ASH WEBINAR: 2024 Priorities & Opportunities
JANUARY 11, 2024
Brookline’s tobacco-free generation law facing challenge in MA’s highest court

FDA Announces Plans for Proposed Rule to Reduce Addictiveness of Cigarettes and Other Combusted Tobacco Products

Project website

Centre of Research Excellence on Achieving the Tobacco Endgame
Support jurisdictions as they develop and advocate for strong tobacco endgame policies.
  • Santa Rosa – Tobacco Retail License
  • Fresno County – Tobacco Retail License
  • City of Albany – Tobacco Product Sales Ban
  • Sacramento – Tobacco Product Sales Ban
  • Hermosa Beach – Tobacco Product Sales Ban

Continue to develop media and communications resources.
  • Investigate translating materials to Spanish

Provide six Tobacco Endgame Matters podcasts
  • Suggest topics?

Building off of our existing trainings by developing follow up, more advanced training

Continue to support paid media efforts in jurisdictions working on direct endgame policies.

Support the Tobacco Endgame Policy and Advocacy Training Course

Continue to respond to direct requests for TA
UN TREATY TO END PLASTIC POLLUTION

Plastics Treaty
- Priorities
- INC 4 & INC 5
- Opportunities to Engage
TOBACCO INDUSTRY INTERFERENCE

ash.org/tobacco-money

U.S. Tobacco Lobbyist and Lobbying Firm Registration Tracker
Tobacco companies spend millions of dollars lobbying in the U.S. every year in an attempt to weaken, delay or kill life-saving public health policies.

Submit your observations to
Grayn@ash.org
LIABILITY

Active

Monitoring

- Human rights cases
- Criminal opportunities
- Civil opportunities
- Parallel issues/ precedent
- Article 19- COP Work
HUMAN RIGHTS

• CERD
  • Engagement with Committee

• ASH as a Human Rights Resource
  • Webinars
  • Publications

• Build capacity of tobacco control community
  • Continue reporting
  • New partnerships/ breaking silos- plastics

WHO’s Statement reminded the CERD committee in the context of the development of General Recommendation n°37 on racial discrimination and the right to health about THE IMPORTANCE TO PROTECT RACIAL/ETHNIC MINORITIES FROM THE HARM CAUSED BY TOBACCO.
UN REFORM

SUMMIT OF THE FUTURE: WHAT WOULD IT DELIVER?
How would a Pact for the Future that adopts the proposal of the Secretary-General change our world?

PURPOSE
Strengthen international cooperation so it delivers fully and fairly on existing agreements, while enabling us to respond effectively to new threats and opportunities for progress and sharing prosperity. Moving strong, restored trust in multilateralism and in each other.

BACKGROUND
The 75th anniversary of the UN came at a time when the whole world was confronting the shared threats of the COVID-19 pandemic and climate change, the risks and opportunities of technological advances, and stagnation on the Sustainable Development Goals. In recognition of these trends and our unspoken interdependence, Member States pledged to strengthen global governance and asked the Secretary-General for his recommendations to address these and future challenges (A/75/71).

The Secretary-General responded with Our Common Agenda, calling for solidarity between people, countries and civilizations, and for a strengthened global multilateral system to accelerate implementation of existing commitments and fill gaps in global governance that have emerged since 2015. The report proposed a reform of the UN to capture this generation opportunity to take these steps.

The General Assembly decided that the Summit of the Future would take place in September 2024, building on the 2023 SDG Summit, and that its outcome would be an intergovernmental negotiated, action-oriented Pact for the Future, comprising a chapter and five chapters on sustainable development and financing for development, international peace and security, science, technology and innovation and global cooperation, youth and future generations, and transforming global governance. At the invitation of Member States, the Secretary-General issued eleven Policy Briefs containing more detail on certain proposals from Our Common Agenda to support Member States in their preparations for the Summit.

ACCELERATING THE SDGs
The proposals in Our Common Agenda aim to build on the 2030 Agenda. The Specific ideas from the report that are suggested for consideration at the Summit of the Future are on the “need” of global cooperation, to turn surpluses in deliver on the “what” by (a) getting the SDGs back on track, while also (b) responding to new opportunities and challenges. Details on how the proposals accelerate implementation of each Goal are in the Annex.

IMPACT
SAFEGUARDING THE FUTURE
Decision-making at global level must consciously and deliberately the interests of all people through an envoy to represent them, as a part of the Pact for the Future. With clear and dedicated intergovernmental forums for better use of forecast data and science in the impact of policies and actions. Prevent get from this longer-term thinking.

MANAGING GLOBAL SHOCKS
International responses to complex global-scale shocks are improved through strengthened author. Secretary-General to convene a timely, high-level Summit that would bring value through high-level coordination, accountability, and accountability of participating actors. This would not step over existing mechanisms.

MEANINGFUL INCLUSION OF YOUTH Participation and, consequently, trend toward expanded and strengthened the delivery of comprehensive and, a global standard for engagement, in a framework to track progress in UN decisions making for youth.

MEASURING WHAT WE VALUE
We measure what really matters for society: impact, progress and resource allocation. Critical metrics that complement GDP for poverty, human well-being and progress environment. This is achieved through a holistic value, where we measure what’s accomplished by all. indicators, and support to countries in e data capacities.

OPEN, FREE, AND SECURE DIGITAL
We harness the opportunities and manage the risks of digitalization by adopting a Compact, at the Future, that makes a clear commitment to an open digital future for all and to global renewable development and 5G progress, human.

The Summit of the Future in 2024

ASH ACTION
Dedicated to ZERO Tobacco Deaths
Action on Smoking and Health and 117 co-signatories
www.ashtobacco.org
Kelley Romeo-Stuppy, Managing Attorney, rostuppy@ashtobacco.org

Young people and future generations have the right to grow up in a tobacco-free world.

The United Nations Summit of the Future and its planned outcome—the Pact for the Future—is a once-in-a-generation opportunity to take action within the United Nations to a new level. It seeks to unite all Member States behind a new common agenda that they are committed to continuously and consistently achieving. This agenda will stand on the shoulders of giants and take the world a big step forward. It should be built on the various United Nations human rights treaties, the SDGs, and global agreements that accelerate the achievement of the highest attainable standard of health, such as the NCD Global Action Plan and the WHO FCTC.

The practices and products of the tobacco industry negatively impact present and future generations along the entire product cycle, from tobacco growing and manufacturing to marketing, sale and post-consumer waste. Tobacco is only commercially available product that kills those used as intended by the manufacturer. As a result, 8 million people die every year around the world, including 1.3 million who are killed by second-hand smoke.

Tobacco products are the world’s largest preventable cause of death. Tobacco has a negative impact on each of the 17 UN Sustainable Development Goals (SDGs) and is a preventable cause of violations of numerous human rights such as the right to health and the right to a healthy environment.

Tobacco has a significant negative environmental impact costing the world 600 million trees, 200,000 hectares of land, 22 billion tonnes of water and the unwelcome production of 84 million tonnes of CO2 and 4.5 trillion cigarette butts in litter.

In addition, tobacco infringes on the rights of vulnerable populations, as exemplified by the rampant prevalence of child labour in the tobacco industry. In addition, around 80% of the 0-13 billion tobacco users worldwide live in low- and middle-income countries, where the burden of tobacco-related illness and death is heaviest.

• Human Rights
• Article 19
• Article 18
• Article 5.3
• Article 2.1
2024 COMMUNICATION TRENDS

VIDEO MARKETING
Nearly a third (30%) of all short-form videos are watched 81% of the way through.

STORYTELLING
Use storytelling to convey the harms of tobacco and impact of our public health policies on our communities.

UTILIZING ARTIFICIAL INTELLIGENCE
AI is a growing area that will unlock new possibilities for growth, efficiency, and innovation in all industries. Stay curious.
2024 COMMUNICATION TRENDS: VIDEO

People connect to powerful, emotional content and storytelling. Videos used for storytelling are proven to engage us and keep us interested in a mission or cause – and are very engaging vehicles for social media.

EDITING VIDEOS

Paid: Adobe Premiere Rush
Free: iMovie, InShot, Canva

endtobaccoca.ash.org/communications-tools
Storytelling is a marketing strategy that ASH encourages partners to use to create emotional connections with your audience. This, in turn, makes your audience more likely to take action or support your initiative.

**TIPS FOR EFFECTIVE STORYTELLING**

- Be Authentic
- Focus on individuals
- Use compelling visuals
- Show the impact
- Keep it concise
- Encourage user-generated content
- Incorporate storytelling across multiple channels
- Monitor and evaluate your efforts
- Adapt and evolve

**STORYTELLING FORMS**

- Short-form social media posts
- Video ads on social media
- Marketing materials
- Case studies
- Long-form stories and guides
- Conferences and events
- Annual reports
- Awareness campaigns
- Fundraising campaigns
By leveraging AI, we can:

- tailor messages to specific audiences, making campaigns more relevant and relatable
- uncover patterns, trends, and correlations that would be difficult to identify manually
- analyze donor behavior, preferences, and giving patterns
Stay Involved

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NEXT WEBINAR:
Aligning the WHO FCTC and the UN Treaty to End Plastic Pollution
Thursday, January 25, 2024
9:00am ET | 2:00pm GMT

Resource to Use
U.S. Tobacco Lobbyist & Lobbying Firm Registration Tracker 2023
ash.org/tobacco-money

Please complete our survey after the webinar ends. Thank you!