



## PRESS RELEASE

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### **The Association of European Cancer Leagues joins GGTC in congratulating the winners of the 2020 STOP Global Media Competition**

*Entries highlight the tobacco industry's manipulation of youth around the world.*

Brussels, Belgium / Bangkok, Thailand – The Association of European Cancer Leagues congratulates the winners of the 2020 STOP Global Media Competition: “Expose Tobacco Industry Manipulation, Save the Next Generation,” announced today by the Global Center for Good Governance in Tobacco Control (GGTC), a partner in STOP, a global tobacco industry watchdog.

[Twelve global winners](#) were selected from more than 450 entries from over 40 countries, based on a combination of judges' scoring, including the Association of European Cancer Leagues, and online votes. Eight country-specific special prize winners were selected by GGTC's partner organizations in Bangladesh, India, Indonesia, Mexico, Pakistan, Philippines, Ukraine, and Vietnam.

Participants from Nepal and the Philippines won the top prizes in the Simple Graphics Category, while finalists from El Salvador, Nepal, Indonesia, Lebanon, Philippines, and the United States won in the Complex Graphics Category. Entries from Nepal and Indonesia also received the Judges' Choice Award.

“We received an overwhelming response to this competition. More than 127,000 people reacted, commented and shared the posts on Facebook, and we reached an estimated 500,000 people on GGTC's social media pages. The entries tell us that the tobacco industry's targeting and manipulation of youth persists even during the COVID-19 pandemic, through cigarettes and new electronic products. They put a spotlight on the urgent need for action: Governments must act to stop the industry's underhanded tactics, or the next generation will suffer the consequences,” said Ms. Bungon Ritthiphakdee, Executive Director of GGTC, a partner in STOP, which organized the competition.

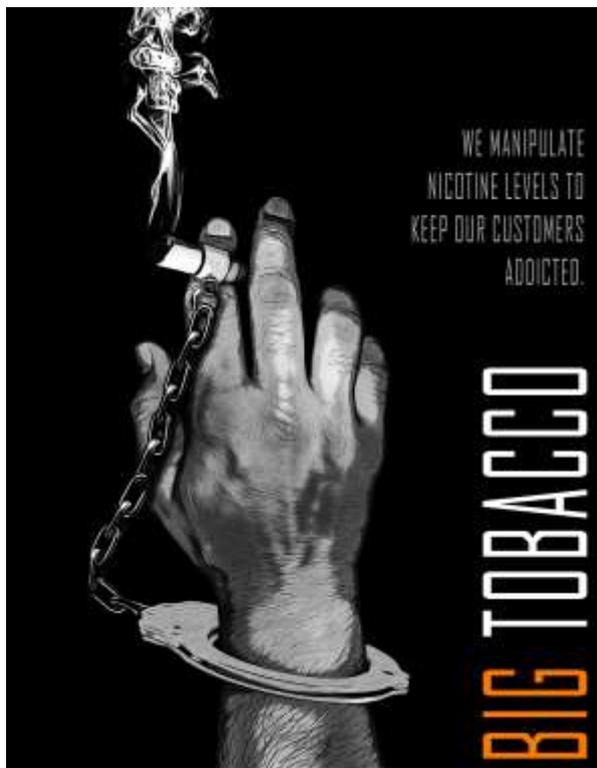
“We are delighted that so many people joined this effort to expose the tobacco industry's exploitation of youth and its interference in policy around the world. The numerous entries that I reviewed for the competition showcased real creative talent, effective messaging, and a heartfelt commitment to saving youth from a lifetime of addiction. Sadly, they also reveal that the tobacco industry's tactics have not changed in many parts of the world,” says ECL's Communications Officer Ginevra Papi, who served as a judge.

#### **About the 2020 STOP Global Media Competition**

The competition ran from April 28 to May 31, 2020 and built on the theme of World No Tobacco Day 2020: “Protecting youth from industry manipulation and preventing them from tobacco and nicotine use.” Entrants were encouraged to use visual materials like memes, GIFs, digital stickers, posters, infographics, and short videos to expose tobacco industry's tactics to manipulate the youth. All winning entries can be viewed at [exposetobacco.org/news/gmc-winners](https://exposetobacco.org/news/gmc-winners).

The competition was organized by GGTC, in collaboration with global partners African Tobacco Control Alliance, Association of European Cancer Leagues, Campaign for Tobacco Free Kids, Corporate Accountability, Framework Convention Alliance, International Federation of Medical Students' Associations, and the Secretariat of the WHO Framework Convention on Tobacco Control; and country partners Coalition for Tobacco Control Pakistan/Society for Alternative Media and Research Pakistan, Health Bridge Vietnam, HealthJustice Philippines, Lentera Anak Indonesia, Maulana Azad Institute of Dental Studies India, National Commission for Tobacco Control Indonesia, NGO Advocacy Center "LIFE" Ukraine, PROGGA Knowledge for Progress Bangladesh, and Salud Justa Mexico.

**ACCOMPANYING IMAGES:**



Winning entry to STOP's "Expose Tobacco Industry Manipulation, Save the Most Vulnerable" Global Media Competition, organized by the Global Center for Good Governance in Tobacco Control, with support from Bloomberg Philanthropies.

This [entry](#) by Shashank Timilsina, a 21-year-old student at the Asian Medical Students' Association in Nepal, represents the manipulation the tobacco industry uses to shackle a person into addiction. Shashank views manipulation as a crime against persons, families and societies. His entry was awarded 1st Place in the simple graphics category.



This [entry](#) by El Salvador's Fondo Solidario para la Salud (FOSALUD), as represented by its project manager Ana Aviles, presents the tobacco industry's use of social media influencers, celebrities and colorful packaging of tobacco products to attract youth into smoking. The entry won 1st Place in the complex graphics category.

Ends.



## **Notes to Editors**

### **About the Association of European Cancer Leagues**

*[The Association of European Cancer Leagues](#) (ECL) provides a unique platform as the only non-profit, pan-European umbrella organisation with the mission of uniting, at the European level, national and regional cancer leagues to achieve a cancer-free Europe. Active since 1980 and located in Brussels, ECL currently has 29 members from 24 countries in the European Region. ECL's members are cancer charities operating across the whole continuum - from cancer research and awareness to patient support during and after diagnosis. Cancer leagues are often the main resource for the public for cancer control information and services. ECL's mission is to influence and improve cancer control and cancer care in Europe. This is done by providing a forum and voice for experienced charities and supporting new entrants facilitating collaboration and knowledge sharing, primarily in the areas of cancer prevention, tobacco control, access to medicines and patient support, as well as creating opportunities to advocate for these issues at the EU level.*

### **About the Global Center for Good Governance in Tobacco Control**

*[The Global Center for Good Governance in Tobacco Control](#) (GGTC) aims to address the single greatest obstacle to tobacco control, tobacco industry interference. It is a joint initiative of the School of Global Studies, Thammasat University and Southeast Asia Tobacco Control Alliance (SEATCA). It is also key partner of the Bloomberg Philanthropies' Stopping Tobacco Organizations and Products (STOP) and has been designated as the WHO Framework Convention on Tobacco Control Secretariat as the Knowledge Hub on Article 5.3, (treaty provision on countering tobacco industry interference).*

### **About STOP (Stopping Tobacco Organizations and Products)**

*STOP is a global tobacco industry watchdog whose mission is to expose the tobacco industry strategies and tactics that undermine public health. STOP is funded by Bloomberg Philanthropies and is a partnership between [The Tobacco Control Research Group at the University of Bath](#), [The Global Center for Good Governance in Tobacco Control \(GGTC\)](#), the [International Union Against Tuberculosis and Lung Disease](#) (The Union) and [Vital Strategies](#). For more information, visit [exposetobacco.org](http://exposetobacco.org).*

## **CONTACT INFORMATION**

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