A scenic landscape photograph showing a gravel path leading through a field of grass and wildflowers towards a line of trees. The sky is a mix of blue and orange, suggesting a sunset or sunrise. The text is overlaid on the upper portion of the image.

Action on Smoking and Health:
**50 Years—Turning the Tide
in the Tobacco War**
1967-2017

A Message from:
Laurent Huber
ASH Executive Director

When ASH was first established in 1967, cigarettes and their accompanying smoke were part of the backdrop of our daily lives. Few regulations were in place in the United States or around the world to protect us from the marketing tactics of the tobacco industry or from exposure to tobacco smoke. As a result, close to half of the population smoked, and the other half was forced to inhale tobacco smoke against their will at work, in public places and when traveling.

I still remember one particular bus ride in the 70's, when I was a child. I was sitting across the aisle from a young mother who was holding her baby on her lap. Typical for that time in history, she and a few other passengers were smoking one cigarette after the other. The air in the bus was so polluted that I tried to open a small latch window to let some fresh air in, and the smoking mother said, "Close that window immediately, don't you see I have a baby with me." There I was, a preteen prone to asthma and respiratory infections, feeling ashamed for wanting to breathe smoke-free air. There were a number of victims in this instance: the nicotine addicted mother, her baby, me, the driver, and the other passengers who were forced to breathe secondhand smoke. That was the norm half a century ago, and this picture repeated itself many times throughout my life.



Indeed, much has changed in the last 50 years since the inception of ASH. Thanks to ASH, the **Federal Communications Commission ruled in 1967 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 1990; the 1998 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

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.

countries or among the most vulnerable populations in high-income countries. In addition, **smoking costs the global economy almost 2% of its GDP, totaling more than 1.4 trillion dollars per year**; this is equivalent to the GDP of Canada, the 10th wealthiest country in the world.

Tobacco companies continue to produce, market, and mass distribute cigarettes, an addictive and defective product that kills at least half of its consumers when used as intended. In 1954, the then Vice President of Philip Morris said, "If we had any thought or knowledge that in any way we were selling a product harmful to consumers, we would stop business tomorrow." Today everyone acknowledges that nicotine is addictive and cigarettes are harmful, but business is continuing as usual. It continues to be a ubiquitous product that can be purchased in airplanes, convenience stores, gas stations, and many other places. In the United States, tobacco retailers are almost as common as ATMs.

Given all we know about cigarettes, one cannot help but wonder why such a lethal product can be so easily

purchased almost everywhere in the world in the 21st century. Is it appropriate for large multinational corporations to continue to profit while pushing an inherently defective product on the global market? How will we be judged by future generations if cigarettes are still pervasive by the end of the century?

A few countries around the world have expressed an intention to achieve **a smoke-free society** and are reaching for smoking prevalence rates at or below 2%. This is an ambitious but achievable task. **To achieve this, countries, including the United States, must accelerate and strengthen the implementation of the evidence based measures in the WHO FCTC, such as increases in tobacco taxes and smoke-free policies,**

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 proportionate 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. **We must reopen the debate on where and how cigarettes are sold, and we must hold the tobacco industry responsible under the law for all of the damage they cause to their consumers and society at large.**

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.

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.



John Banzhaf, founder of ASH

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



THE LUNG ASSOCIATION of Mid-Maryland Public Affairs Chairman, Alfred E. Munzer, M.D. (left) and Bruce Windsor, Program Consultant place sign prohibiting smoking in Maryland elevators. They testified in support of this law, a law prohibiting smoking on Maryland buses and a law requiring a plan to protect non-smoking patients in health care facilities.

The Lung Association of Mid-Maryland has successfully supported three Maryland bills to protect the life and breath of non-smokers, which become effective July 1, 1975. The first two laws prohibit smoking of tobacco products in elevators and in interstate buses. A third law requires "the proprietors of hospitals, nursing homes, health clinics, and physicians' offices to devise, implement, and enforce a plan which adequately protects the health of non-smoking patients through the regulation of the smoking of tobacco products on the premises."

The U.S. Surgeon General has confirmed that tobacco smoke is hazardous to the health of smokers and non-smokers. Many respiratory patients are unable to use public facilities because tobacco smoke causes them physical suffering; and the Lung Association hopes that these new laws will help protect the non-smoker's health and comfort. Elevators are an example of small, confined spaces where heavy smoking can

cause carbon monoxide levels as high as 90 parts per million, almost twice the limit permitted in industry. An elevator ride with a burning cigarette could cause a person with asthma to have an attack. Repeated attacks can cause permanent lung damage.

Before passage of the recent laws, smoking in buses exposed non-smokers to carbon monoxide and other harmful gases and particles for long periods of time. The same was true for patients in hospitals and nursing homes. Such exposure causes eye, nose and throat irritation to healthy non-smokers, while hydrogen cyanide in the smoke causes a disagreeable odor in hair and clothes. For the chronic lung or heart disease patient, second-hand tobacco smoke can cause major and occasionally life threatening problems, especially after long periods of exposure.

For more information, contact the Lung Association of Mid-Maryland, 1700 Rollins Avenue, Rockville, Maryland 20852, telephone (301) 881-6852.

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

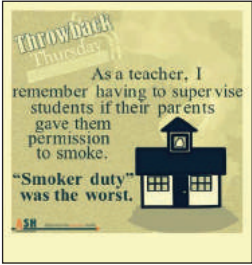
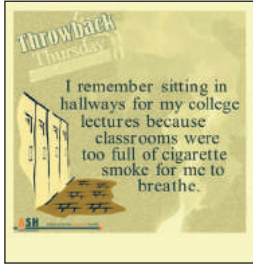


Part of the tobacco industry's marketing strategy was to produce toys for children.

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.



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.

It took almost a decade, but today flights worldwide are smokefree.

Smoking ban on flights world-wide

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

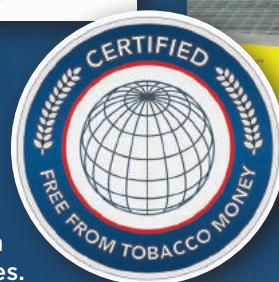
Canada and Australia had been seeking the smoking ban as of 1994 in a draft resolution they presented to the ICAO assembly, which has been meeting at the organisation's headquarters in Montreal for its 29th session. But the two countries later supported a compromise resolution setting the July, 1995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

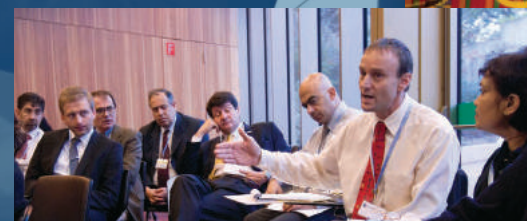
—AFP

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).

Through the Framework Convention Alliance (FCA), ASH worked with the WHO to establish the FCTC and continues to support the implementation of its global best practices.



The WHO FCTC entered into force in 2005 and has been ratified by 181 countries.

UN Officially Recognizes that Tobacco Makes the World Poorer

By IBTimes Staff Reporter on September 25 2015 2:44 PM EDT



NEW YORK, Sept. 25, 2015 /PRNewswire-USNewswire/ -- Today, the United Nations General Assembly formally adopted the Sustainable Development Goals (SDGs), a plan to eradicate global poverty.

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



FCTC

WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL



ASH: Action on Smoking & Health
Like This Page - June 1

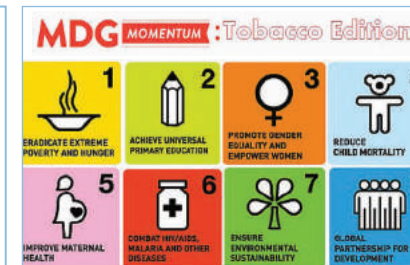
Presenting to DC Mayor Bowser on the harms of tobacco use in the DC community, particularly the difference in prevalence rates by ward. — with Mayor Bowser, D.C. Department of Health, and Teens Who Don't at John A. Wilson Building.



Berkeley Health
@UCBerkeleySPH

Action on Smoking & Health @AshOrg certified 33 colleges, univs as "Free from Tobacco Money" including @UCBerkeleySPH buff.ly/1zkfdwn

11/12/14 11:14 PM



Framework Convention Alliance
Published by Marty Logan [?] - 5 hrs

Huge thanks to ASH: Action on Smoking & Health Executive Director Laurent Huber and his team for their years of support as FCA's Secretariat!

FCA's new ED, Francis Thompson, and the entire FCA team are looking forward to continued cooperation with ASH from their new Secretariat at HealthBridge:



Where We Are: At the Forefront

In many ways, 2017 looks very different from 1967. Most Americans live in places where they will not be exposed to secondhand smoke when they go out. The percentage of adults who smoke has fallen by two-thirds. Tobacco companies can no longer use cartoons and billboards to market to children. But the tobacco epidemic is far from over. One-fifth of all deaths in the U.S. are still due to cigarettes. Smoking has become a disease of the poor and marginalized, groups that can least afford the consequences.

Cartoon characters can no longer be used in marketing cigarettes.



The fight is more than smoke-free air. It's stopping the Tobacco epidemic.



The poor and marginalized are being targeted globally.



ASH is making progress in the fight to protect tobacco control laws in trade agreements.

CB in Wired on TPP Nov 2015
SARAH ZHANG SCIENCE

IT JUST GOT A LOT HARDER FOR BIG TOBACCO TO DEFEND ITSELF

IN AUSTRALIA, EVERY brand of cigarettes look the same. All drab, all brown and black with plain white lettering. What really grabs you is the images: a gangrenous foot, a sick baby, mouth cancer—so gruesome that even Don Draper would have trouble working his magic. In other words, it works. Tobacco consumption in Australia has fallen 12.8 percent since it's plain-packaging law went into effect in 2012.



36.5 million AMERICANS SMOKE

ASH runs ongoing communications campaigns to remind the public that the tobacco wars are not yet over.

ASH and Unfairtobacco led a campaign with 123 signatories demanding Philip Morris International immediately cease the marketing and production of cigarettes.



PMI befriends human rights org to whitewash its image

THE DANISH INSTITUTE FOR HUMAN RIGHTS: Stop collaboration with tobacco industry

#QuitPMI



ASH: Action on Smoking & Health May 24

How is tobacco still a thing? Literally, it's all about their profits.

Even when Philip Morris International (PMI) just tried to partner with a human rights group to white wash their record, the human rights group concluded that PMI needs to shut down their marketing and production. #sorrynotsorry #QuitPMI



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.

Laurent Huber is FCA's first ambassador

MAY 24, 2016



FCA's former director Laurent Huber has been named the organization's first ambassador. Laurent has been involved with FCA since it began, first as a volunteer during the initial FCTC negotiations, then as a coordinator before becoming director when FCA expanded in the early days of the Bloomberg initiative.

ONE BILLION DEATHS: TIME TO TAKE THE GLOBAL TOBACCO CONTROL TREATY SERIOUSLY



LAURENT HUBER, DIRECTOR, FRAMEWORK CONVENTION ALLIANCE, GENEVA, SWITZERLAND

The World Health Organization Framework Convention on Tobacco Control is the governments' response to the global tobacco epidemic and a blueprint for preventing one billion deaths this century. However, implementation in the ten years since its adoption has been sporadic, in part due to lack of high-level government engagement and inadequate resources. Ending this epidemic will require a harmonized approach that incorporates local,

Where We're Going:

The Path to Zero Tobacco Deaths

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.



HOLD
TOBACCO CORPORATIONS
CRIMINALLY LIABLE FOR
THE HARM THEY CAUSE.



END
THE COMMERCIAL SALES
OF CIGARETTES.



CONTINUE
TO DRIVE DOWN TOBACCO
USE THROUGH GLOBAL
BEST PRACTICES.

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,

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:

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.



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.



Share our website, social media, or this report with them:

www.ash.org



@ASHglobalAction



@ASHorg



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.



Make a donation.

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



Stay informed:

Get the latest ASH News and anti-tobacco happenings by signing up for our email updates through a request to hq@ash.org.





1250 Connecticut Ave, NW
Washington, DC 20036
Tel: +1 202.659.4310

www.ash.org

ASH is committed to a
world where no one dies
because of tobacco use.

