysts for behavioral change, professional responsibility, and social transformation.*”

Through this collective endeavor, the university community took a meaningful step toward **building a healthier, tobacco-free future**, reinforcing not only academic values but also human dignity and well-being.

Event Coordinators: Prof. (Dr.) Javed Akhtar Ansari, Dr. Ahsan Ahmed Khan, Ms. Shabana Khatoon.



Prof. (Dr.) Juber Akhtar,
Head,
Department of Pharmacy.



Prof. (Dr.) Syed. Misbahul Hasan,
Dean,
Faculty of Pharmacy