

# Professor Masjedi receives the WHO's Award on World No Tobacco Day 2018



WHO Representative Dr Hamelmann hands over the WHO award and certificate to Professor Masjedi

28<sup>th</sup> May 2018

WHO selected Professor Mohammad Reza Masjedi Secretary-General of the Iranian Anti-Tobacco Association and Tobacco Control Research as a winner of World No Tobacco Day 2018 Awards initiated by Dr Tedros Adhanom Ghebreyesus Director General of WHO. The award was handed over by Dr. Christoph Hamelmann, WR I.R. of Iran, in recognition of outstanding contributions and commitment to tobacco control in the Islamic Republic of Iran. Professor Masjedi's many efforts and achievements include:

- Close collaboration with the Ministry of Health & Medical Education (MoHME) in the Supreme Court's vote in 2017 to confirm the MoHME advice on banning the importation and production of tobacco-molasses and aromatic tobacco products, which have been shown to be harmful to health.
- Outstanding role as Secretary-General of Iranian Anti-Tobacco Association in designing and conducting The Prevention of Tobacco Dependence project (PAD) in collaboration with the education and health departments in Varamin, Iran. The project aims to reduce the use of tobacco products at schools based on the peer-peer education approach and makes important contributions to address the increasing trend of smoking in adolescents in the country.
- Outstanding role in the establishment of Iran Noncommunicable Diseases Alliance that is an excellent platform for strengthening non-governmental and community based organizations in their effort to raise awareness and reduce of common risk factors of NCDs including tobacco.



From left: Professor Akbari Director of Cancer Research Institute, Dr Raeisi Deputy for Health of the Ministry of Health and Medical Education, Dr Hamelmann WHO Representative in I.R.Iran, Dr Ranjbar WHO Technical Officer, Dr Shojapourian Deputy for Social affairs of Tehran Municipality, Ms Nasiri Director of Health Department of Tehran Municipality, Dr Tabatabaei Advisor to the Deputy for Social Affairs of Tehran Municipality, and Professor Masjedi, Secretary General of Iranian Anti-Tobacco Association (IATA)

Dr. Hamelman in his remarks congratulated Professor Masjedi and the MoHME for their achievements in tobacco control. He highlighted the important role of Dr. Alireza Raeisi, Deputy Minister for Public Health Affairs and Mr. Behzad Valizadeh, Head of the National Tobacco Control Secretariat in increasing tobacco tax in the budget law and Supreme Court's vote in tobacco-molasses and aromatic tobacco products. WHO is recommending at least 70% of the retail prices as tobacco tax.



Message of WHO Regional Director for Eastern Mediterranean on the occasion of World No Tobacco Day 2018 is recited by Dr Hamelmann