

ENDGAME FOR TOBACCO:

THE WORLD WE WANT



SPEAKERS



Kelsey Romeo-Stuppy,
Managing Attorney at Action
on Smoking and Health



Wanda de Kanter,
lung specialist/ oncologist
since 1990, working at the
Netherlands Cancer Institute



Chris Bostic,
Deputy Director for Policy at
Action on Smoking and Health

MODERATOR

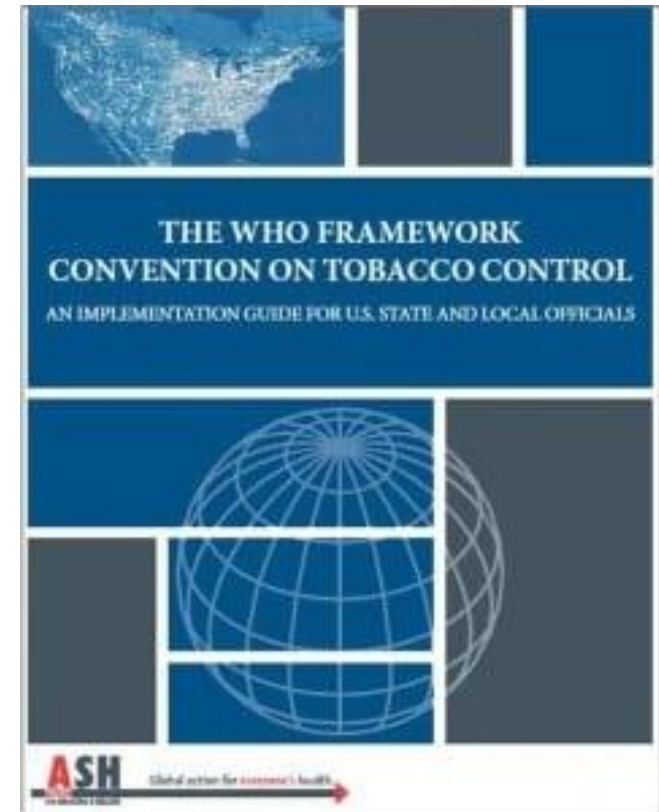


Laurent Huber
ASH Executive Director

WHO FCTC



<https://www.who.int/fctc/en>



<https://ash.org/fctcimplementation>

Country Example



Corona times june 2020

Wanda de Kanter, MD, chest physician Netherlands Cancer Institute

- Scientists payed by the tobacco industry claiming that smoking protects against corona- Covid-19
- “Corona washing”: masks with logo TI and ventilation machines
- PMI social media influencers on instagram during lock down



STICHTING
**Rookpreventie
Jeugd**



Corona times

Plainpackaging postponed (EU level)

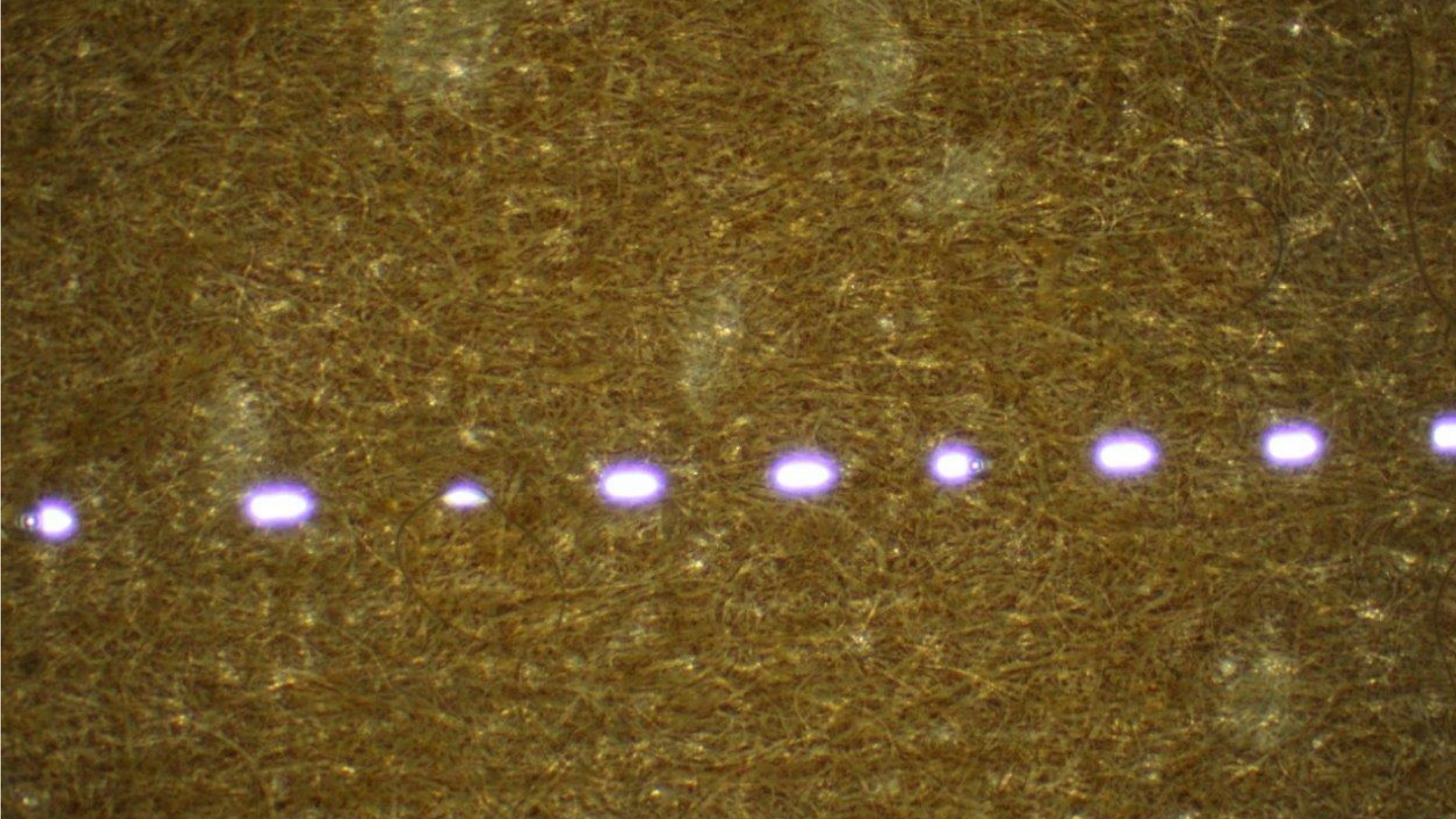
<https://stichtingrookpreventiejeugd.nl/english/item/174-tobacco-industry-also-pulling-strings-within-the-eu>

Smokefree highschool postponed (national level)

Smoking cessation campaign: postponed: afraid of corona-smoking stigma

Increasing taxes EVERY year with > 10%:
postponed





Criminal lawsuit 2019: court: deadly, addictive, filter ventilation fraud cigarettes, but: *legal*

The Administrative Court in Rotterdam on 7 February 2020 reached a verdict on the question of 'rigged' cigarettes. The court expressed serious doubts about whether the current legal method for measuring cigarette emissions (the so-called ISO method), leads to results that are in accordance with other legal regulations. At issue here are the maximum levels of poisonous substances that smokers may inhale and the **European Convention of Human Rights**. The court has ruled that the obligation of the EU and the Dutch state to protect public health has been seriously undermined. Consequently, the court has requested a ruling from the European Court of Justice.

If the prejudicial advice of the EU court is positive this means that Court finds the right on human health more important than the measurements (TPD) : all filter cigarettes should be banned from EU countries

Violation WHO-FCTC 5.3 : The NEN ISO method is invented and controlled by the tobacco industry

<https://stichtingrookpreventiejeugd.nl/english/item/155-ruling-by-administrative-court-in-rotterdam-end-of-rigged-cigarette-in-sight>

<https://youtu.be/VKxT14S5MxU>

Merksnaam	Canadian Intense methode - Gemeten waarden			ISO methode - Opgegeven waarden			Ratio Canadian Intense/ISO		
	Teer (mg/sig)	Nicotine (mg/sig)	CO (mg/sig)	Teer (mg/sig)	Nicotine (mg/sig)	CO (mg/sig)	Teer (CI/ISO)	Nicotine (CI/ISO)	CO (CI/ISO)
Lucky Strike Gold	23,8	1,7	22,3	7,0	0,6	9,0	3,4	2,8	2,5
Lucky Strike Original Red	32,8	2,2	26,6	10,0	0,8	10,0	3,3	2,8	2,7
Lucky Strike Red Additive Free	29,8	2,2	25,7	10,0	0,9	10,0	3,0	2,5	2,6
Mantano Plain	22,8	1,7	16,3	10,0	0,8	7,0	2,3	2,1	2,3
Mark Adams No. 1 Gold	27,0	1,9	26,0	6,0	0,5	7,0	4,5	3,8	3,7
Mark Adams No. 1 Green	28,1	1,8	30,5	10,0	0,8	10,0	2,8	2,2	3,0
Mark Adams No. 1 Red	31,3	2,3	25,8	10,0	0,8	10,0	3,1	2,9	2,6
Marlboro Gold	23,9	1,6	23,7	8,0	0,6	9,0	3,0	2,7	2,6
Marlboro Green	22,9	1,6	19,9	10,0	0,7	10,0	2,3	2,2	2,0
Marlboro Mix	26,6	2,0	23,4	9,0	0,7	9,0	3,0	2,8	2,6
Marlboro Prime	26,1	1,7	40,0	1,0	0,1	2,0	26,1	17,2	20,0
Marlboro Red	24,5	1,7	18,9	10,0	0,7	10,0	2,5	2,4	1,9
Marlboro Red 100s	34,8	2,6	32,1	10,0	0,7	10,0	3,5	3,8	3,2
Marlboro Silver Blue	24,7	1,5	32,6	4,0	0,3	5,0	6,2	5,0	6,5
Marlboro True Blue	23,4	1,6	23,6	8,0	0,7	9,0	2,9	2,4	2,6
Marlboro True Red	30,1	2,0	27,9	10,0	0,9	10,0	3,0	2,2	2,8
Mohawk Origins Blue	22,4	1,6	31,0	7,0	0,6	8,0	3,2	2,7	3,9
Mohawk Origins Red	24,6	1,8	30,2	9,0	0,8	10,0	2,7	2,2	3,0
Pall Mall Blue	19,6	1,6	17,8	7,0	0,6	8,0	2,8	2,6	2,2
Pall Mall Red	26,4	2,2	23,5	10,0	0,8	10,0	2,6	2,7	2,4
Pall Mall Red 100s	29,8	2,5	31,9	10,0	0,8	10,0	3,0	3,1	3,2
Peter Stuyvesant Blue*	20,2	1,6	21,7	4,0	0,4	5,0	5,1	4,7	4,3
Peter Stuyvesant Red	28,0	2,2	24,6	10,0	0,8	10,0	2,8	2,7	2,5
Peter Stuyvesant Silver	15,2	1,2	19,0	1,0	0,1	2,0	15,2	12,3	9,5
Pueblo Blue	26,4	2,5	27,4	6,0	0,6	6,0	4,4	4,2	4,6
Riverside Blue	22,1	1,5	24,6	5,0	0,3	6,0	4,4	5,1	4,1
Riverside Green	22,8	1,5	25,7	7,0	0,4	10,0	3,3	3,6	2,6
Riverside Red	22,6	1,6	24,1	7,0	0,4	9,0	3,2	3,9	2,7
Ruba Green	23,1	1,5	27,4	7,0	0,4	10,0	3,3	3,8	2,7

Breakthrough Dutch Tobacco Control policy

<https://tobaccocontrol.bmj.com/content/29/3/247>

3 -3-2020 a majority in the Dutch Parliament voted to end the sale of tobacco in supermarkets and petrol stations

*All political parties, apart from the three liberal right-wing parties, supported a motion that called on the government to ask supermarkets and petrol stations to voluntarily stop selling tobacco products. Should **they fail to acquiesce before 2022, they will be legally required to do so.***

Result of over a decade of continuous lobbying

- The 6300 supermarkets sell 50% of all tobacco in the Netherlands, generating annual turnover of €2.1 billion (6.2% of total turnover). The Netherlands also has over 2,000 staffed petrol stations that sell tobacco. These sales contribute 60% to 75% of retail turnover, excluding petrol, in those stores.
- Recent figures from the Netherlands Food and Consumer Product Safety Authority (NVWA) **revealed that only 35% of petrol stations and 73% of supermarkets complied with age limit restrictions** for purchasing tobacco. This is an important reason to limit tobacco sales, preferably **through a licencing system**, to specialist outlets that only sell tobacco, not around schools and a maximum per 100.000 inhabitants

It's time to END the era of the cigarette

We must phase out their sale

Why?

#1 The cigarette is the deadliest consumer good ever made.

#2 Cigarettes are inherently defective; they kill when used as intended.

#3 Cigarettes are responsible for nearly all tobacco-related deaths.

#4 Cigarettes kill more Americans than guns, AIDS, suicides, murders, traffic accidents, alcoholism and drug addiction COMBINED.



#5 Cigarettes devastate the economy, costing the U.S. more than \$1,000 per year for every man, woman and child.

#6 If a new product was introduced today that is addictive and deadly in its ordinary use, it would certainly be removed from shelves.



<https://ash.org/sunset>

Q&A

Stay Involved



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Info@ash.org



Global action for *everyone's* health.

NEXT WEBINAR: June 25th at 12:00pm ET

Tobacco Policy and Enforcement during COVID-19 Shutdowns

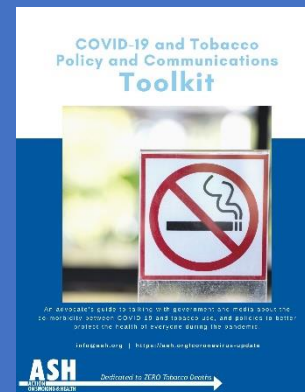
With Jessica Grosz and Rachel Callanan
from the Public Health Law Center

[Registration Link in Thank You Email](#)



Recordings from previous webinars and Live Chats
on social media, under “Resources from ASH” here:

ash.org/coronavirus-update



Toolkit for Advocates

Talking with government and media about the COVID-19 and tobacco use co-morbidity and policies to protect the health of everyone during the pandemic.

ash.org/covid19