**May 07, 2025**

[Minister Name]

[Position], Ministry of Health,

[Country]

**Dear [Minister Name],**

In recognition of World No Tobacco Day (May 31, 2025), we, members of [Youth Organization Name], part of the Global Youth Voices, are seeking to make the tobacco industry pay for the harms caused to the planet and its people, not only for those in this generation but also future generations. We write to commend your leadership in banning flavored or disposable tobacco products as your actions have placed [Country] among the few protecting youth health from tobacco industry exploitation.

This year’s theme—**“Unmasking the Appeal”**—spotlights how the tobacco and nicotine industry continues to lure youth with sleek designs, sweet flavors, and misleading corporate social responsibility (CSR) programs. To mark WNTD this year, we’ve launched our **“**[**Declaration in Action:** **Unmasking the Tobacco Industry’s Appeal, Demanding Accountability for Its Harms**](https://gyv.ggtc.world/wp-content/uploads/2025/05/GYV-Declaration-2025uploadfv2.pdf)**”** exposing the industry's deceptive marketing tactics, rejecting its greenwashing efforts, and calling for its accountability.

While the ban was a significant step, more decisive actions are needed. We respectfully urge your ministry to:

* **Scale up enforcement** of the current ban to close remaining gaps in access to tobacco products and its marketing.
* **Champion regional collaboration** by sharing lessons from your success to support other countries to do likewise.
* **Impose liability on the industry and fiscal measures** such as taxes, levies, and compensation models to make the industry pay for health and environmental harms.
* **Publicly reject** all forms of tobacco industry CSR and greenwashing efforts.
* **Classify tobacco product waste as hazardous**, acknowledging its toxic environmental impact.
* **Publish youth health data and outcomes** showing reductions in vaping and addiction since the ban.

[Optional: Include a quote from your spokesperson or youth leader here.]

We, the youth of [Country], are committed and ready to working with your office to ensure that our health remains a greater priority than the profits of an industry that reaps its profits from addiction. We welcome the opportunity to collaborate and build on the progress you’ve initiated.

**Sincerely,**

[Org Name], [Country]  
Global Youth Voices  
Convened by the Global Center for Good Governance in Tobacco Control

Contact Information: [Insert your organisation’s/spokesperson’s contact details]

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***About [Organisation]***

***About GYV***

*Global Youth Voices, a movement of youth-led organizations representing over a million of youth worldwide, seeks to make the tobacco industry pay for the harms caused to the planet and its people, not only for those in this generation but also future generations. Since 2020, GYV has raised concerns about the tobacco industry’s marketing tactics, especially for its addictive recreational products. In February 2024, GYV’s initiatives were recognized at the 10th session of the Conference of the Parties to the WHO Framework Convention on Tobacco Control. The Global Center for Good Governance in Tobacco Control (GGTC) convenes and provides technical assistance to GYV*