

Asthma Friend Launches Major Awareness Campaign for World No Tobacco Day

Ghaziabad, Uttar Pradesh May 27, 2025 ([Issuewire.com](https://www.issuewire.com)) - As **World No Tobacco Day** approaches this Saturday, May 31st, **Asthma Friend**, a dedicated initiative empowering individuals with asthma and their caregivers, today announced the launch of a comprehensive awareness campaign focused on the critical, yet often misunderstood, impact of tobacco exposure on respiratory health. The campaign specifically highlights the pervasive and invisible threat of **thirdhand smoke** to asthmatics.

While the dangers of direct and secondhand smoke are widely recognized, thirdhand smoke – the chemical residue from tobacco smoke that clings to surfaces, clothing, furniture, and even hair long after a cigarette has been extinguished – remains a silent and insidious health hazard. For individuals living with asthma, especially vulnerable populations like children, exposure to these lingering toxins can significantly exacerbate symptoms, trigger severe attacks, and lead to a compromised quality of life.

"Many asthmatics diligently avoid direct smokers, yet they might be unknowingly exposed to harmful tobacco residues in their own homes or public spaces," says **Siddhant Jain, Co- Founder of Asthma Friend**. "Our World No Tobacco Day campaign aims to pull back the curtain on this invisible enemy. We want to empower our community with the knowledge and tools to identify thirdhand smoke and create truly asthma-friendly environments, ensuring every breath is as clear as possible."

Throughout this week, Asthma Friend will be disseminating vital resources and actionable insights across multiple platforms:

- **A special podcast episode:** [Not My Cigarette, But Still My Problem: Protecting Your Lungs from Others' Smoke](#) (Available on all major platforms)
- **In-Depth Blog Posts:** [A series of articles](#) on the Asthma Friend website covering crucial topics such as:
 - The specific impact of thirdhand smoke on asthma.
 - Strategies for setting healthy boundaries with smokers in family and social circles.
 - Practical steps for creating tobacco-free homes, particularly for children with asthma.
 - Addressing challenges posed by workplace smoking zones and drifting smoke.
- **Daily Social Media Engagement:** Active awareness drives across Instagram, Facebook, Threads, and LinkedIn, sharing educational content, tips, and fostering community discussion using hashtags like #ThirdhandSmoke and #AsthmaFriend.

Asthma Friend urges individuals, families, and communities to recognize the hidden dangers of thirdhand smoke and take proactive steps to protect respiratory health. This World No Tobacco Day, the initiative calls for a collective commitment to cleaner air and healthier lungs for all.

About Asthma Friend: Asthma Friend is a dedicated online platform and community committed to providing resources, support, and education for individuals living with asthma and their caregivers. Through evidence-based information, practical advice, and a supportive network, Asthma Friend strives to empower its community to manage asthma effectively and lead healthier, more fulfilling lives.

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