

Yellow green light up campaign to prevent from passive smoking.

20/11/2023

Yellow green represents the color to express “not wanting to be exposed to passive smoking”. Until now, the development of the Yellow Green campaign has focused on illumination (or “light up”) projects in Kyoto, Kumamoto, Fukushima and other cities, using designs suitable to each location. Coinciding with World No Tobacco Day and No Smoking Week starting on 31 May 2024, the Yellow Green campaign plans to extend throughout the country to further highlight the harms of passive smoking in everyday life. I request that the institutions and authorities with the jurisdiction of illuminated facilities and infrastructure expand the Yellow Green campaign throughout the country before and after May 31st (free of charge), linking these events and publicizing them to the media. I kindly thank everyone for your support. Please also promote wearing yellow green ribbons at your institution. (Please request them from the executive office of the Japan Society for Tobacco Control.)

(1)Hokkaido

(2) Aomori prefecture

2023 Aomori city and prefecture: yellow green illumination at Aomori Prefecture Tourism and Product Center (ASPAM); Aomori Prefecture Medical Association, Aomori City Medical Association, Aomori City Pharmacists Association, Aomori City Dentists Association: initiatives during World No Tobacco Day and No Smoking Week

(3) Iwate prefecture

(4) Miyagi prefecture

- 2023 Yellow Green campaign illumination

Miyagi Medical Association: Miyagi Medical Association Hall

Sendai Medical Association: Sendai Medical Association Hall, Emergency Center, Sendai Broadcasting TV Tower, Sendai Medical Association Nursing College

Miyagi prefecture medical members, promoting smoking cessation in Miyagi: Wakuya castle in Wakuya, Miyagi prefecture; Shiroishi castle in Shiroishi; H-II Rocket (model) in Kakuda

(5) Akita prefecture

Illumination of bridges and buildings at night, with automatically generated descriptions

- Yellow + green illumination at Port Tower Selion



(6) Yamagata prefecture

- Yellow Green campaign, Yamagata 2023

Buildings reflected in the sunset, with automatically generated descriptions



- Illumination at Yamada Kikuchi clinic (2-1-27 Nishida, Yamagata)

• Let's get rid of passive smoking! "World No Tobacco Day" Yamagata-Fukushima joint event on 29 May 2022

(7) Fukushima prefecture

- 2023 Fukushima YG campaign poster

5 March 2023 Together with everyone, we will make the Yellow Green campaign into a national movement!!~

Do you know about the Yellow Green campaign?~

-Fukushima Medical Association-

- 26 May 2022 Fukushima prefecture: Regarding the implementation of Fukushima Yellow Green illumination
- Fukushima Medical Association: 2022 Yellow Green campaign
- Fukushima city: “May 31st is World No Tobacco Day” “May 31st to June 6th is No Smoking Week”

(8) Ibaraki prefecture

(9) Tochigi prefecture

(10) Gunma prefecture

(11) Saitama prefecture

- Oshi castle in Gyoda, Saitama prefecture was illuminated

(12) Chiba prefecture

(13) Tokyo

(14) Kanagawa prefecture

(15) Niigata prefecture

(16) Toyama prefecture

(17) Ishikawa prefecture

(18) Fukui prefecture

(19) Yamanashi prefecture

(20) Nagano prefecture

(21) Gifu prefecture

(22) Shizuoka prefecture

(23) Aichi prefecture

(24) Mie prefecture

(25) Shiga prefecture

- Illumination of Hikone castle in Shiga prefecture during No Smoking Week (2019)

(26) Kyoto prefecture

NPO Kyoto research group for promoting smoking cessation: hosting 2023 World No Tobacco Day related events, tobacco quiz for Yellow Green (YG) illumination

Kyoto prefecture: implemented awareness event during “2022 World No Tobacco Day in Kyoto”

Tobacco Free Kyoto: illumination of Kyoto during the night on 2022 World No Tobacco Day. Illumination coincided with World No Tobacco Day and No Smoking Week

(27) Osaka prefecture

(28) Hyogo prefecture

(29) Nara prefecture

(30) Wakayama prefecture

(31) Tottori prefecture

(32) Shimane prefecture

(33) Okayama prefecture

(34) Hiroshima prefecture

Illumination of Hiroshima Medical Association Hall

Green images included on ceilings, on buildings and outdoors, with automatically generated descriptions



Fukuyama city: Yellow green ribbon campaign, 2023 leaflets

Green illumination of Museum of Art in Higashihiroshima city, coinciding with World No Tobacco Day (2 June 2021)

(35) Yamaguchi prefecture

(36) Tokushima prefecture

(37) Kagawa prefecture

Illumination at Takamatsu Symbol Tower (but only green)

(38) Ehime prefecture

(39) Kochi prefecture

- Yellow green illumination of Kochi castle (during 4 days: 31 May and 3-5 June)

- Yellow green illumination of Kochi Medical Association Hall and General Security Center (during No Smoking Week)

(40) Fukuoka prefecture

(41) Saga prefecture

Illumination in green of Saga Medical Center on “World No Tobacco Day” until June 6 (Saga Shimbun, 2020)

(42) Nagasaki prefecture

• Sasebo city: Yellow green ribbon campaign ~for eliminating undesirable passive smoking~
(2021)

(43) Kumamoto prefecture

Let's decorate Kumamoto at night in yellow green light (2023)

2022 Kumamoto University Hospital: notification of illumination to coincide with World No Tobacco Day

Medical tribune report: Kumamoto University Hospital illuminated on World No Tobacco Day 2022

(44) Oita prefecture

(45) Miyazaki prefecture

(46) Kagoshima prefecture

(47) Okinawa prefecture