



You Can't Be A Celebrity Overnight – Medical and Dental wing.

Event name: World No Tobacco Day 2020

Event nature: Online campaign

Mode of delivery: via. Social media applications. Like Facebook, Instagram, WhatsApp and Twitter.

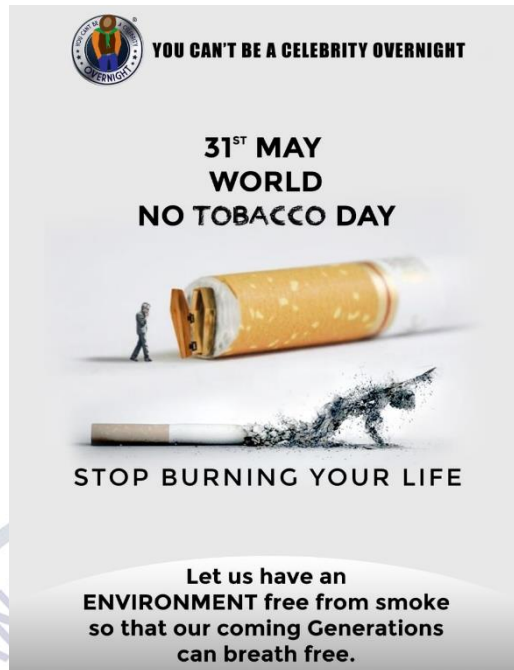
Event Date & Time: 31.5.2020

Organised by: You Can't Be A Celebrity Overnight – Medical and Dental wing

Event report by: M. Somasundaram. (co-ordinator of internal affairs)

WEBINAR SUMMARY

On **May 31st, 2020** an online campaign was organized by Medical and Dental wing of You Can't Be A Celebrity Overnight on **WORLD NO TOBACCO DAY 2020**. An initiative by Dr. Bijivin Raj MDS, Ph.D. (Director of Medical and Dental Wing YCBACO) and YCBACO members. On this note a **self-designed poster** was circulated on the **social media platforms like WhatsApp, Facebook, Instagram and Twitter.**



This online campaign was conducted to support the WHO global campaign on the theme “**protecting youth from industry manipulation and preventing them from tobacco and Nicotine usage**” According to 2015 data, 17% of young people between the ages of 15 and 24 smoke worldwide. The present younger generation are easily getting manipulated with different tactics followed by tobacco industries and are getting prone to this unhealthy practice. The main aim of this online campaign is to create awareness among the youth, and tobacco consuming people about health hazards of tobacco usage and also understand the deceitful tactics played by the industries. This campaign was well received and accepted by public, especially youth.

Verified by: Dr. Jeff Walter Rajadurai M.S (ortho), MIMSA, MIPHA, FMERC, MSc (Psy), MBA. (CEO& Founder of YCBACO)

Event Report prepared by: M. Somasundaram. (co-ordinator of internal affairs)

Event reported on date: 13.06.2020

Authorised by: Dr. Bijivin Raj, MDS, Ph.D, Director of Medical and Dental Wing – You Can't Be A Celebrity Overnight.

