

“Generational End Game Anti Rokok 18” (Gegar-18)

On average, 76 Malaysians die prematurely from tobacco use **every day** – a tragic and completely unnecessary loss of life.
– AFP Relaxnews

Tobacco is the greatest cause of preventable and premature death today, linked to **all major chronic diseases**. It causes 22% of all cancer deaths locally and 80% of lung cancer deaths globally. But most smokers will likely die of heart disease – **smoking triples the risk of dying** from it. The cost to the nation is enormous, at RM3bil a year.

That’s the plan of the government’s **“Generational End Game”** or **“Gegar-18”** proposal to **ban the sale of tobacco products to those born from 2005 onwards**, starting next year.

End Game is a great move, but ultimately, we also need a public that understands how important anti-smoking measures are for the nation’s health. We need people to take a stand against smoking. Will you?

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