

ASH WEBINAR: 2024 Priorities & Opportunities

JANUARY 11, 2024

SPEAKERS



ASH Staff Team

2024 PROJECT SUNSET WATCH LIST

**Brookline's tobacco-free
generation law facing challenge
in MA's highest court**



Project website [↗](#)



Study

Research

Partners and community

Centre of Research Excellence on Achieving the Tobacco Endgame



FDA NEWS RELEASE

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



ASH CALIFORNIA



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



Non-Essential >

Cigarette filters serve **no** purpose; they have **no** health benefit.

We must ban non-essential plastics, without fanciful cleanup or recycling schemes.

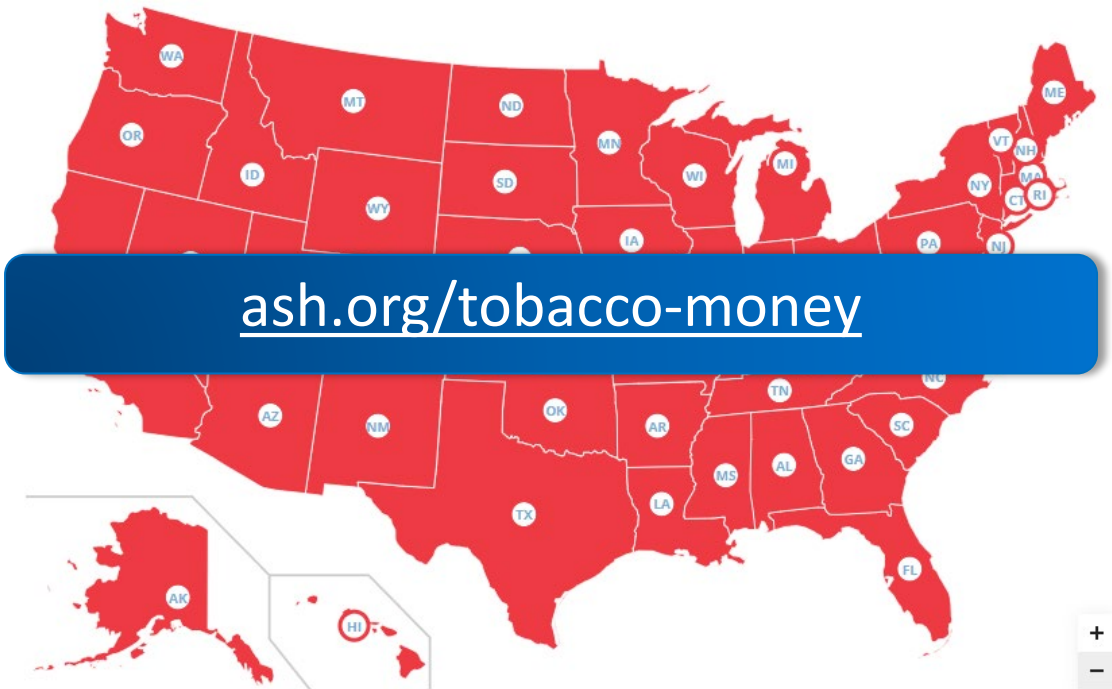
Annex B >

Cigarette butts are the #1 source of litter worldwide. 4.5 trillion cigarette butts are littered every year.

We must ensure plastic tobacco product waste is included

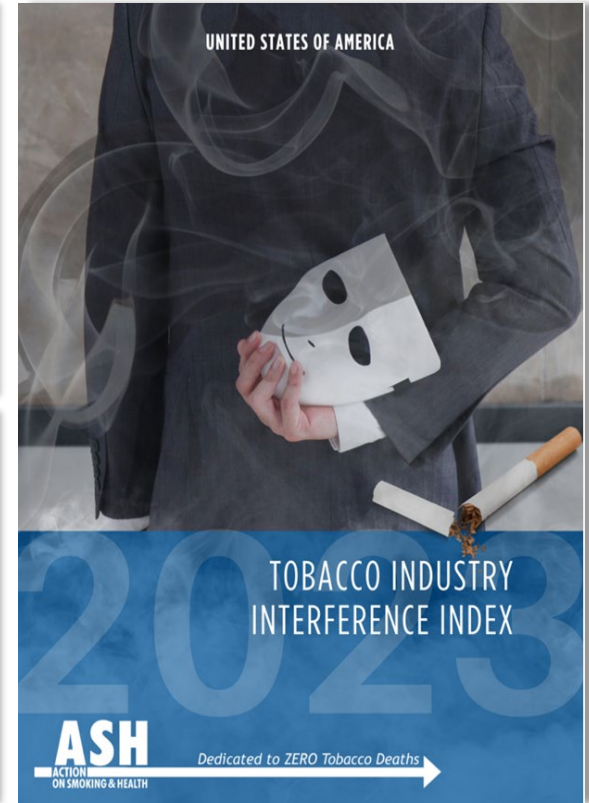
WHO FCTC Article 5.3 > Could serve as the basis for the Conflict of Interest approach

TOBACCO INDUSTRY INTERFERENCE



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.



**TAKE
ACTION!**

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 proposals 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 present and future generations. In so doing, restore 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 unprecedented interconnectedness, Member States pledged to strengthen global governance and asked the Secretary-General for his recommendations to address current and future challenges (A/RES/75/1). The Secretary-General responded with Our Common Agenda, calling for solidarity between people, countries and generations, and a corresponding renewal of the multilateral system to accelerate implementation of existing commitments and fill gaps in global governance that have emerged since 2015. The report proposed a Summit of the Future as a once-in-a-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 intergovernmentally negotiated, action-oriented Pact for the Future, comprising a chapeau and five chapters on sustainable development and financing for development; international peace and security; science, technology and innovation and digital 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.



The proposals in Our Common Agenda aim to turbocharge the 2030 Agenda. The specific ideas from the report that are suggested for consideration at the Summit of the Future focus on the "how" of global cooperation, to in turn enable us to 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 consciously harms to and safeguards the interests of future generations through an **Envoy** to represent them, a **political part of the Pact for the Future** with clear co-**dedicated intergovernmental forum** to debate better use of **foresight, data and science** to impact of policies and actions. Present generations from this longer-term thinking.

MANAGING GLOBAL SHOCKS

International responses to complex global scale are improved through **standing authority** **Secretary-General to convene** a time-bound **Platform** that would add value through high coordination, advocacy, and accountability of participating actors. This would not displace existing mechanisms.

MEANINGFUL INCLUSION OF YOUTH

Youth participation, and consequently trust, expanded and strengthened through dedicated **consultative bodies**, a **global standard for engagement**, a **framework to track progress** **participation in UN decision-making process** **UN Youth Townhall**.

MEASURING WHAT WE VALUE

We measure what really matters for sustainable impact, progress and resource-allocation, critical metrics that complement GDP to drive for prosperity, human well-being, and protect environment. This is achieved through a **value what counts** accompanied by a **data indicators**, and support to countries on **data capacities**.

OPEN, FREE, AND SECURE DIGITAL

We harness the opportunities and manage technologies by adopting a Compact, as part of the Future, that outlines a vision of an open digital future for all **anchored** in global **development** and **SDG progress**, **human rights**



United Nations



Common Agenda

Home	Implementation	Policy Briefs	Summit of the Future	Sustainable Development Goals	Further Information
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The Summit of the Future (September 2024) is a once-in-a-generation opportunity to enhance cooperation on critical challenges and advance the Sustainable Development Goals and the United Nations Charter, and move towards a reinvigorated multilateral system that Photo/Loey Felipe

The Summit of the Future in 2024



Dedicated to ZERO Tobacco Deaths

Action on Smoking and Health and 177 co-signatories

www.ash.org

Kelsey Romeo-Stuppy, Managing Attorney, Romeo-stuppyk@ash.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 co-operation within the United Nations to a new level.

It aims 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, use and post-consumer waste. Tobacco is the only commercially available product that kills when used exactly 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.¹

Tobacco products are the world's largest preventable cause of death. Tobacco has a negative impact on each of the 17 UN Sustainable Development Goals² and is a preventable cause of violations of numerous human rights such as the right to health and the right to a healthy environment.³

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.⁴

In addition, tobacco infringes on the rights of vulnerable populations, as exemplified by the rampant presence of child labour in the tobacco industry.⁵ In addition, around 80% of the 1.3 billion tobacco users worldwide live in low- and middle-income countries, where the burden of tobacco-related illness and death is heaviest.⁶

¹ <https://www.who.int/news-room/fact-sheets/detail/tobacco>.

² <https://www.medicusmundi.ch/en/advocacy/publications/mms-bulletin/fighting-tobacco-in-lmic/einleitung/sustainable-development-or-tobacco-17-shades>.

³ <https://digitallibrary.un.org/record/1305184?ln=en>.

⁴ <https://www.who.int/news/item/31-05-2022-who-raises-alarm-on-tobacco-industry-environmental-impact>.

⁵ <https://www.theguardian.com/world/2018/jun/25/revealed-child-labor-rampant-in-tobacco-industry#:~:text=The%20Guardian's%20investigation%20found%3A,Is%20sold%20after%20the%20harvest>.

⁶ <https://www.who.int/news-room/fact-sheets/detail/tobacco>.

- Human Rights
- Article 19
- Article 18
- Article 5.3
- Article 2.1



FCTC
WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

2024 COMMUNICATION TRENDS



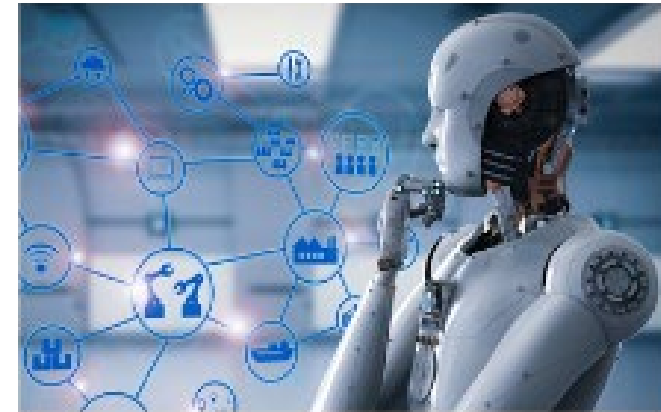
VIDEO MARKETING

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.

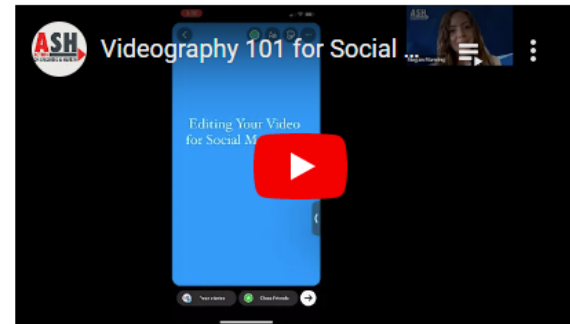
2024 COMMUNICATION TRENDS: VIDEO

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

Videography 101 for Social Media (Part 1: Filming)



Videography 101 for Social Media (Part 2: Editing)



Videography 101 for Social Media (Part 3: Final)



EDITING VIDEOS

Paid: Adobe Premiere Rush

Free: iMovie, InShot, Canva

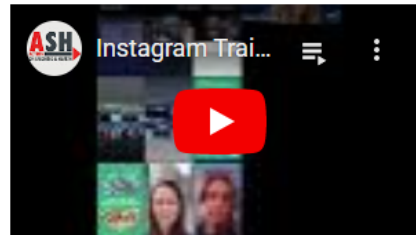


InShot

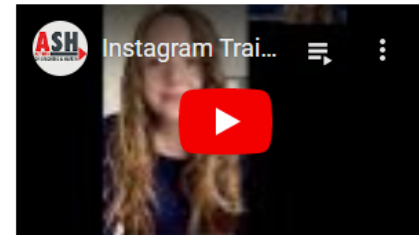


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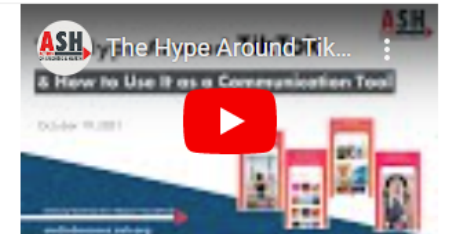
Instagram Training (Part 1: Stories)



Instagram Training (Part 2: Reels)



PowerPoint Slides: **Optimizing Instagram Engagement using Stories and Reels**



PowerPoint Slides: **The Hype Around TikTok and How to Use It as a Communication Tool**

endtobaccoca.ash.org/communications-tools

2024 COMMUNICATION TRENDS: STORYTELLING

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

2024 COMMUNICATION TRENDS: AI



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



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

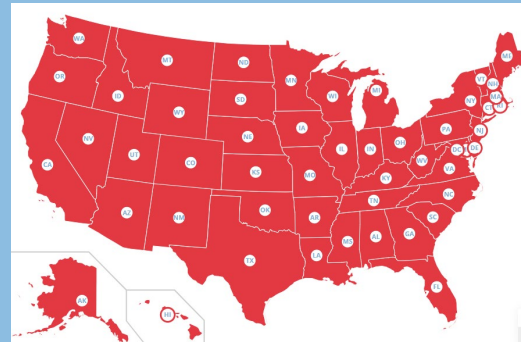
NEXT WEBINAR:

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