

2025 年世界無菸日主軸：戳破誘惑(unmasking the appeal)

世界衛生組織 2024 年 11 月 11 日宣布，2025 年世界衛生組織主軸為「戳破誘惑：揭露菸草與尼古丁產品行銷策略(Unmasking the Appeal: Exposing Industry Tactics on Tobacco and Nicotine Products)」，今年的重點為揭露菸草與尼古丁產業為提高其商品吸引力所使用的策略。

WHO is pleased to announce the theme for the 2025 World No Tobacco Day (WNTD) campaign: “Unmasking the Appeal: Exposing Industry Tactics on Tobacco and Nicotine Products.” This year, the campaign will focus on revealing the tactics that the tobacco and nicotine industries use to make their harmful products seem attractive.

為什麼以此為主軸？

Why this theme?

儘管全球菸害防制有顯著進展，但菸草與尼古丁產業仍持續調整策略以吸引及維持消費族群，而這些策略削弱公共衛生、並且特別針對易受傷害族群，尤其是青少年。

Despite significant progress in global tobacco control, the tobacco and nicotine industries continue to adapt their strategies to attract and retain consumers. These efforts undermine public health and target vulnerable groups, particularly youth.

透過揭露菸商的策略，世界衛生組織希望能倡導更強力的政策，並使民眾更認識該等政策，包括禁止使用讓菸草或尼古丁產品更具吸引力之風味等保護公眾健康的政策。

By exposing these tactics, WHO seeks to drive awareness, advocate for stronger policies, including a ban on flavours that make tobacco and nicotine products more appealing, and protect public health.

世界衛生組織稱之為「明亮的產品，黑暗的意圖」。

Bright products. Dark intentions.

菸品、尼古丁及相關產品的吸引力，特別是針對年輕人的部分，為當前公共衛生主要挑戰；菸草與尼古丁產業為維護其利益，持續費盡心思增加菸草產品的吸引力、增加風味及其他成分以改變其氣味、口味與外觀，透過這些添加物與方式以掩蓋菸草產品的刺激性，進而改善口感，這些菸草產品具有吸引人的風味，但卻潛藏危險；菸商正運用精心設計的產品和欺騙的策略以

吸引新世代的使用者、保留原有使用者。

One of the primary public health challenges today is the attractiveness of tobacco, nicotine, and related products, particularly to young audiences. The industry consistently tries to find ways to make these products appealing, adding flavours and other agents that change their smell, taste, or appearance. These additives are designed to mask the harshness of tobacco, thereby increasing its palatability, particularly among young people.

Shameless manipulation of our children, for industry profit.

Every day, tobacco and nicotine industries use carefully engineered products and deceptive tactics to hook a new generation of users and keep existing ones.

Appealing flavours, but hidden dangers.

現況

青少年菸草使用盛行率

- 全球約有 3,700 萬名 13-15 歲的兒童使用菸草。
- 許多國家的青少年電子煙使用盛行率高於成人電子煙使用盛行率。

新型態菸品行銷

- 電子煙、尼古丁袋(nicotine pouches)和加熱式菸品的行銷內容在社群媒體平台上的瀏覽量已超過 34 億次。

加味菸與民眾使用

- 許多尼古丁和菸草產品都含有香料(加味)，目前約有 1.6 萬種獨特風味。
- 「風味」常為嘗試尼古丁與菸草產品的首要原因。

An estimated 37 million children aged 13-15 years worldwide use tobacco.

In many countries the rate of e-cigarette use of young people exceeds that of adults.

Marketing content promoting e-cigarettes, nicotine pouches and heated tobacco products has been viewed more than 3.4 billion times on social media platforms.

Flavours are found in many nicotine and tobacco products. There are about 16 000 unique flavours.

Flavours are often cited as the number one reason for initiation of nicotine and tobacco products use.

常見的菸商策略包括：

Common tactics include:

1. 魅力行銷(glamorized marketing)：運用時尚設計、迷人色彩、誘人口味，透過數位媒體平台與管道，吸引年輕族群。
 - Glamorized marketing: Sleek designs, attractive colours, and alluring flavours are strategically used to attract a younger demographic, including through digital media channels.
2. 造成假象的設計(deceptive design)：有些產品會仿造對兒童具吸引力的甜食、糖果，甚至是卡通人物。
 - Deceptive designs: Some products mimic sweets, candies, and even cartoon characters—items children naturally find appealing.
3. 清涼劑(涼味劑)或添加物(coolants and additives)：添加後使吸菸體驗更順暢，進而提高持續使用與降低戒菸的可能。
 - Coolants and additives: These can make the experience smoother, increasing the likelihood of continued use and reducing the chance of quitting.

透過操縱性的產品設計、誘人的風味和華麗的行銷，創造出虛假的安全感，並且誘發渴望，進而誘使(民眾)提早開始使用菸品或尼古丁，可能進而成為終生成癮並影響健康；透過使菸草產品更具有吸引力，菸商不僅可立即擴大消費群體，還可增加戒菸困難度、延長有害物質的暴露。

Manipulative product designs, attractive flavours, and glamourized marketing create a false sense of security and evoke desirability.

These tactics can contribute to early initiation of smoking or nicotine use, with potential lifelong addiction and health consequences. By making these products more attractive, the industry not only boosts their immediate consumer base but also makes quitting harder, prolonging exposure to harmful substances.

Nicotine and tobacco products are highly addictive and designed to sustain use, trapping users in a cycle of dependence. Additives mask the harshness of tobacco, making it easier to start and harder to quit.

2025 年世界無菸日的目標

Goals of the 2025 WNTD campaign

1. 提高意識(raise awareness)：讓民眾知悉菸商如何操作菸草跟尼古丁產品的外觀與吸引力。
 - **Raise awareness:** Inform the public on how industry tactics manipulate the appearance and appeal of tobacco and nicotine products.
2. 提倡政策改革(advocate for policy change)：
 - (1) 禁止會使這些菸草產品更具有吸引力的香味與添加物。
 - (2) 全面禁止菸草產品廣告、促銷與贊助，包括數位平台。
 - (3) 規範菸草產品的設計與包裝以降低其吸引力。
 - **Advocate for policy change:**
 - measures to ban flavours and additives that make these products more appealing;
 - complete bans on tobacco advertising, promotion and sponsorship, including on digital platforms; and
 - regulation of the design of the products and their packages to make them less appealing.
3. 降低需求(reduce demand)：揭露菸商策略以降低(民眾)需求，特別是針對年輕族群，以達最終降低(民眾)尼古丁與菸草產品暴露。
 - **Reduce demand:** Exposing these tactics aims to reduce demand, particularly among youth, ultimately lowering their exposure to nicotine and tobacco products.

透過揭露菸商的策略，將凸顯菸商如何行銷，並讓民眾瞭解菸草與尼古丁產業如何延續菸草與尼古丁產品的使用，努力推動減少需求策略，強化支持長期公共衛生與承諾，共同創造更健康的未來。

By unmasking these strategies, the campaign will to shine a light on the ways the industry markets addiction, driving demand reduction efforts and supporting long-term public health.

WNTD 2025 provides an opportunity to shine a light on the strategies that perpetuate tobacco and nicotine use, and to reinforce the collective commitment to a healthier future.

讓我們團結起來明確表示：「**不再有詭計，不再有陷阱**」。

Let's stand together and make it crystal clear: No more tricks, no more traps.

透過嚴格的規範以移除菸草產品具有吸引力的「糖果外衣」對不讓菸草和尼古丁產業用戰術欺騙民眾、保護現在與未來世代遠離傷害非常重要。

No more 'candy coating'.

Removing the appeal of these products through stricter regulations is essential to protecting current and future generations from harm. Don't let the tobacco and nicotine industries trick people with their playbook.

例如：

- 禁止添加風味：讓「加味」成為過去。
- 規範產品設計：減少吸引力、減少上癮可能、減少毒性、減少傷害。
- 素面包裝：減少吸引力，拯救生命。
- 禁止廣告、促銷和贊助：使(民眾)看不到菸品相關廣告或資訊，進而不去想。
- 無菸環境：乾淨的空氣是每個人的權利，保護大眾。
- 支持戒菸：打破尼古丁依賴的循環。
- 增加菸稅(捐)：降低可負擔性與可及性。
- Ban flavours. Make flavours a thing of the past.
- Regulate product design. Less appealing. Less addictive. Less toxic. Less harm.
- Plain packaging. Reduce appeal, save lives.
- Ban advertising, promotion and sponsorship. Out of sight, out of mind.
- Tobacco and nicotine-free public places. Clean air is everyone's right. Protect people.
- Support quitting. Break the cycle of nicotine addiction.
- Increase taxes. Less affordable. Less accessible.

請加入這個運動，並且採取行動，共同提倡健康的無菸未來。

JOIN THE MOVEMENT: TAKE ACTION.

Join the campaign to raise awareness and advocate for a healthier, tobacco-free future this World No Tobacco Day.

資料來源：

1. World Health Organization. (2024, 11 November 2024). *World No Tobacco Day: Unmasking the appeal*. <https://www.who.int/news/item/11-11-2024-no-tobacco-day-2025--unmasking-the-appeal>
2. World Health Organization. (2025, 14 February 2025). *World No Tobacco Day: Unmasking the appeal*. <https://www.who.int/europe/news-room/events/item/2025/05/31/default-calendar/world-no-tobacco-day-2025--unmasking-the-appeal>
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