



An Open Letter to the Philippine Government

14 March 2026

We write on behalf of the Global Youth Voices (GYV) to express our support for decisive action to protect young people in the Philippines from nicotine addiction.

We fully support the Philippine Secretary of Health's recent call to prohibit vapes and other new nicotine products. We urge policymakers to adopt measures that prioritize public health and prevent a new generation from becoming dependent on nicotine.

Across many countries, youth advocates are witnessing the same pattern: tobacco companies continue to introduce [new nicotine products](#) designed to appear modern, appealing, and socially acceptable. With these newer tactics, their objective remains the same: [expanding nicotine use](#) among younger populations.

Though these products are often framed as safer [alternatives](#) to smoking, in reality, they risk opening [new pathways to addiction](#) while sustaining the broader nicotine market.

As youth representatives from across the globe, we find this trend deeply concerning. Progress achieved through decades of tobacco control efforts is now challenged by the rapid expansion of novel nicotine products that [target younger audiences](#) and normalize nicotine use in new forms.

Our [Declaration](#) calls on governments to take forward-looking measures to prevent a new wave of nicotine addiction, including prohibiting novel recreational addictive products and adopting measures that protect public health decision-making from tobacco industry interference.

Countries that have taken [decisive action](#) to prohibit these products demonstrate that governments can act early to protect young people before widespread addiction takes hold.

The Philippines now has an opportunity to do the same. We therefore encourage policymakers to give serious consideration to adopt policies that:

- Prevent the expansion of and prohibit novel nicotine products that risk creating a new generation of nicotine users.

- Safeguard health policymaking from tobacco industry interference, consistent with [Article 5.3](#) of the World Health Organization Framework Convention on Tobacco Control ([WHO FCTC](#)).
- Uphold the government's responsibility to protect youth health and future generations.

Decisions taken today will shape the health environment that young people inherit tomorrow.

We hope the Philippine government will act fast to protect public health and safeguard future generations.

Signed.





Note: This letter was coordinated by the Global Youth Voices (GYV). GYV is a movement that represents youth coalitions and organizations from across the globe that seek to make the tobacco industry pay for the harms caused to the planet and its people, not only for those in this generation but also future generations. GYV's previous statements and initiatives have been recognized by the World Health Organization (WHO) and at the WHO Framework Convention on Tobacco Control (FCTC) Conference of the Parties. The Global Center for Good Governance in Tobacco Control (GGTC) convenes and provides technical assistance to GYV.

1. Global Youth Voices (GYV)
2. International Federation of Medical Students' Associations (IFMSA)
3. International Pharmaceutical Students' Federation (IPSF)
4. Alianza Juvenil
5. Youth Health Organization (YHO) Lentera Anak Foundation
6. ENSPNext (European Network for Smoking and Prevention Next)
7. A Non Smoking Generation
8. Indonesian Youth Council for Tactical Changes (IYCTC)
9. Y-ACT (Youth in Action)
10. UNISC University Student Chamber International
11. Global Youth for Tobacco Control (Y4TC)
12. Jóvenes Líderes de la Carta de la Tierra (JLCT)
13. The Good Society International Islamic University Malaysia

14. Youth Advocacy Against Alcohol and Drug Abuse (YAADA)
15. Asociación de Estudiantes Escuela de Medicina (AEEM)
16. New Gen Communicator
17. Igual
18. Myanmar Youth Foundation for SDGs
19. Jóvenes Indígenas y Afrobolivianos de Santa Cruz de la Sierra, JIASC
20. Parlimen Belia Malaysia
21. 3600 Infinitum MTB
22. Pratyasha Anti-Drug's Club
23. Red Mundial de Jovenes Politicos La Paz
24. Sociedad Científica de Estudiantes de Medicina de la Universidad Privada Franz Tamayo
25. FOS Open Scouting
26. Interact Club La Paz Sur
27. Bees' Club
28. M.L. Jallow Ecovillage Project The Gambia
29. Youth Action Network Sri Lanka
30. Sparc
31. International African Youth, Mental Health, and Environmental Initiatives (IAYMHEI)
32. ASEAN Youth Organization (AYO)
33. South African Tobacco-Free Youth Forum (SATFYF)
34. Children and Youth Major Group to UNEP
35. Asian Medical Students' Association Hong Kong (AMSAHK)
36. Jai-Shi Youth Initiative
37. Youth Against Alcoholism and Drug Dependency (YADD)
38. Youth Empowerment Initiative
39. Ecopeace Teen Cafe
40. Education Against Tobacco Brazil
41. Alianza Juvenil Antitabaco
42. Bangladesh Medical Students' Society
43. Global Youth Meet on Health (GYM)
44. Stowelink Inc.
45. Red Internacional Promotores ODS (RIPO)
46. Juventud Unida en Acción
47. Tobacco-Free Association of Zambia Youth Advocates
48. Den of Hope
49. Youth Council in Action for Nation (YOUTH CAN)
50. Iranian Medical Students' Association (IMSA)
51. Youth Help Sierra Leone
52. Refleacciona A.C.
53. Rotaract Club La Paz Sur
54. Green for Sudan
55. Youth Leaders and Ambassadors' Network
56. International Helping for the Young
57. Sauti Ya Mtoto Foundation
58. Red Internacional Promotores ODS (RIPO) Panama
59. Global Youth Biodiversity Network
60. Royal Health Awareness Society
61. Marurui Youth Power for a Better Tomorrow
62. No More Tobacco 21st Century
63. Green Speaking