

SITUATION REPORT

Online Marketing of Tobacco Products in India

(March - June 2025)



Background

Article 13 of the World Health Organization's Framework Convention on Tobacco Control (WHO FCTC) recommends banning all forms of tobacco advertising, promotion and sponsorship (TAPS) across all channels. Online platforms, which are more difficult to oversee than traditional media channels, pose a significant challenge to controlling and curbing tobacco marketing. Vital Strategies' Canary which was earlier known as Tobacco Enforcement and Reporting Movement (TERM) is a digital media monitoring and reporting system that tracks tobacco marketing on social media platforms and news sites with widest circulation in each country.

This situation report is part of a series that summarizes observed examples of online tobacco marketing in India. Canary does not allege or attempt to identify whether these tobacco marketing instances are in violation of local or international laws. Visit the [Canary website](#) to learn more and to [view all reports](#).

Key Highlights:

Tobacco Marketing Online Doesn't Look Like Tobacco

Between March and June 2025, 3,406 instances of tobacco-related marketing were tracked, generating an **estimated 730.5 million potential impressions**. Notably, **96%** of the posts came from **non-tobacco products**—brand extensions and surrogate products. This underscores a critical shift in India's tobacco advertising landscape; from overt promotion of cigarettes, smokeless tobacco, and beedis to large-scale, covert branding disguised as food, mouth fresheners, entertainment, and “lifestyle” products, highlighting how companies are adapting to advertising restrictions.

Surrogate Marketing of Smokeless Tobacco Strategically Targets Women and Youth

Smokeless tobacco companies target youth through surrogate marketing of pan masala products by **deploying highly shareable and viral marketing tactics** such as humour, memes, pop culture references, superhero themes, and interactive advergaming to stay relevant and appear harmless.



This meme uses a famous superhero scene to promote Pan Parag as a “refreshing” choice after a meal, turning a tobacco-linked product into a humorous and relatable pop culture reference that appeals to younger audiences.

Source: @PanParagIndia Instagram

Historically, smokeless tobacco (SLT) marketing relied heavily on traditional media—television, radio, billboards, print ads, and aggressive point-of-sale promotions, largely targeting men and youth from middle and lower income groups. **However, monitoring from Canary indicates a clear shift. SLT marketing approaches are rapidly transitioning to digital platforms, leveraging viral and entertainment-driven tactics, and using narratives centred on empowerment, beauty, and aspiration.** This reflects a strategic expansion in marketing: shifting from conventionally male-focused audience targeting to previously under-targeted demographic groups like youth, women and urban audiences to expand the reach.

DS Group's Pulse Candy extends on-ground activity with gamified mobile ad



The Indian smokeless tobacco company DS Group developed and promoted a gamified mobile ad for its extended candy product, Pass Pass Pulse. The game prominently features the DS Group logo, which fosters associations with the company's well-known tobacco brands.

Source: Adgully news

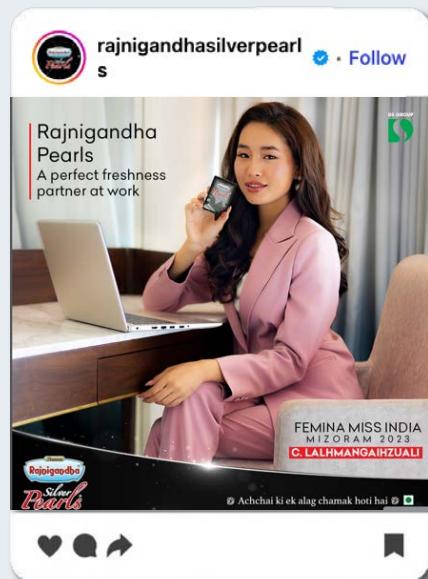
Marketing content aligned with youth interests, digital trends, and entertainment preferences is widely shared and gains substantial traction on platforms where young audiences are most active. This accelerates the visibility and social acceptance of tobacco-linked products across socio-economic segments, including groups that had lower exposure to such marketing.

Smokeless tobacco companies are targeting women through narratives of empowerment, corporate success, beauty, confidence, ambition and even barbie style aesthetics. This marks a sharp shift from earlier patterns, when smokeless tobacco was neither glamorized nor directly marketed to women. **These tactics normalize tobacco use, and obscure severe health risks, and ignore the disproportionate health and economic burden that women ultimately bear.**



This post mimics a Barbie-style product display to market a pan masala product to women. By packaging the mouth freshener alongside makeup items, the ad links the brand to beauty, confidence, and sophistication. This tactic targets women by framing tobacco-linked products as fashionable lifestyle accessories rather than harmful substances.

Source: @rajnigandhasilverpearls Instagram



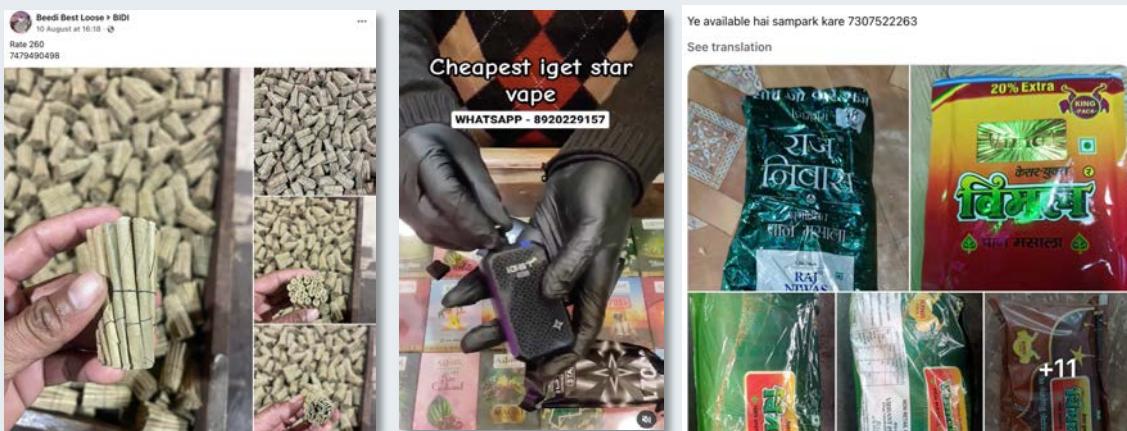
This post presents a pan masala product as an aspirational professional lifestyle essential by associating it with workplace confidence and sophistication. Featuring a beauty pageant titleholder in a corporate setting, the advertisement positions tobacco-linked product as symbol of success and modern femininity.

Source: @rajnigandhasilverpearls Instagram

Direct Tobacco Promotion Online: Monitoring Findings

Digital platforms amplify tobacco marketing with unprecedented speed, scale and precision through algorithmic targeting, paid promotion and cross-platform networks. This system enables rapid, repeated exposure beyond original audiences, making online marketing fundamentally different from traditional channels and increasing its public health risk. Canary's online monitoring tracked instances of direct marketing:

Direct marketing of tobacco products (4%) like cigarettes, electronic cigarettes, cigars, beedis and heated tobacco products was observed and it was largely concentrated on platforms such as Facebook and X (formerly Twitter).



Instances of direct promotion of beedi, e-cigarettes, and smokeless tobacco featuring price offers and contact details.

Recommendations:

1. Public health stakeholders should **institutionalize digital monitoring of tobacco marketing** including brand extension and surrogate marketing within existing enforcement mechanisms, with rapid reporting and addressal mechanisms to strengthen enforcement.
2. **Digital Platforms, not just brands, are central actors;** it is imperative to engage with regulators and digital platforms to restrict promotion and remove tobacco marketing in line with their community guidelines. Enforcement systems, designed for static, traditional and nationally bounded advertising, cannot easily address distributed, cross-border and algorithm-driven marketing, creating regulatory gaps that the tobacco industry exploits.
3. **Curb targeted lifestyle marketing:** Regulators and digital platforms should proactively detect and remove tobacco-linked content that uses humour, entertainment, and empowerment themes to appeal to youth and women, while strengthening enforcement against surrogate advertising and misleading lifestyle positioning.
4. The **regulatory ban on tobacco advertising under Cigarettes and Other Tobacco Products Act (COTPA), 2003, should be strengthened** and updated to cover marketing on digital platforms and surrogate advertising to prevent systematic circumvention of existing restrictions.
5. **Use evidence-based and targeted counter-marketing campaigns** to alert consumers, especially youth, to recognize insidious marketing tactics.

Definitions used in this report

- **Brand-extended products and services:** Otherwise referred to as brand extensions, are non-tobacco products or services that use the established brand name or trademark of a tobacco company.
- **Surrogate products:** Non-tobacco products with a similar visual brand identity as the company's tobacco products. "Surrogate marketing" is the marketing of surrogate products, which in India are most often pan masala or mouth fresheners.
- **Direct marketing:** Marketing of tobacco products with clear visuals of the product and/or its use, or the product brand name.
- **Indirect marketing:** Promotion of the tobacco company and/or product and its use through brand extension, surrogate marketing, and sponsorship of events.

Spotlight: Humor, Memes, and the New Face of Smokeless-Tobacco Marketing

Surrogate marketing continues to appear in India, where companies promote pan masala and mouth fresheners that closely mirror smokeless-tobacco (SLT) branding. This persists despite India's large tobacco-related disease and economic burden, estimated at more than US\$26 billion¹ each year in productivity losses and health expenditures. Within this broader burden, 2024 regional estimates show that if current SLT policies remain unchanged, India's lifetime SLT-attributable treatment costs would exceed US\$19 billion.² Earlier economic studies point to the same pattern. Men account for most tobacco-related costs overall, but the proportional burden of smokeless-tobacco use is higher among women, who represent 23% of SLT-related losses³. This indicates that SLT places a disproportionately high and preventable financial burden on women even though their total tobacco-attributable costs are lower than men's. At the same time, tobacco brands continue to reach young social-media users in ways that sidestep legal restrictions under the Cigarettes and Other Tobacco Products Act (Section 5 of the Amendment Bill), which prohibits all forms of direct and indirect advertising, promotion, and sponsorship of tobacco products on digital media platforms.

Hijacking the future: Health and economic cost of tobacco use in India



Source: [Cost Recovery and Revenue Estimator](#) (CoRRE) for India

Tobacco companies continue to sponsor popular events and, leverage digital platforms to prominently display their branding and logos, despite the restrictions. From sports, film launches to cultural festivals, and now virtual weddings in the metaverse, tobacco brands are pushing deeper into everyday life.

Normalising tobacco addiction through humor and popular culture

Young people are more likely to be influenced by humorous, meme-based content shared within their peer circles. These posts, featuring cartoon characters and pop culture references, make the brand seem fun, trendy, and socially acceptable, especially to young audiences. The science is clear: people learn from what they see others do and what they believe is considered normal or popular. Repeated exposure to humorous content can make tobacco products appear harmless and even desirable, increasing their appeal among youth. Commercial actors

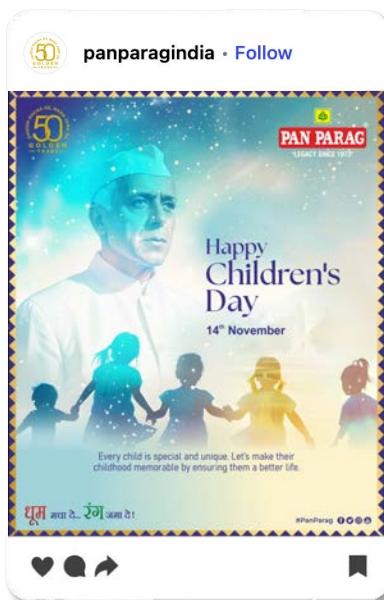
¹ CoRRE is designed for the public health community, advocates, and policymakers to assess the economic cost of smoking that can be recovered through reduction in smoking in their countries. In addition, the estimator will help users assess expected revenue gain from raising cigarette tax that can potentially bring forth the decrease in smoking

² Coyle K, Singh PK, et. al. The Lifetime Health and Economic Burden of Smokeless Tobacco use in Bangladesh, India, and Pakistan: Results From ASTRAMOD. Nicotine Tob Res. 2025 Mar 24;27(4):684-692. doi: 10.1093/ntr/ntae067

³ John RM, Sinha P, Munish VG, Tullu FT. Economic Costs of Diseases and Deaths Attributable to Tobacco Use in India, 2017-2018. Nicotine Tob Res. 2021 Jan 22;23(2):294-301. doi: 10.1093/ntr/ntaa154. PMID: 32805055.

exploit this. They adapt humor, emotional triggers, and in-group signals to make tobacco appear acceptable and even desirable.

For instance, the pan masala brand Pan Parag mirrors the company's gutkha identity and is actively promoted across social media platforms through cartoons, memes, and holiday greetings and even advergaming. Advergaming is the development of online games to advertise a brand or product; this differs from product placement, when brands pay to have products placed in existing games. Rajnigandha Silver Pearls frame their products within narratives of ambition and the polished femininity expected of the modern Indian woman. These products sell a veneer of freshness and aspiration which hides the harms of addiction and pushes the product toward women and young people.



This post uses a national celebration, Children's Day, to keep the Pan Parag brand visible in a positive and socially acceptable context. By sharing festive greetings tied to national pride and family values, the brand maintains visibility and engagement without directly advertising its smokeless tobacco products.

Source: @PanParagIndia Instagram



This post features a popular cartoon called Spongebob. This meme uses humor to show Pan Parag as the "cool" and strong choice for post-dinner refreshment, making the product seem fun and appealing to young people.

Source: @PanParagIndia Instagram

Stronger action is needed to disrupt how tobacco is normalized among youth and women. This requires stricter enforcement surrogate-marketing restrictions, closer monitoring and rapid reporting during major cultural and sporting events. Platforms and regulators should address meme-based and humor-driven content that reaches minors, while targeted counter-marketing campaigns can help young people recognize and resist these tactics.



Smokeless tobacco companies increasingly employ imagery of successful corporate women to normalize use among female audiences, strategically framing their products within narratives of empowerment, ambition, and leadership. Such portrayals aim to expand market appeal among women despite the well-documented health risks associated with its use.

Source: @rajnigandhasilverpearls Instagram

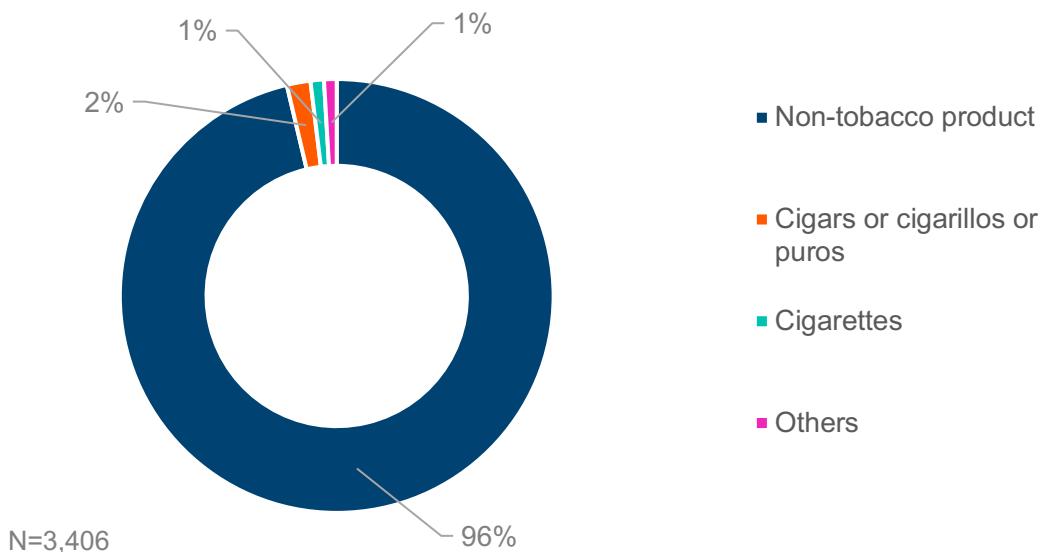
This post uses family-oriented imagery featuring women and children to promote Pan Parag as part of everyday social bonding and shared cultural moments to broaden resonance with a wider audience.

Source: @PanParagIndia Instagram

Detailed Insight

Which product categories dominate the marketing landscape? Most digital marketing posts (96%) were on non-tobacco products such as brand extension (ex. unhealthy food) and surrogate products (ex. pan masala) (Figure 1). The remaining were on cigars (2%), cigarettes (1%), beedi, electronic cigarettes, and heated tobacco products (1%) (Figure 1).

FIGURE 1: TOTAL POSTS BY TYPE OF TOBACCO PRODUCTS

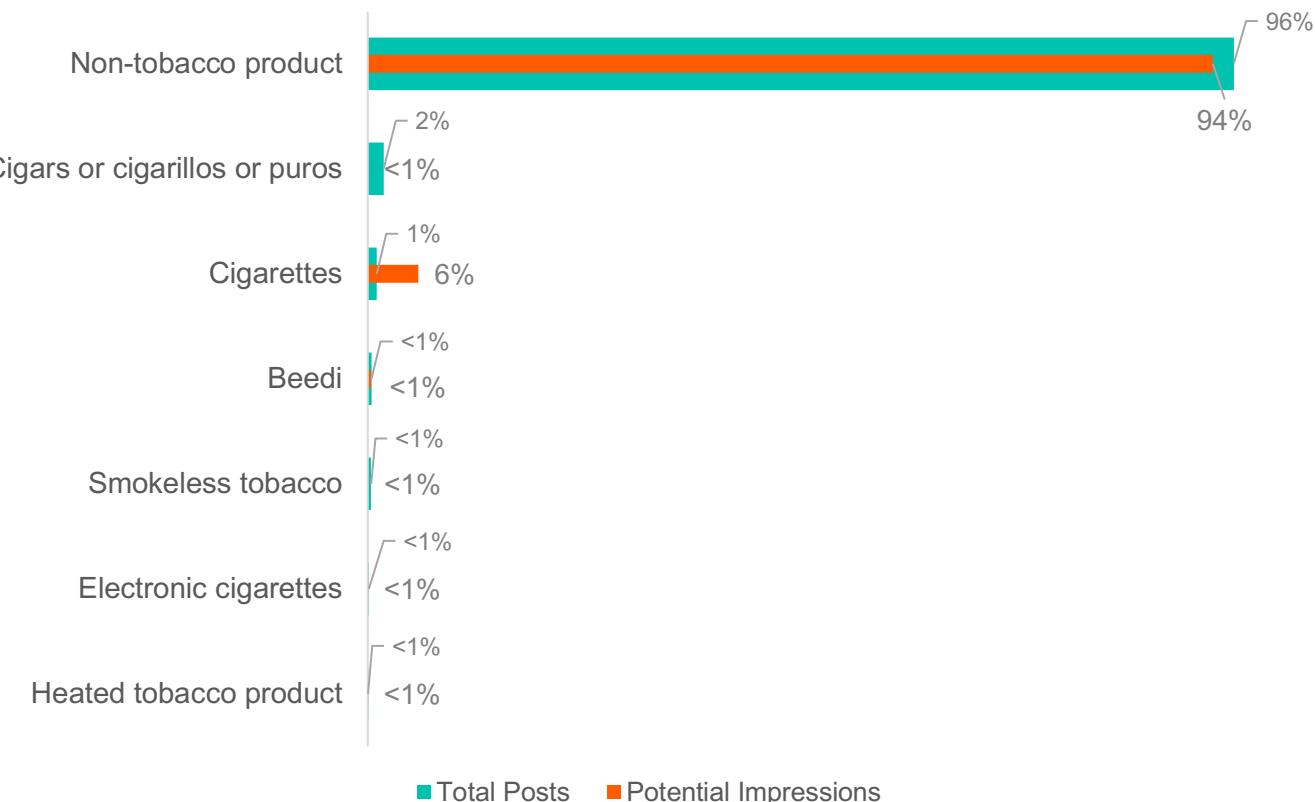


Base: 3,406 total posts, India (March – June 2025)

Note: The “Other” category includes the beedi, electronic cigarettes and heated tobacco products.

What is the marketing reach by product type? Non-tobacco brand extensions and surrogate products (96%) posts garnered the highest estimated impressions (94%) and share of posts (96%) (Figure 2). In comparison, cigars (1%), smokeless tobacco, beedi, electronic cigarettes, and heated tobacco products had lesser posts (<1% each) (Figure 2).

FIGURE 2: TOTAL POSTS AND POTENTIAL IMPRESSIONS BY TYPE OF PRODUCT MARKETING: 730.5 MILLION

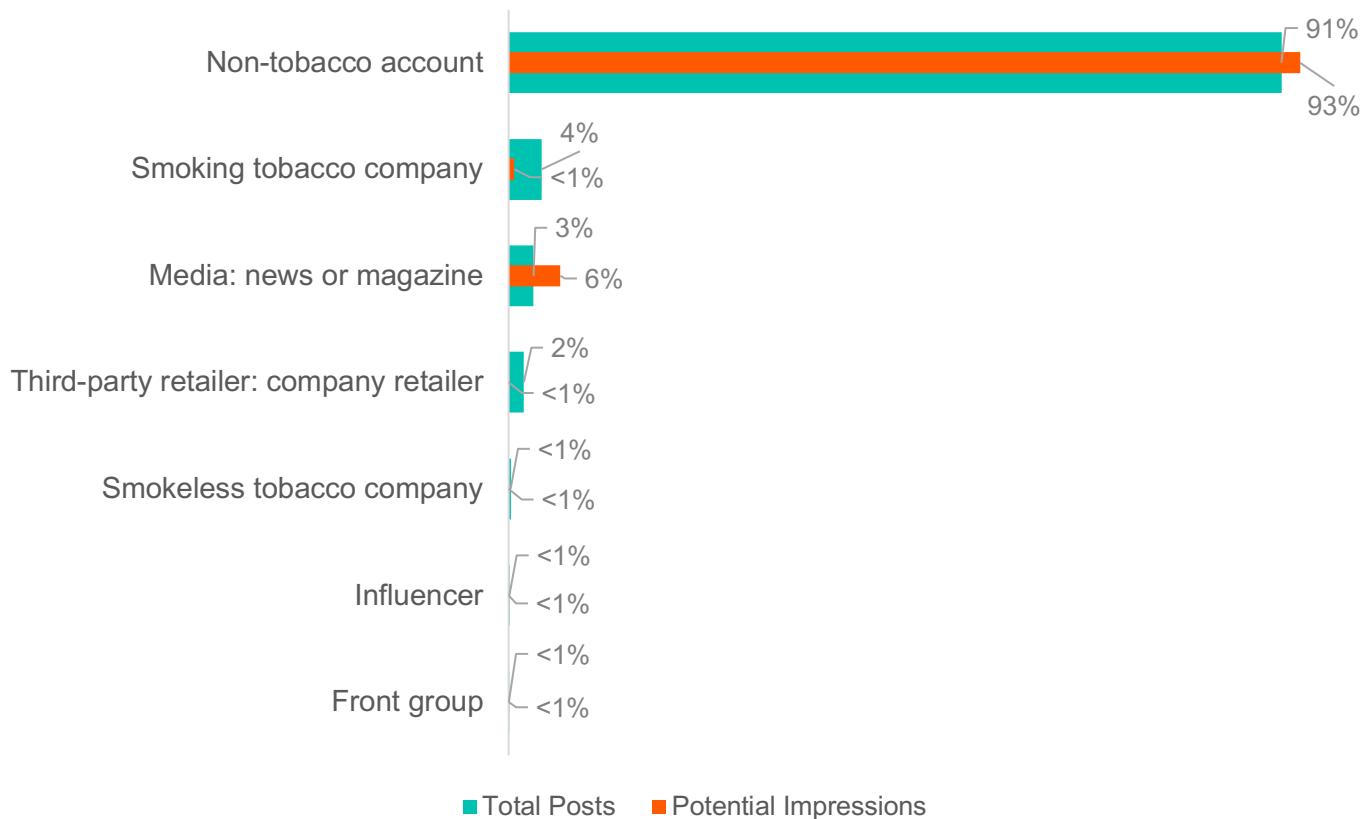


Base: 3,406 total posts & 730.5 million potential impressions, India (March– June 2025)

Note: Impressions represent the potential reach of a post – the number of times content may have appeared on users' screens. This metric estimates exposure rather than confirmed attention as it does not account for whether users actively viewed or engaged with the content. The system automatically calculated this using the number of account followers/subscribers. The system assumes all the followers of those accounts have seen the message

What entities dominate tobacco marketing reach? Majority of the observed marketing activity came from non-tobacco accounts (91%) which had the highest impressions (93%) (Figure 3). In contrast, less content from smoking tobacco companies (4%), media outlets (3%) and third-party retailers (2%) were observed (Figure 3). Few posts from front groups like the Association of Vapers India (AVI) were observed (<1%).

FIGURE 3: TOTAL POSTS AND POTENTIAL IMPRESSIONS BY TYPE OF ACCOUNTS: 730.5 MILLION



Base: 3,406 total posts & 730.5 million potential impressions, India (March – June 2025)

What drove marketing peaks this quarter? Trends in tobacco-related posts shifted from March to June 2025 (Figure 4). Each bar reflects the total number of posts per day, and the colors indicate the product types featured. Activity rose around major sports events, cultural moments, and brand campaigns.

A sharp increase in early March aligned with Miraj Cinemas' promotions during the International Cricket Council Champions Trophy semifinals. Philip Morris International generated mid-March and mid-May increases through "smoke-free" and "#HerStory" content. Beedi brands used Holi-related themes during the festival period. Cigar retailers highlighted craftsmanship and luxury in April, and entertainment-linked content from Miraj Cinemas and regional brands maintained visibility through late May and June. Overall, the digital patterns reflected event-driven posting and brand-led storytelling aligned with India's cultural calendar.

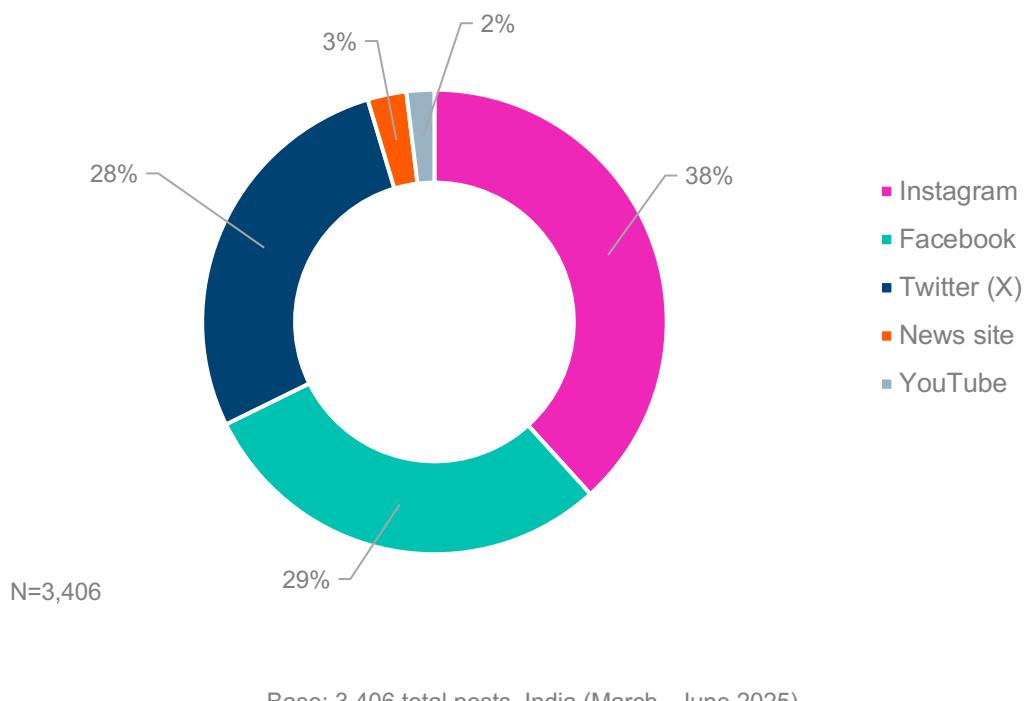
FIGURE 4: TREND OF DIFFERENT TOBACCO PRODUCT MARKETING



Base: 3,406 total posts & 730.5 million potential impressions, India (March – June 2025)

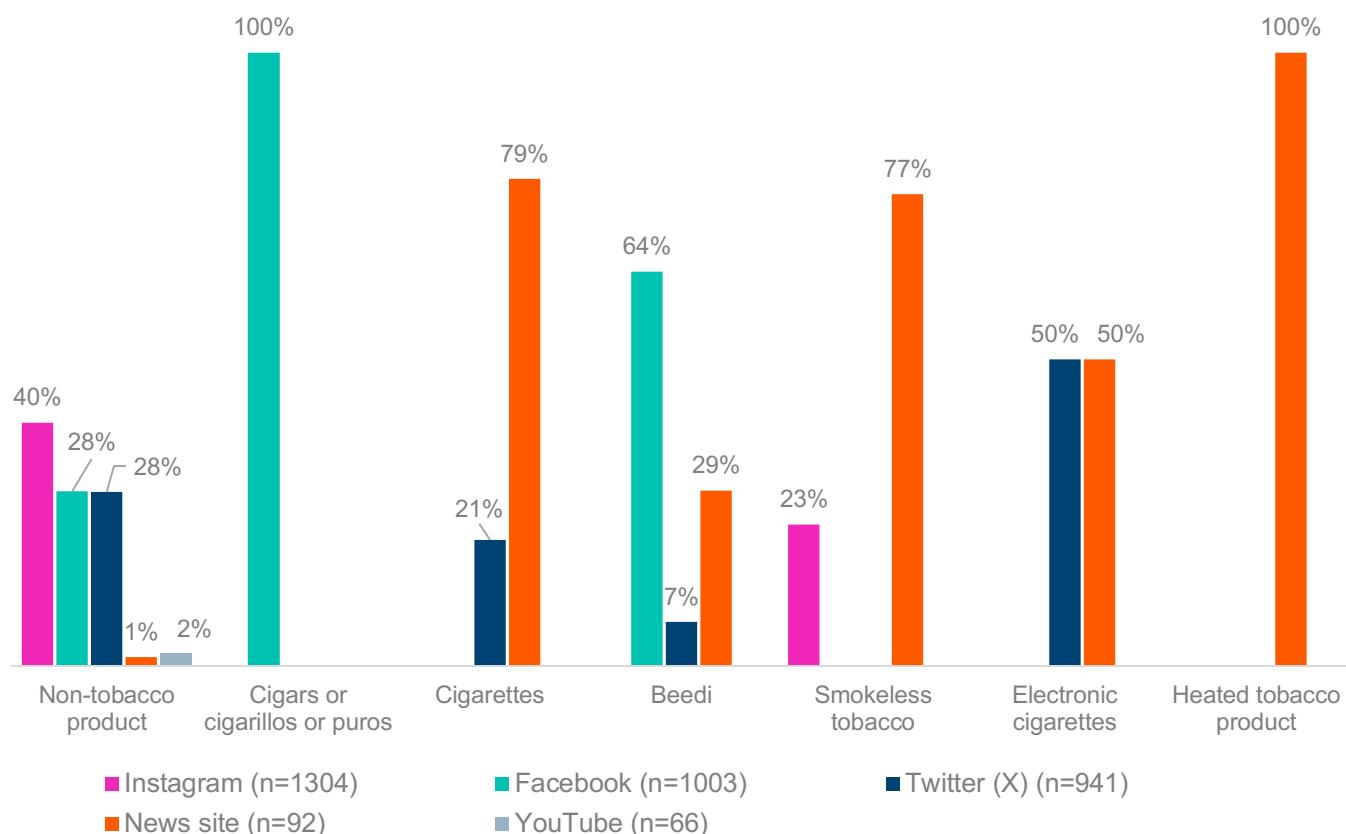
Where was the marketing observed? Instagram (38%), Facebook (29%), and Twitter (28%) were the leading platforms for online tobacco marketing posts. Fewer posts were from news accounts (3%) and YouTube accounts (2%) were observed this period (Figure 5).

FIGURE 5: DISTRIBUTION OF POSTS BY PLATFORM



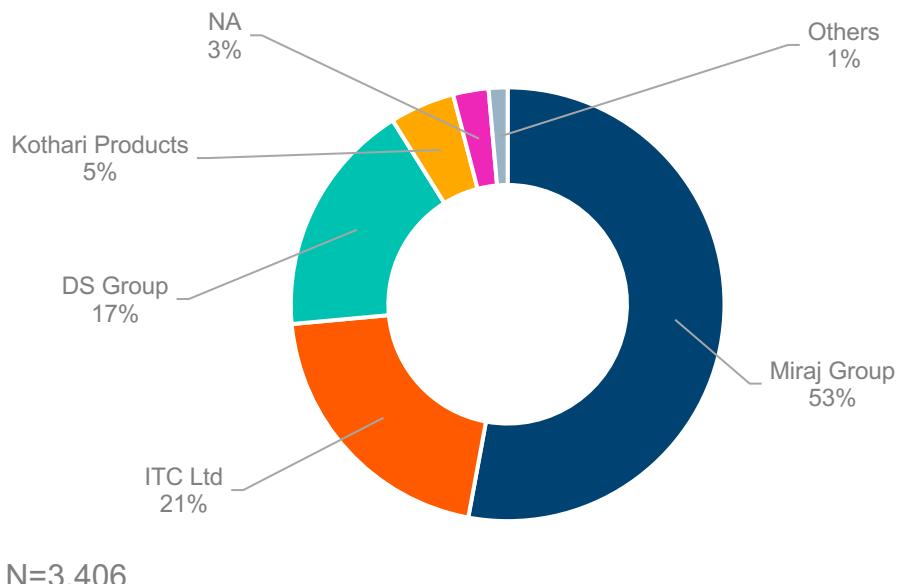
How did the promotion of different tobacco products vary across social media platforms? The distribution of tobacco product posts varied substantially by platform (Figure 6). Non-tobacco product posts, which were highest in proportion, appeared widely across Instagram (40%), Facebook (28%), and Twitter (28%), with minimal presence on news sites and YouTube (1–2%). In contrast, cigars were promoted exclusively on Facebook (100%). Cigarette-related information was most prevalent on news sites (79%), followed by Twitter (21%). Beedi marketing was concentrated on Facebook (64%) and news sites (29%). Smokeless tobacco promotion appeared mostly on news sites (77%), but also on Instagram (23%). Electronic cigarette content was distributed evenly between Twitter and news sites (50% each), while heated tobacco product promotion was found entirely on news sites (100%).

FIGURE 6: TOTAL POSTS BY TOBACCO PRODUCT TYPE BY PLATFORM



Who are the key players? Miraj Group (53%) took up the greater proportion of the total posts by tobacco companies followed by ITC Ltd. (21%), Dilbagh Group (DS Group) (17%), and Kothari Products (5%) (Figure 7).

FIGURE 7: TOTAL POSTS BY TOBACCO COMPANY

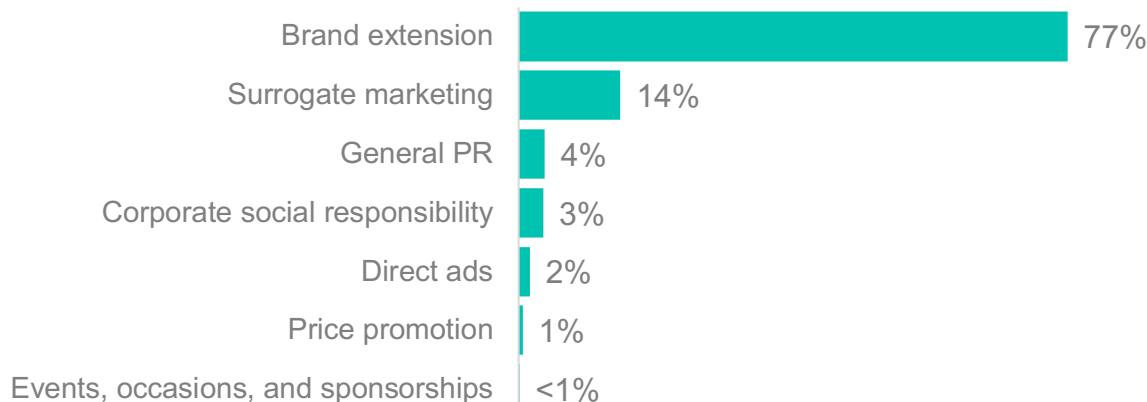


Base: 3,406 total posts, India (March – June 2025)

Note: NA posts are primarily news articles about regulations and do not feature any brands. Others include products associated with Philip Morris International, British American Tobacco, Godfrey Phillips, 95 Patel Bidi, Sona Biri, Elitecon International Ltd, Vimal Pan Masala, and Dinesh Bidi.

What marketing tactics were used?³ Tobacco companies relied overwhelmingly on brand extension (77%) and surrogate marketing (14%), followed by general PR messaging (4%), corporate social responsibility (3%), and direct advertising (2%). There were few observed price promotions, and events, occasions, sponsorships (Figure 8).

FIGURE 8: TOTAL POSTS BY MARKETING TACTICS

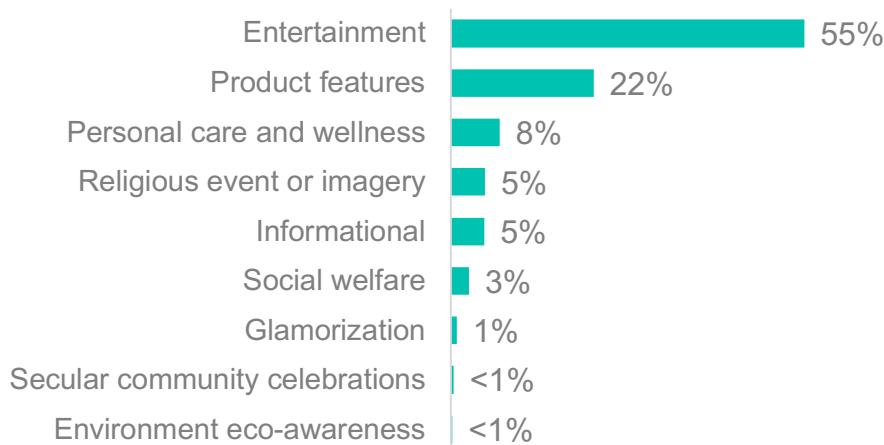


N=3,406

Base: 3,406 total posts, India (March–June 2025)

What messaging was used? Entertainment messaging was the most prominent framing (55%) used, primarily driven by the non-tobacco category, followed by product features (22%), personal care and wellness (8%), religious events or imagery (5%) and informational framing (5%) (Figure 9).

FIGURE 9: TOTAL POSTS BY MESSAGE FRAMING USED IN MARKETING



N=3,406

Base: 3,406 total posts, India (March–June 2025)

³ See Appendix Table 1 for definition of marketing tactics.

Examples of Marketing Tactics

PR (News)	Brand Extension	Surrogate Marketing	Direct ads
<p>Business giant ITC ties up with state govts of Maharashtra, Karnataka for river basin rejuvenation</p> <p>ITC and Maharashtra Government's Water Resources Department partnered in February 2025 to promote water use efficiency across 60 major irrigation projects in the Godavari, Krishna, and Tapi river basins.</p> <p>Source: www.deccanherald.com</p>	<p>Miraj Cinemas April 7 · 18</p> <p>HS REVOLUTION begins for HIS IDENTITY 🔥 See more</p> <p>Miraj Cinemas promoted the Hindi release of <i>Pedi</i> (April 2025) with cinematic imagery and strong masculine, identity-driven messaging to sustain audience engagement under its entertainment-led brand extension strategy.</p> <p>Source: @mirajcinemas Facebook</p>	<p>DS Group's Pass Pass brand promoted its "Certificate of Freshness" campaign (March 2025), reinforcing product quality and freshness through a formal visual theme to enhance brand trust and recall under its non-tobacco brand extension strategy.</p> <p>Source: @PassPassMF X (Twitter)</p>	<p>A Cigar Conexion post featuring Vedado cigars paired with a whiskey brand, emphasizing luxury, craftsmanship, and premium lifestyle cues — a common strategy in cigar marketing to associate tobacco use with sophistication and indulgence.</p> <p>Source: @cigarconexion Facebook</p>

Examples of Message Framing

Entertainment	Product features	Personal care and wellness	Religious event or imagery
<p>Miraj Cinemas April 10 at 10:00 AM</p> <p>Which one will you pick this week --- Hit or Retro? Let us know in the comments below.</p> <p>Source: @MirajCinemass Facebook</p>	<p>Cigar Conexion April 10 at 10:00 AM</p> <p>A masterpiece in miniature. Hand-rolled with precision, Vega Toro Infinito is a proof that true craftsmanship knows no size. Despite its diminutive size, this Dominican-made cigar is entirely handmade—each leaf carefully selected, each roll perfected by skilled hands. Wrapped in a rich Habano leaf and filled with premium Dominican tobacco, it delivers a bold, refined experience in every puff. Small in size, grand in artistry.</p> <p>Source: @cigarconexion Facebook</p>	<p>GREET MORNINGS WITH THE JOY OF FEEDING BIRDS</p> <p>The post uses themes of refreshment to enhance the appeal of the non-tobacco products. The strategy aims to indirectly maintain visibility and consumer connection for tobacco manufacturers, through indirect marketing.</p> <p>Source: @rajignadha-silver-pearls Facebook</p>	<p>On Buddha Purnima, let us be inspired by Buddha's journey and strive to walk the path of enlightenment.</p> <p>Source: @panparagindia Instagram</p>

What were the most frequently used hashtags? The word clouds below are a visual representation of the hashtags that were used most frequently in tobacco marketing observed across all social media platforms. The larger the word in the visual, the more commonly it appeared in tobacco marketing messages. Tobacco-linked brands have continued to use surrogate advertising and brand extension through films, food, spices, and festivals, leveraging hashtags like #mirajcinemas, #catchfoods, and #happyholi to associate with lifestyle and culture. Indirect strategies—such as celebrity tie-ins, emotional messaging, and hashtag bundling—have been employed to sustain visibility amid strict advertising bans, raising public health concerns over the exploitation of cultural and digital spaces.

FIGURE 10: TOP HASHTAGS USED BY TOBACCO RELATED ACCOUNTS



Base: Top 50 hashtags with highest frequency within the total posts, India (March–June 2025)

Appendix

TABLE 1. DEFINITIONS FOR MARKETING TACTICS AND MESSAGE FRAMING IDENTIFIED

MARKETING TACTIC	Type of marketing strategy used, which captures the intention of marketing (to sell products, create brand endearment/loyalty, etc.)
Brand extension	A separate brand of non-tobacco items that are produced by tobacco companies/conglomerates. The products may use the trademark logo or the name of the parent tobacco company. These products do not show any features that indicate association with any tobacco products.
Community-based marketing	Promotes the sale or use of tobacco products indirectly by creating brand connection to a specific community or subculture. (e.g. Photography enthusiasts, electronic music lovers).
Corporate social responsibility	Pairs the company/brand or product with socially responsible activities (e.g., water conservation projects, financing vaccination drives).
Direct ads	Promotes the sale or use of tobacco products in a straightforward manner; shows images of the product.
Events, occasions, sponsorships	Pairs the company/brand or tobacco product with events, occasions, sponsorships and contests (e.g., product sponsorship of sports events, live concerts, holiday greetings).
General profile raising	Intended to raise the profile of the brand/company but does not fall into any of the other categories (e.g., brand/company wishing a happy new year).
Price promotions	Promotes the sale or use of tobacco products and new nicotine and tobacco products through price discounting (e.g., 10% off).
MESSAGE FRAMING	Underlying theme around which the whole message of the post is built.
Entertainment	Posts that promote the product as being entertaining and fun. This category also includes posts that use entertainment-related content including memes, funny videos or jokes.
Environment eco-awareness	Any post that addresses climate change, conservation, sustainable development goals, or encouraging people to support environmental causes.
Glamorization	Posts that associate use of products as aspirational, luxurious or part of an ideal, fashionable lifestyle.
Health claims	Posts that present the product as healthier than other products or as being less harmful than conventional tobacco products.

Informational	Posts that instruct viewers how to use a product. This category also includes posts that provide background information on the company.
Personal care and wellness	Posts that associate products with relaxation or stress management. This category also includes posts that frame products as being used for social bonding, including forming community around use of the product with like-minded peers.
Product features	Posts that primarily emphasize the available choices of product flavors and design including device colors, as well as technical specifications of the product. Posts without any text descriptions or keywords that only display the product are also included in this category.
Religious event or imagery	Posts that feature religious imagery or celebrate religious festivals and events.
Secular community celebrations	Posts that offer celebrations or greetings for non-religious social and sporting events that are celebrated globally or nationally. This category also includes content celebrating achievements or honoring the memory of those who passed away.
Social welfare	Posts that showcase activities sponsored or supported by company/brand that are meant to improve their public image. Any posts associating the company with social welfare schemes, livelihood initiatives, women's empowerment, entrepreneurship, educational scholarships, etc.

Methods

Canary, formerly known the Tobacco Enforcement and Reporting Movement (TERM), is a digital media monitoring and reporting system that is AI-supported and human expertise-driven. It tracks tobacco marketing on social media platforms and news sites. The primary purpose of Canary is to identify instances of tobacco marketing, a known public health risk. Canary does not allege or attempt to identify whether these tobacco marketing instances are in violation of local or international laws.

This report summarizes information gathered by an artificial intelligence-driven monitoring tool from publicly available posts on social media platforms including Facebook, Instagram, Twitter, YouTube and TikTok, and from online articles on news sites. Content is in English, Hindi, Indonesian and Spanish.

Instances of tobacco marketing on social media are identified using keyword-based queries and through the regular monitoring of social media accounts that were identified purposively via input from tobacco control experts, market research data and keyword searches. News articles are identified by tracking the top 20 newspapers based on circulation in English and the commonly spoken language in each country through their social media accounts, and a combination of RSS feeds, custom scrappers, and LexisNexis if behind a paywall.

Data coding is first conducted automatically and is then reviewed by Vital Strategies researchers using a theory-driven codebook. The platform does not track targeted paid ads, peer-to-peer marketing, or marketing in private accounts or groups. Data restrictions and privacy laws followed by social media platforms may lead to undercounting of marketing activity. Read our full methodology [here](#).

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About Canary

Canary is a real-time media monitoring and reporting service that harnesses AI tools alongside expert analysis to identify emerging threats in the marketing of dangerous substances.

About Vital Strategies

Vital Strategies is a global health organization that believes every person should be protected by equitable and effective public health systems. We partner with governments, communities and organizations to reimagine public health, and the result is millions of people living longer, healthier lives. Our goal is to build a future where better health is supported across all facets of our lives, in our families, communities, in our environment and our governments.

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