2026 世界無菸日：揭開誘惑的面紗-對抗尼古丁與菸草成癮

World No Tobacco Day 2026：
Unmasking the appeal – countering nicotine and tobacco addiction

2025 年 10 月 17 日世界衛生組織宣布 2026 年世界無菸日的主題為「揭開誘惑的面紗-對抗尼古丁與菸草成癮」。
The World Health Organization (WHO) today announced the theme for World No Tobacco Day 2026: "Unmasking the appeal – countering nicotine and tobacco addiction."

這次倡議揭露菸草與尼古丁產業如何不斷重新改造與包裝他們的產品以吸引新世代，尤其是兒童與青少年，以及如何同時規避全球日益強大的菸草管制措施。
The campaign will expose how the tobacco and nicotine industry continues to reinvent and repackage its products to hook a new generation, particularly children and adolescents, while evading stronger tobacco control measures worldwide.

儘管過去幾十年來減少菸草使用已有進展，但菸草產業的伎倆仍持續進行。
In light of decades of progress in reducing tobacco use, the tobacco industry's tactics remain relentless.

菸草公司正積極以「創新」的名義包裝行銷新型尼古丁產品(如電子煙、尼古丁袋、合成尼古丁裝置)，以維持原使用者成癮及吸引新使用者加入。
Companies are aggressively marketing new and emerging nicotine products such as e-cigarettes, nicotine pouches, and synthetic nicotine devices – often disguised as "innovation" – to sustain addiction and recruit new users.

這些伎倆可能會逆轉與危害得來不易的菸害防制與公共衛生成果。
These strategies threaten to reverse hard-won gains in tobacco control and public health.

新數據顯示這個危機的規模令人震驚：全球至少有 4,000 萬名 13-15 歲的兒童目前正在使用至少一種菸草產品。
Startling new data reveal the scale of the crisis: at least 40 million children aged 13–15 globally report current use of at least one tobacco product.

其中有 2,000 萬名兒童使用紙菸、1,000 萬名兒童使用(口腔/鼻腔)無煙菸品。
Of these, 20 million smoke cigarettes and 10 million use smokeless (oral/nasal) tobacco.

同時，至少有 1,500 萬名 13 到 15 歲的青少年已經在使用電子煙。有相關數據的國家中，兒童使用

電子煙的可能性平均是成人的 9 倍。
Also, at least 15 million adolescents aged 13–15 years are already using e-cigarettes, and in countries with data, children are on average nine times more likely than adults to vape.

世界衛生組織無菸部門之負責人 Vinayak M Prasad 表示：「年輕族群被蓄意設計為目標。各式風味添加物、精美包裝、欺騙性行銷手法，使這些具有高度成癮性與傷害的產品看起來更具時尚。結果形成一個成癮的循環，而危害到菸害防制多年成果。」
“Young people are being targeted by design,” said Vinayak M Prasad, Head of the No Tobacco Unit, WHO. “Flavours, slick packaging, and deceptive marketing are being used to make highly addictive and harmful products seem fashionable. The result is a cycle of addiction threatening to undo years of tobacco control progress.”

延續 2025 年世界無菸日倡議的既有基礎上持續推進
Building on momentum

2026 年的倡議目標：
The 2026 campaign aims to:

1. 提高意識：提高(民眾)對菸草與尼古丁產業持續調整伎倆之意識，包括使用合成尼古丁裝置、尼古丁鹽等類似物，刻意包裝為更先進產品的假象，實則增加產品成癮的潛力。

- **Raise awareness** of the tobacco and nicotine industry’s evolving strategies, including the use of synthetic nicotine, nicotine salts, and analogues to increase addiction potential while appearing technologically advanced;

2. 政策倡議：倡議強力的政策以保護年輕族群，例如透過禁止風味添加物、禁止廣告、禁止促銷(包括數位與社群媒體)、規範包裝與產品設計等方式，以減少吸引力。

- **Advocate for stronger policy action** to protect youth through bans on flavours, advertising and promotion (including on digital and social media), and regulation of packaging and product design that increase appeal; and

3. 預防成癮、減少需求：透過提供民眾(特別是年輕族群)知識與工具以預防成癮、減少需求，包括抵制菸商操控、獲得具實證基礎的戒菸支持。

- **Prevent addiction and reduce demand** by equipping the public – especially youth – with the knowledge and tools to resist industry manipulation and access evidence-based cessation support.

延續 2025 年世界無菸日的倡議，2026 年世界無菸日強調世界衛生組織將持續揭露菸草產業伎倆、

推動相關政策以保護年群族群與社區免於尼古丁成癮危害。
Building on the momentum of the 2025 campaign, World No Tobacco Day 2026 highlights WHO's continued commitment to exposing industry tactics and advancing policies to protect young people and communities from nicotine addiction.

此倡議呼籲各國政府、夥伴與公民社會加強管理、消彌政策缺口，並且捍衛下一代免於菸草與尼古丁產品的危害。
The campaign calls on governments, partners, and civil society to strengthen regulation, close policy gaps, and safeguard future generations from the harms of tobacco and nicotine products.

每年 5 月 31 日，世界無菸日集結各國政府、衛生組織、公民社會、青少年力量，致力於共同的使命：終結菸草流行，捍衛下一代一個無菸、無尼古丁的未來。
Each year on 31 May, World No Tobacco Day unites governments, health organizations, civil society, and youth voices under a shared mission: to end the tobacco epidemic and secure a tobacco- and nicotine-free future for the next generation.

需要更強而有力的政策保護歐洲地區青少年
Need for stronger policies to protect youth in the WHO European Region

世界衛生組織的歐洲地區持續面臨著青少年菸草使用率高且性別差異接近的現況，大約有 11.6%的 13-15 歲青少年(約莫 400 萬人)使用菸草(11.8%的青少男、11.4%的青少女，青少年與青少女的人數都約莫 200 萬人)；世界衛生組織的六大區域中以歐洲地區的青少年吸菸盛行率(8.4%)最高、青少女吸菸盛行率(8.7%)也為最高。
The European Region continues to face a high and gender-balanced adolescent tobacco burden. Approximately 11.6% of 13–15-year-olds (around 4 million) use tobacco (11.8% of boys and 11.4% of girls, roughly 2 million each). The Region has the highest global prevalence of adolescent cigarette smoking (8.4%) and the highest rate of smoking among adolescent girls (8.7%).

青少年使用尼古丁產品(如電子煙與尼古丁袋)的盛行率正迅速上升，世界衛生組織的六大區域中以歐洲地區的 13-15 歲青少年電子煙使用盛行率(14.3%)為最高，且青少男(13.5%)與青少女(15%)電子煙使用盛行率相近。將成人與青少年調查結果進行比較則可見顯著趨勢：在世界衛生組織的歐洲地區中，有三分之一的國家的青少年的電子煙使用率至少是成年人的 5 倍。
Use of nicotine products such as e-cigarettes and nicotine pouches is increasing rapidly among youth. The European Region has the highest global average prevalence of e-cigarette use among adolescents aged 13–15 years – at 14.3%, with similar rates among boys (13.6%) and girls (15%). Comparisons between adult and adolescent survey results reveal a striking pattern: in a third of countries in the Region, the prevalence of e-cigarette use among adolescents is at least 5 times higher than among adults.

儘管面對這些令人憂心的趨勢，仍存在顯著政策缺口：2024 年的世界衛生組織資料顯示，世界衛生組織的歐洲地區中只有 7 個國家全面禁止電子煙的所有口味、5 個國家未對電子煙銷售設置年齡限制；有 8 個國家對電子煙的廣告、促銷與贊助未有任何限制；19 個國家僅實施部分禁令；10 個國家未對公共場所使用電子煙進行規範。這些政策缺口使得年輕族群特別容易受到鎖定式行銷與旨在維持尼古丁成癮的產品設計所影響。

Despite these concerning trends, significant policy gaps remain. WHO data for 2024 show that only 7 countries in the Region ban all e-cigarette flavours, while 5 do not apply age restrictions on sales. Eight countries have no restrictions on advertising, promotion and sponsorship; 19 have partial bans; and 10 do not regulate e-cigarette use in public places. These gaps leave young people particularly vulnerable to targeted marketing and product designs intended to sustain nicotine addiction.

捍衛下一代

Protecting future generations

研究顯示，使用電子煙會增加傳統紙菸使用率的風險，特別是那些原本沒吸紙菸的青少年的風險增加將近三倍，進而削弱菸害防制成效。

Studies show that e-cigarette use can increase conventional cigarette uptake, particularly among nonsmoking youth, by nearly 3 times, undermining tobacco control efforts.

2026 年世界無菸日提供了一個良機，強調菸草和尼古丁產業如何持續重新包裝與重新塑造其產品形象，以吸引新世代－特別是兒童與青少年—同時試圖逃避全球更嚴格的菸害防制措施。

World No Tobacco Day 2026 provides an opportunity to highlight how the tobacco and nicotine industry continues to repackage and rebrand its products to attract a new generation – particularly children and adolescents – while attempting to evade stronger tobacco control measures worldwide.

Source:

1. *https://www.who.int/news/item/17-10-2025-world-no-tobacco-day-2026--unmasking-the-appeal---countering-nicotine-and-tobacco-addiction*
2. *https://www.who.int/europe/news-room/events/item/2026/05/31/default-calendar/world-no-tobacco-day-2026--unmasking-the-appeal---countering-nicotine-and-tobacco-addiction (2026.04.14 更新)*