ASH is committed to a world where no one dies because of tobacco use.
Indeed, much has changed in the last 50 years since the inception of ASH. Thanks to ASH, the Federal Communications Commission ruled in 1957 that the Fairness Doctrine applied to cigarette commercials, which in turn led to the prohibition of cigarette advertising on radio and television by 1971; then smoking was banned from airplanes in 1960; the 1984 tobacco Master Settlement Agreement led to further restrictions in the advertising, marketing and promotion of tobacco products in the United States; the global tobacco treaty — the WHO Framework Convention on Tobacco Control — entered into force in 2005 setting a global standard on how to prevent the tobacco epidemic; the 2009 Family Smoking Prevention and Tobacco Control Act granted the Food and Drug Administration the right to regulate tobacco; the world recognized that tobacco is a threat to development when the United Nations General Assembly included tobacco in the 2030 UN Agenda for the Sustainable Development Goals (SDGs); and lifesaving policies such as smoke-free environments, advertising bans, increasing the price of cigarettes, and standardized packaging have been gaining ground all around the world in recent years. ASH is proud to have been part of these and many other public health victories. Thanks to these successes, most of us are no longer assaulted by tobacco smoke on a daily basis, cigarettes are no longer as much a part of our daily lives as they were in the 60’s, and smoking prevalence among adults and children has fallen to its lowest levels in more than a half a century.

As a result of these successes, many of us, particularly here in the United States or in high-income countries, may think that tobacco is a problem that has already been solved out of sight, out of mind. While we must celebrate the public health gains, unfortunately our fight for health over big tobacco is not over yet. The tobacco epidemic is still raging, killing more than 7 million people each year, with most of these deaths occurring in low-income countries or among the most vulnerable populations in high-income countries.

The tobacco epidemic is still raging, killing more than 7 million people each year, with most of these deaths occurring in low-income countries or among the most vulnerable populations in high-income countries. But this may not be enough to reach a target smoking prevalence rate of 2% or less. It is also time to treat cigarettes as if they were introduced into the market today and implement a regulatory and legal response that is proportional to the damage cigarettes cause. Given the magnitude of this damage, it is time to reconsider how we allow tobacco companies to operate in the 21st century.

ASH will continue to work tirelessly until we achieve a smoke-free future. My hope is that by the end of the 21st century cigarettes will no longer be around, and no one will have to die because of tobacco.
Where We Were:
Tobacco Embedded in Daily Life

ASH was formed in 1967 as a reaction to society’s lackluster response to the 1964 Surgeon General report linking smoking to disease. At the time, smoking was entrenched in every aspect of life. Cigarette companies sponsored cartoons on television, children made their parents ashtrays in art class, all public places—even hospitals—were filled with smoke, and asking someone to refrain from smoking was socially unacceptable. Few could imagine a world where cigarettes were not everywhere.

When the Surgeon General announced that smoking causes cancer, it was big news.

ASH Board Chair Dr. Alfred Munzer was an early warrior in the tobacco fight.

Part of the tobacco industry’s marketing strategy was to produce toys for children.

The military was and still is one of the prime targets of tobacco advertising.

Cigarette smoke once filled nearly every public space. Sadly, in some places this is still true.

John Banzhaf, founder of ASH

When the Surgeon General announced that smoking causes cancer, it was big news.
Where We’ve Been:
The Battles Fought

ASH got to work to build a world without smoking. Our first big win came quickly, after an ASH lawsuit forced broadcasters to give free air time to anti-tobacco messages. This led to the Federal Cigarette Labeling and Advertising Act, banning tobacco ads on radio and television. ASH has continued its role as the vanguard of public health policy, pushing for smokefree air, smokefree airplanes, the international tobacco treaty, exemptions for tobacco regulations in trade agreements, and many other initiatives.

ASH led the development of the FCA, which has grown to over 500 organizations from more than 100 countries.

ASH was instrumental in ensuring that tobacco is included in UN development work.

ASH tracks the industry’s political donations and worked hard to remove tobacco money from universities.

ASH staff leading a flash mob in New York City with Jeff the Diseased Lung (from the John Oliver show on HBO).

Smoking ban on flights world-wide

MONTREAL: The International Civil Aviation Organization (ICAO) has adopted a resolution banning smoking on all commercial airlines’ international flights, starting July 1996.

Canada and Australia had been seeking the smoking ban as of 1994 in a draft resolution they presented to the ICAO assembly, which has been meeting at the organization’s headquarters in Montreal for its 29th session. But the two countries later supported a compromise resolution setting the July 1995 ban date.

David Wightman, the head of the Canadian delegation, said he was “entirely satisfied” with the resolution adopted and added that, in any case, for Canada, the date had been negotiable.

The ICAO does not set civil aviation rules directly for its 173 member states, but the resolutions it adopts are taken into account by individual governments in drafting up their own national laws.

—AFP

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Tobacco Carve-Out in TPP, Major Victory for Public Health
Removes New Weapons for Tobacco Industry
Oct 05, 2015, 13:34 from Action on Smoking and Health

WASHINGTON, OCT.5, 2015/PRNewswire/ – In a major victory for public health, negotiations for the Trans-Pacific Partnership (TPP) Agreement concluded this morning with built-in protections to prevent private corporations from suing governments over anti-tobacco regulations. The victory comes after years of pressure from a vast coalition of health groups and pro-health legislators, including Action on Smoking and Health (ASH), to protect the rights of governments to regulate tobacco without fear of expensive lawsuits. The tobacco industry, along with its allies in the U.S. Chamber of Commerce and other groups, fought hard to ensure that overseas marketing of tobacco products – the only consumer product to kill when used as intended – could continue unabated.
ASH has a proven track record of pursuing undeveloped, innovative concepts and turning them into groundbreaking programs that improve health for all. ASH works as an incubator and catalyst for new ideas in the tobacco control field to change minds, build safeguards for health and lay the groundwork for a tobacco-free future.

As we move forward on this path, we will continue to drive down tobacco use prevalence through global best practices and exploring new channels to continue the discussion on the commercial sale of tobacco products as well as options for holding the industry criminally liable for the harm they cause.

ASH is grateful to our generous donors located all across the country and in some cases, around the world. They come from all walks of life, from doctors to teachers, authors to musicians, students to entrepreneurs, and the retired—and every single one plays a critical role in our work. We are grateful for every pledge, whether a large annual donation, recurring monthly gift, or support to a sign-on letter. No support goes unnoticed.

Where We're Going:
The Path to Zero
ASH has a new goal: to put ourselves out of business. The world cannot afford another half century of needless death, and we cannot allow ASH to celebrate its 100th anniversary. It is time for society to reconsider how it treats a product that kills more than half of its consumers. ASH will lead from the frontline to demand an end to the tobacco epidemic.

Join the movement.
As we capitalize on past victories and hope to gain new ones, we recognize that the fight is far from over. If you are interested in joining the movement, here’s what you can do:

Tell your friends!
There’s a reason why you stand with ASH in support of health. Let your friends, family and colleagues know why the work we do at ASH is important to you.

Tell us why you support the fight against Big Tobacco:
Email your story to hq@ash.org, and we might feature you on our website (ash.org/why-i-fight/) and social media.

Share our website, social media, or this report with them:
www.ash.org
@ASHglobalAction
@ASHorg

Stay informed:
News and anti-tobacco happenings by signing up for our email updates (ash.org/Stay-Informed) and social media.

Make a donation.
Let us know that you support the work ASH is doing by making a donation through www.ash.org/donate.

Tell us why you support the fight against Big Tobacco:
Email your story to hq@ash.org, and we might feature you on our website (ash.org/why-i-fight/) and social media.