

# Stand with Health

## ASH's Innovative Role

ASH has a long history of thinking “outside of the box” in tobacco control. Many of our programs and policy agendas – such as banning tobacco ads on radio and television and banning smoking in public places, seen as radical at the time, have become part of mainstream public health efforts. Today, ASH plays a leading role in advancing several novel policies and strategies. These include:

- **Ensuring that United Nations Member States effectively implement the Target on tobacco use reduction in the UN Sustainable Development Goals (SDGs).**  
The SDGs play a major role in determining priorities for development-related funding in low, middle, and high-income countries. ASH successfully advocated for the inclusion of a tobacco use reduction Target and Indicator in the SDGs, adopted on September 25, 2015.
- **Securing appropriate treatment for tobacco products under trade and investment agreements.**  
ASH has been deeply involved in efforts to establish special rules for tobacco products under trade agreements. ASH was successful in achieving a carve-out in the Trans-Pacific Partnership Agreement (TPPA), and the Trans-Atlantic Trade and Investment Partnership (TTIP) is still under negotiation.
- **Establishing a smoke-free generation.**  
ASH works with other organizations exploring alternative approaches to significantly reduce tobacco use among young people. Ideas under consideration include higher age restrictions, age restrictions that adjust upward so that people born after a certain year (e.g. 2000) will not be allowed to purchase tobacco products, and requiring a license to purchase tobacco products, much as a drivers' license is required to drive.
- **Establishing the criminal liability of tobacco companies and tobacco company executives.**  
ASH has conducted significant legal research indicating that some actions by tobacco companies and their executives may meet the legal definition of negligent homicide or similar crimes in some U.S. jurisdictions. ASH will encourage legal authorities to pursue such charges. ASH is also working with legal experts in other countries to determine whether similar charges may be possible in those countries and through the International Criminal Court.

## About ASH and the Epidemic

Action on Smoking and Health was formed in 1967 to use legal and policy tools to combat the devastating harms caused by tobacco use. While tremendous progress has been made in the U.S., the death and disease from tobacco remains at unacceptable levels, causing about 1 in 5 deaths. Meanwhile, the tobacco epidemic has raged unabated in much of the rest of the world. In response, in 2000 ASH expanded its efforts globally, realizing that, like a mosquito, the tobacco industry does not recognize borders.

ASH works in cooperation with hundreds of civil society organizations across the globe, in particular to implement the Framework Convention on Tobacco Control (FCTC). ASH seeks high tobacco taxes, smoke-free public places and workplaces, strong public education campaigns, and support for smokers who want to quit. These measures are vital – society will not eradicate tobacco use without them. However, they may not be enough.

# ASH is ideally positioned and recognized as an incubator of new ideas in the tobacco control field.

## ASH Assets

- A deep involvement in U.S. and global tobacco control placing ASH at the intersection of innovative ideas worldwide.
- Our small size allows ASH to be nimble in dealing with novel ideas. ASH's organizational culture is open to new ideas. This creates an appropriate atmosphere to explore new tobacco control strategies.
- Expertise in U.S. and international law, allowing ASH to assess the legal viability and implications of proposed strategies, and to develop novel legal approaches to achieve policy objectives.
- Broad experience in leading international coalitions, working with academic institutions, governments, and intergovernmental organizations, and building consensus among diverse groups.

ASH's vision is to end the worldwide disease, damage and death caused by tobacco. We are confident that we will achieve this vision, but it will require dedication, innovation, and resources.

