

Mr. Mark Zuckerberg
Chief Executive Officer
Facebook
1 Hacker Way
Menlo Park, California 94025

August 28, 2019

Dear Mr. Zuckerberg, Chief Executive Officer of Facebook,

We are writing to you today in response to Facebook's July 24, 2019 announcement¹ about its policy change² regarding tobacco products on the Facebook and Instagram platforms.

We are disappointed this policy change does not reflect clear recommendations from public health and tobacco control experts from 48 countries delivered to Facebook on May 17, 2019³.

The new Facebook and Instagram policy on tobacco marketing published by Facebook is inadequate and will be ineffective in prohibiting tobacco companies from using influencer marketing to promote their products to young people around the world. This policy ignores the primary way tobacco companies are promoting their products on social media, which is through rampant influencer marketing.

In line with the WHO Framework Convention on Tobacco Control, over 130 countries have taken steps to stop tobacco companies from marketing their products online⁴. **Without a policy on influencer marketing of tobacco products, Facebook and Instagram undermine these efforts and provide tobacco companies a loophole to market addictive products online to billions of young people.**

In recent years, tobacco companies have increasingly used social media⁵ to target young people. Philip Morris International and British American Tobacco have flooded Instagram and Facebook with ads for cigarettes⁶ like Marlboro and Lucky Strike and heated cigarettes like IQOS and Glo. Similarly, Juul has fueled a youth e-cigarette epidemic in the U.S., driven by the company's "patently youth-oriented"⁷ social media advertising. **In the absence of meaningful policies from social media platforms, tobacco companies have found a way to turn today's Instagram post into this generation's "Marlboro Man."**

Tobacco use is the world's leading cause of preventable death, killing eight million people around the world each year. Social media marketing of tobacco products threatens progress in curbing this epidemic.

We are calling on Facebook and Instagram to protect young social media users from the global tobacco epidemic by immediately prohibiting influencer promotion of tobacco products and e-cigarettes.

Time is truly of the essence to protect the next generation from the global tobacco epidemic and we urge you to act immediately. We are happy to discuss any ways in which we can help and/or support your next steps.

Sincerely,

Campaign for Tobacco-Free Kids, United States
A.C.T.O.R. Asociatia Culturala pentru Teatru si Origami din Romania, Romania
Action on Smoking and Health Canada, Canada
Action on Smoking and Health Finland, Finland
Action on Smoking and Health Scotland, Scotland
Action on Smoking and Health (ASH USA), United States
Action on Smoking and Health (UK), United Kingdom
Action on Smoking and Health Thailand, Thailand
Action on Smoking and Health Wales, United Kingdom
ADD+VANTAGE Community Team Services, Philippines
Advocacy Center "LIFE", Ukraine
African Tobacco Control Alliance (ATCA), Togo
Agenzia Italiana Per La Prevenzione, Italy
Airspace Action on Smoking and Health, Canada
Aji Jakarta, Indonesia
Alfa Training Center, Indonesia
Aliança de Controle do Tabagismo Promoção da Saúde, Brazil
Alternatives Durables pour le Développement (ADD), Cameroon
Amandla.mobi, South Africa
American Cancer Society, United States
American Heart Association/American Stroke Association, United States
American Lung Association, United States
Angel Association, Romania
Asian Consultancy on Tobacco Control, Hong Kong, China
Asociación Civil Tabaco o Salud Venezuela (ACITASVE), Venezuela
Asociatia Maternity, Advocacy, Medicine, Education (M.A.M.E.), Romania
Association Healthy Romania Generation 2035, Romania
Association of European Cancer Leagues, Belgium
Association Prevent, Serbia
Association Progressive Reinforcement of Organizations and Individuals (PROI), Bosnia and Herzegovina
Association VISA, Mauritius

Australian Council on Smoking and Health, Australia
Austrian Council on Smoking & Health, Austria
Autoimmune Disease Patients Association, Romania
Berkeley Media Studies Group, United States
Bhartiya Manav Kalyan Samiti, India
BlueLink Foundation, Bulgaria
Campaign for Good Governance (SUPRO), Bangladesh
Cancer Research UK, United Kingdom
Caritas Thailand, Thailand
Catalan Institute of Oncology, Spain
Center for Digital Democracy, United States
Center for Health Consultation and Community Development (CHD), Vietnam
Center for Health Policies and Studies (PAS Center), Moldova
Center for Indonesia's Strategic Development Initiatives, Indonesia
Center of Islamic Economics and Business, University of Indonesia, Indonesia
Centre for Advocacy, Treatment and Recovery (CATR), Portugal
Centro de Información y Educación para la Prevención del Abuso de Drogas (CEDRO), Peru
Centro de Investigación para la Epidemia del Tabaquismo, Uruguay
Club GenZ Strong Phet Phitthayakhom, Thailand
Coalición México Salud-Hable, México
Colegiul Medicilor Din Romania, Romania
Comisión Nacional Permanente de Lucha Antitabáquica (COLAT), Peru
Comisión ProFomento vecinal Cuautemoc, Uruguay
Comité National Contre le Tabagisme, France
Comité/club Universitaire Unesco pour la lutte contre la drogue et Autres pandémies (CLUCOD), Côte d'Ivoire
Consortium of Ethiopian NCD Associations, Ethiopia
Consumer VOICE, India
Consumers Association of India, India
Consumers' Legal Protection Forum, India
Cordis S.A., Argentina
Corporate Accountability, United States
Council for Public Health and the Problems of Demography, Russia
Department of Disease Control, Thailand
Dhaka Ahsania Mission, Bangladesh
DOHG, Kenya
Educar Consumidores, Colombia

Emancipate Indonesia, Indonesia
Environmental Rights Action/Friends of the Earth Nigeria, Nigeria
Escuela de Nutrición y Dietética, Universidad de Panamá, Panama
European Network for Tobacco and Smoking Prevention, Belgium
Family Medicine Association - Bucharest, Romania
Federația Asociațiilor Studenților Farmaciști din România, Romania
Focus NGO Mongolia, Mongolia
Framework Convention Alliance for Tobacco Control, Switzerland
Fresh (Making Smoking History), United Kingdom
Fundación Dominicana de Obesidad y Prevención Cardiovascular (FUNDO), Dominican Republic
Fundación Ellen Riegner de Casas, Colombia
Fundación InterAmericana del Corazón Argentina, Argentina
Fundación Interamericana Der Corazon Bolivia, Bolivia
Fundación MÁS QUE IDEAS, Spain
Fundación Salud Ambiente y Desarrollo, Ecuador
Fundatia pentru Protectia Adultilor cu Boli Cardiace Congenitale (PROTCARD), Romania
Gagas Foundation, Indonesia
Global Center for Good Governance in Tobacco Control (GGTC), Thailand
Global No-Cigarettes Movement, Indonesia
Gracias No Fumo SC, México
Grupo Publicitario Perfil, Uruguay
Health Care Plus - Collaboration, Cooperation, Sharing & Learning, Germany
Health Center of Kyiv City, Ukraine
Health Healing Network Burundi (HHNB), Burundi
Health Institute Association, Turkey
Health Promotion Education and Community Development Initiative (HPECIDI), Nigeria
HealthBridge Foundation of Canada, Vietnam office, Vietnam
HealthJustice Philippines, Philippines
Heart Foundation of Jamaica, Jamaica
Hima Kesmas STIKes Indramayu, Indonesia
Himpunan Mahasiswa Pascasarjana (HMP) Fakultas Kesehatan Masyarakat UI, Indonesia
Hospital Cordoba, Argentina
Human Development Foundation, Pakistan
Ikatan Senat Mahasiswa Kesehatan Masyarakat Indonesia (ISMKMI), Indonesia
Indian Cancer Society, Delhi, India
Indonesian Consumer Organisation, Indonesia

Indonesian Heart Association (PERKI), Indonesia
Indonesian Heart Foundation, Indonesia
Institute for Studies and Transformation, India
Institute for Youth Participation, Health and Sustainable Development, Slovenia
Institutul de Pneumoftiziologie Marius Nasta, Romania
Integra Cancer Institute, Guatemala
InterAmerican Heart Foundation, United States
International Union Against Tuberculosis and Lung Disease, France
International Youth Health Organization, Slovenia
IPR media Solutions Pvt. Ltd., India
Jamaica Coalition for Tobacco Control, Jamaica
Japan Society for Tobacco Control, Japan
Jeewaka Foundation, Sri Lanka
Kazakhstan National coalition against tobacco “Temekisiz”, Kazakhstan
Kenya Tobacco Control Alliance, Kenya
Klub Jantung Remaja Yayasan Jantung Indonesia, Indonesia
LatinAmerican & Caribbean Society of Medical Oncology (SLACOM), Argentina
Lentera Anak Foundation, Indonesia
Lithuanian Tobacco and Alcohol Control Coalition, Lithuania
Macedonian Respiratory Society, Macedonia
Marketing for Social Change, United States
Marmara University Faculty of Medicine, Turkey
Mathiwos Wondu-YeEthiopia Cancer Society, Ethiopia
Mesa Colombiana de Incidencia por las Enfermedades Crónicas, Colombia
Mexico Libre de Humo, México
Mind Institute, Romania
Mouvement Populaire pour la santé au Gabon (MPS Gabon), Gabon
Movement for Alternatives and Youth Awareness, India
Muhammadiyah Tobacco Control Center UM Magelang, Indonesia
○○○Narinukun School, Thailand
National Association For Patient Protection, Romania
National Association of Consumers, Armenia
National Autonomous University of Mexico, México
National Centre for Studies in Family Medicine, Roumania, Romania
National Committee on Tobacco Control, Indonesia
National Taxpayers Association, Kenya
NGO "Network of Responsible People", Ukraine
NGO Juventas, Montenegro
NGO Trag, Bosnia and Herzegovina
Nigerian Tobacco Control Alliance, Nigeria

No Smoke Revolution, Senegal
No Tobacco Community, Indonesia
Nofumadores.org, Spain
NY SAHY, Madagascar
ONG Ecole Sans Tabac (ESTAB), Côte d'Ivoire
Online Voices, Kenya
Ordem dos Médicos Dentistas (Portugal)/Portuguese Dental Association, Portugal
Osakidetza, Spain
OxySuisse, Switzerland
Pakistan National Heart Association (PANAHA), Pakistan
Pembaharu Muda FCTC, Indonesia
Philippine Pediatric Society, Philippines
'Pratyasha' anti-drug's club, Bangladesh
PROGGA, Bangladesh
Programa Atenció Primària Sense Fum (PAPS), Spain
Public Health and Reforms Center of the Ministry of Health of Azerbaijan Republic, Azerbaijan
Public Health Protection Foundation, Kyrgyzstan
Rajkot Saher Jilla Grahak Suraksha Madal, India
Red Nacional Antitabaco, Costa Rica
Red PaPaz, Colombia
Redes de Intervención Antitabaco- Riata, Nicaragua
Romanian Federation of Medical Students Associations, Romania
Romanian Society for Emergency & Disaster Medicine, Romania
Ruandu Foundation, Indonesia
Ruang Pemimpi Indonesia, Indonesia
Rumah Inggris Banjarmasin, Indonesia
Sağlığa Evet Derneği (SED), Turkey
Salud Justa Mx, México
Sănătate pentru Mame și Sugari (SAMAS) Association, Romania
Samoa Cancer Society Inc, Samoa
Save the Children Romania, Romania
Shree Jagruti Grahak Surakha Mahila Mandal, India
SITAB Italian Society of Tobaccology, Italy
Slovenska zveza za javno zdravje, okolje in tobačno kontrolo, Slovenia
Smoke Free Israel, Israel
Smoke Free Partnership, EU
Smokefree Kazakstan Coalition, Kazakhstan
Smoke-free Life Coalition, Bulgaria, Bulgaria
Sociedad Uruguaya de Tabacología, Uruguay

Societatea Stidenților în Farmacie București, Romania
Society for the Protection of the Rights of the Child (SPARC), Pakistan
Socio-Economic & Educational Development Organization (SEEDO), Pakistan
Sora Si Asociatii Sca, Romania
Southeast Asia Tobacco Control Alliance, Philippines
Spanish Society of Cardiology, Spain
Spanish Society of Family and Community Medicine, Spain
Srinakharinwirot university, Thailand
StopdrinkNetwork, Thailand
StopShishaNG, Nigeria
Tanzania Tobacco Control Forum, Tanzania
Thai Health Promotion Institute, Thailand
Thailand National Quitline, Thailand
The Indonesia Association Against Tuberculosis, Indonesia
The Norwegian Cancer Society, Norway
Tobacco - Free Association of Zambia, Zambia
Tobacco Control Alliance in Georgia, Georgia
Tobacco Control Research Group, University of Bath, United Kingdom
Tobacco Control Research Unit, Thailand
Tobacco Control Support Center-IAKMI, Indonesia
Tobacco Endgame, Italy
Tobacco Free Nigeria, Nigeria
Tobacco Free Portfolios, Australia
Tobacco Free West Bengal Campaign, India
Truth Initiative, United States
Uganda Health Communication Alliance, Uganda
Uganda Heart Research Foundation, Uganda
Uganda National Health Consumer's Organisation, Uganda
Unfairtobacco / BLUE 21, Germany
Vinoba sewa ashram, India
Vision for Alternative Development, Ghana
Vital Strategies, United States
VIVID - Institute for the Prevention of Addiction, Austria
Voices for Interactive Choice & Empowerment (VOICE), Bangladesh
Voluntary Health Association of India, India
Wang Pong Suksa School, Thailand
World Vision Romania, Romania
Yayasan lembaga pembinaan dan perlindungan konsumen (LP2K) Jawa tengah, Indonesia

Yayasan Pengembangan Media Anak (YPMA), Indonesia
Youth Network No Excuse Slovenia, Slovenia
Zambia Heart and Stroke Foundation (ZAHESFO), Zambia
เครือข่าย' ยครูโรงเรียนปลอดบุหรี่ (Teacher Network for Non-Smoking Schools),
Thailand

¹ CNN, "[First on CNN: Facebook and Instagram to restrict content related to alcohol, tobacco and e-cigarettes,](#)" July 24, 2019

² Facebook, "[Community Standards, Regulated Goods,](#)" 2019

³ Campaign for Tobacco-Free Kids, "[Over 125 Organizations Call on Social Media Companies to End All Tobacco Advertising, Including by Paid Influencers,](#)" May 22, 2019

⁴ Campaign for Tobacco-Free Kids, "[Countries that ban direct tobacco advertising on the Internet \(2019\)](#)"

⁵ Campaign for Tobacco-Free Kids, "[New Investigation Exposes How Tobacco Companies Market Cigarettes on Social Media in the U.S. and Around the World,](#)" August 27, 2018

⁶ <https://www.takeapart.org/wheretheressmoke/>, last visited on August 27, 2019

⁷ Tobacco.stanford.edu, "[JUUL Advertising Over its First Three Years on the Market,](#)" January 31, 2019