

# **Tobacco kills: It shouldn't be advertised, glamorized or subsidized**

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**Message from Dr Hussein A. Gezairy, WHO Regional Director for the Eastern Mediterranean**

**Message from Mr George Kordahi, Host of the Arabic version of the game show “Who wants to be a millionaire?” and United Nations Environment Programme Ambassador of Goodwill to the Middle East**

### **Tobacco free films: Tobacco free entertainment**

There is a brand to suit every personality and a personality for every brand

The situation in the Eastern Mediterranean Region is no different

The industry is targeting young people

Young people who see smoking in films are more likely to smoke

The Egyptian film industry and Hollywood have no exclusivity on tobacco use

### **The Framework Convention on Tobacco Control**

### **Call for action**



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