



**PRESS RELEASE**

**KUHS Marks World No Tobacco Day with Awareness Drive**

Thrissur: The Kerala University of Health Sciences (KUHS), on Tuesday, organised an awareness programme on its campus to observe World No Tobacco Day. The observance highlighted the harmful effects of tobacco use and the need for collective action against tobacco addiction.

“It is the responsibility of healthcare professionals and universities to combat tobacco abuse and strengthen public awareness,” said Prof. (Dr.) Mohanan Kunnummal, Vice-Chancellor of KUHS, while inaugurating the programme. He noted that sustained awareness campaigns and educational initiatives have significantly reduced tobacco use in Kerala. At present, around 15 per cent of the state's population uses some form of tobacco, compared to the national average of 25 per cent.

Highlighting the impact of public health education, he pointed out that tobacco use among women in Kerala stands at just 2 per cent, reflecting the success of sustained awareness and prevention efforts. Addressing the gathering organised under the aegis of the NSS Cell of the University, he emphasised the importance of creating awareness among young people about the health risks associated with tobacco consumption.

An awareness session was attended by students, faculty members and university staff. The session focused on the adverse health consequences of tobacco use and its long-term impact on individuals and society. A special awareness session for medical, nursing and dental students from Government Medical College, Thrissur, was also organised as part of the event to spread awareness on tobacco control and encourage a tobacco-free lifestyle.

An anti-tobacco pledge was also administered as part of the observance. Students, teachers and university staff participated in the rally and pledge-taking ceremony. NSS units of affiliated colleges of the KUHS organised diverse programmes on their campuses to mark World No Tobacco Day.

The programme was presided over by Pro Vice-Chancellor Prof. (Dr.) C.P. Vijayan. Prof. (Dr.) Asish R., Dean (Student Affairs) welcomed the gathering and delivered a message on the importance of preventing tobacco abuse.

Prof. (Dr.) S. Anil Kumar, Controller of Examinations; Prof. (Dr.) Unnikrishnan V.V., Director of Academic Staff College also addressed the participants and stressed the need for sustained awareness efforts to reduce tobacco consumption and promote public health.