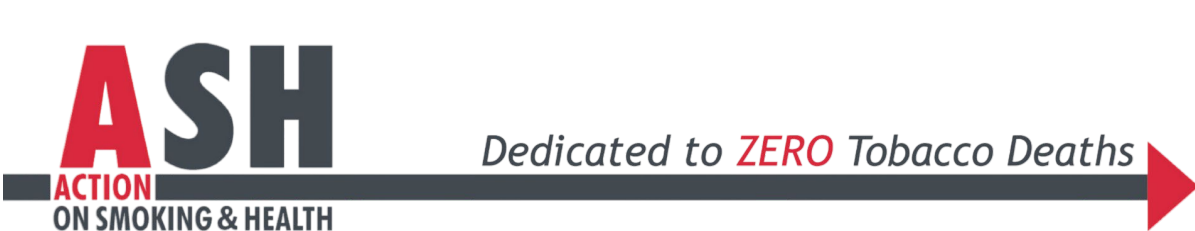
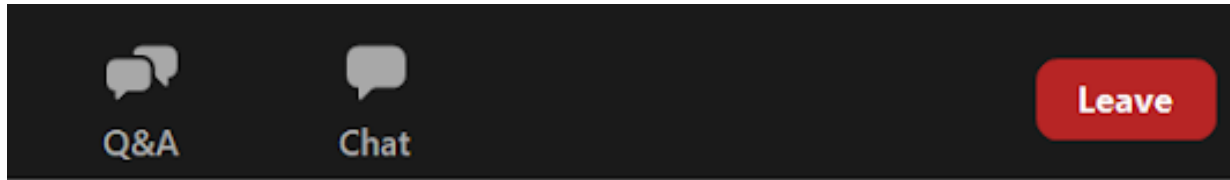


June 9, 2022

How Advocates can use the Convention on the Elimination of Racial Discrimination (CERD) to Further Local Tobacco Control



Technology



Ask questions through the Q&A box. We will review them to answer at the end.

- All PowerPoint slides will be linked in the Thank You email and available at <https://ash.org/webinars>.
- Close other applications and browsers to increase your Zoom bandwidth.
- Please complete the survey when prompted after the webinar ends.

Speakers



Carol McGruder, *Co-Chair,*
African American Tobacco
Control Leadership Council



Charles Debnam, *Fiscal Agent
Representative, DC Tobacco Free
Coalition; Deputy Chief Executive
Officer, CWA; Special Projects
Manager, AATCLC*



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



Megan Manning
*Associate Director of
Communications, Action
on Smoking and Health*

Moderator

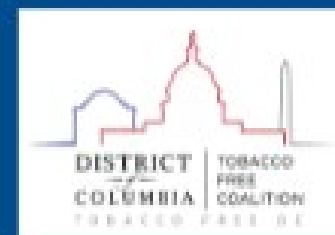


Laurent Huber
ASH Executive Director





Dedicated to ZERO Tobacco Deaths



How advocates can use the Convention on the Elimination of Racial Discrimination (CERD) to further local tobacco control

June 9, 2022



Formed in 2008. We educate the African American community about tobacco use and cessation, partner with community stakeholders and public health agencies to inform and affect the direction of tobacco control policy, practices, and priorities, as it affects the lives of Black American and African immigrant populations.

COMMUNITIES UNDER SIEGE

HOME

STOP CAMEL #9

POWERPOINT PRESENTATION

C.U.S. ARTICLES

C.U.S. PETITION

JOIN

GLOBAL DVD

AMERICAN LEGACY HONORS

Carol McGruder

LINKS

PROJECT STAFF



This man is a Nigerian sharecropper employed by British American Tobacco.

United Against the Globalization of the Big Tobacco

One Goal! One Fight! One Victory!

Communities Under Siege-United is dedicated to exposing and eradicating the predatory activities of Multi-National Tobacco companies at home and abroad.

Project Director Carol McGruder interviewed on Black Renaissance
<http://www.youtube.com/user/CUSUnited>

UNITED AGAINST THE GLOBALIZATION OF BIG TOBACCO

CUS-Communities Under Siege*The URSA Institute* 390 Fourth Street* San Francisco* USA * 94107

Checkers Vs. Chess





The Godfather





Family Smoking Prevention and Tobacco Control Act, 2009

Granted the FDA the authority to regulate tobacco products to protect the public health

Family Smoking Prevention and Tobacco Control Act, 2009

A CIGARETTE ...SHALL NOT CONTAIN... AN ARTIFICIAL OR NATURAL FLAVOR (OTHER THAN TOBACCO OR **MENTHOL**) OR AN HERB OR SPICE, INCLUDING STRAWBERRY, GRAPE, ORANGE, CLOVE, CINNAMON, PINEAPPLE, VANILLA, COCONUT, LICORICE, COCOA, CHOCOLATE, CHERRY, OR COFFEE, THAT IS A CHARACTERIZING FLAVOR OF THE TOBACCO PRODUCT OR TOBACCO SMOKE.

MEANT TO PROTECT CHILDREN, BUT IT DIDN'T PROTECT OUR BLACK CHILDREN.

Exclusion of Menthol wasn't based on science.

Los Angeles will clamp down on selling flavored tobacco products



SUBSCRIBERS ARE READING >

OPINION

L.A. Times electoral endorsement

CALIFORNIA

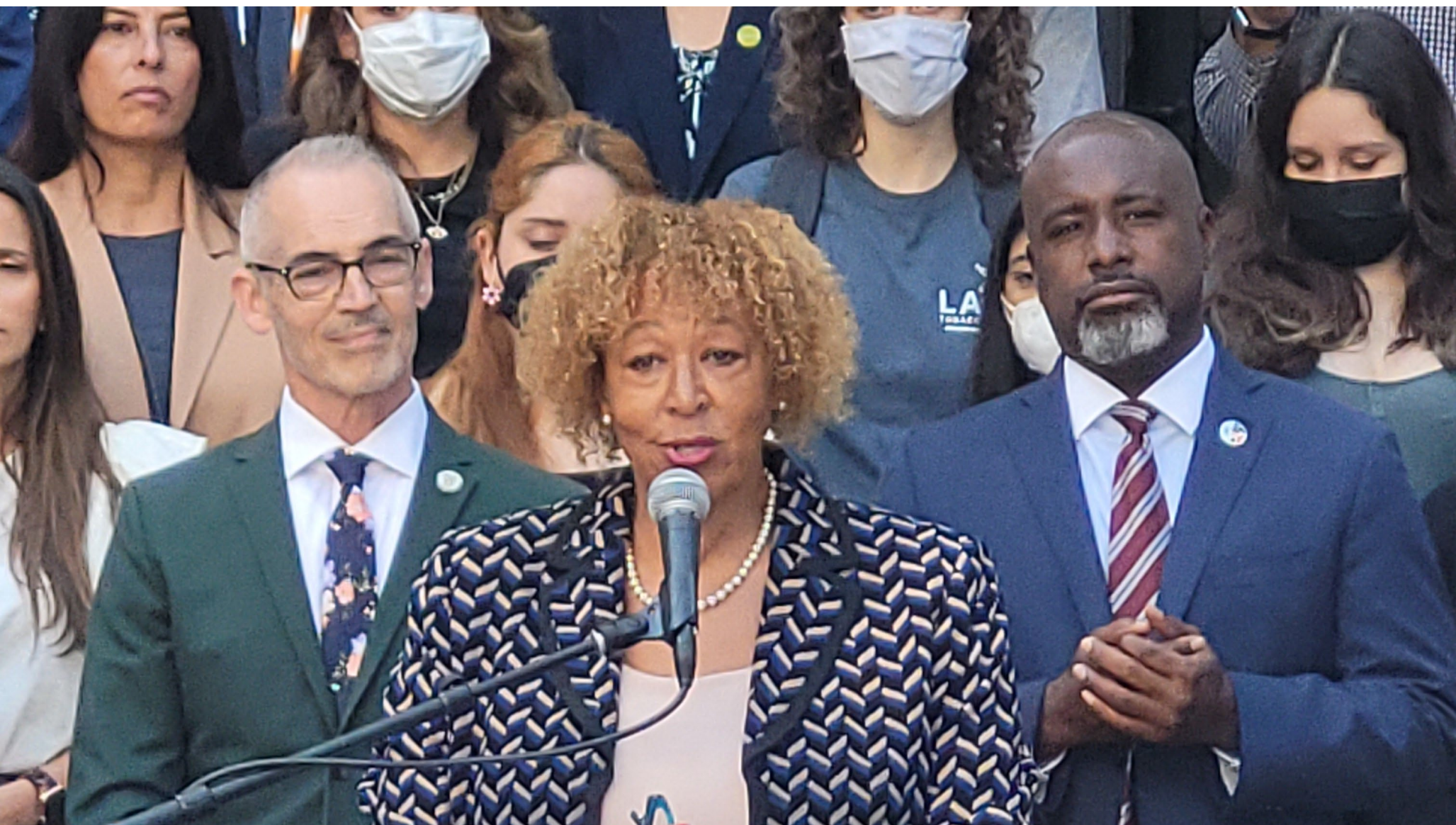
Your guide to California's 2022

CALIFORNIA

2022 U.S. Senate race in Calif.
Alex Padilla battles challengers

OPINION

The Times Editorial Board's en
June 7















Los Angeles Times

MONDAY, APRIL 11, 1994
CALIFORNIA'S LEADING PAPER
100 YEARS OF PUBLICATION

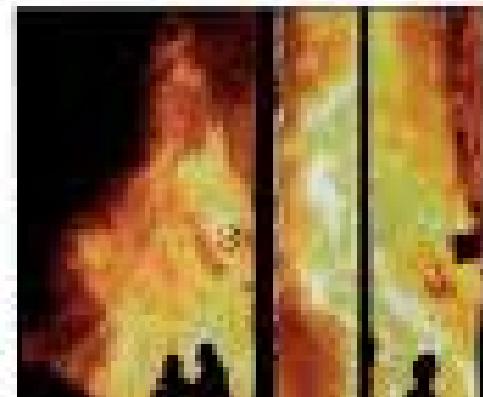
All 4 in King Beating Acquitted Violence Follows Verdicts; Guard Called Out



■ **Total** Governor DeSoto
steps on mayor's request
after arrest, finding suspect.
Violence County jury
acquitted was not
satisfied that evidence
told the story.

BY JAMES M. HANCOCK
and PHILIP W. FRANK
PHOTO BY JIM WILSON

LOS ANGELES (AP) — An all-
day jury trial in Los Angeles
County Superior Court today
acquitted four men charged
with the beating of a police
officer. The verdicts were
reached after a long and
heated trial.







AATCLC

➤ www.savingblacklives.org

➤ CERD violations if foundational pillar of our fight

➤ Municipal resolutions that acknowledge EndGame Goals and CERD violations

Utilizing human rights mechanisms to influence local tobacco control regulations

May 13, 2022

ASH

ACTION
ON SMOKING & HEALTH

Global action for everyone's health.

Kelsey Romeo-Stuppy

Managing Attorney

Action on Smoking and Health

Romeo-stuppyk@ash.org

Tobacco infringes on



right to **life**

right to **health**

right to **education**

children's rights

women's rights

and many others

HUMAN RIGHTS: THE ARGUMENT

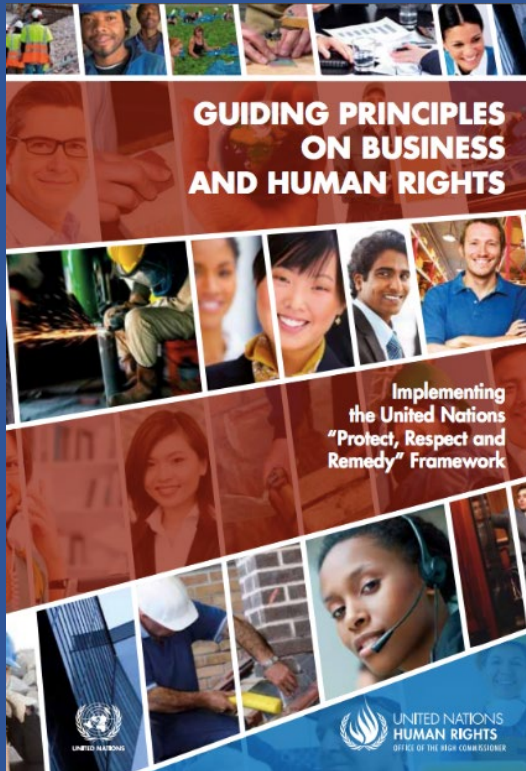
Everyone has a
right to life and
to health

Governments
have a duty to
enforce those
rights

Governments therefore
have a duty to protect
their citizens from the
tobacco industry and
harms from tobacco

Legal remedies are
available at the
international, regional,
and national levels.

RUGGIE PRINCIPLES



Protect =

Protect citizens from tobacco industry

Respect =

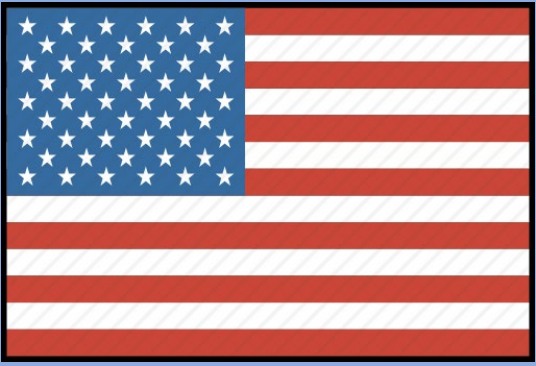
Industry should respect human rights norms

Remedy =

Mechanisms and processes to request reparation when industry infringes on human rights



We work towards social justice by upholding human rights, **tobacco is a barrier to that goal.**

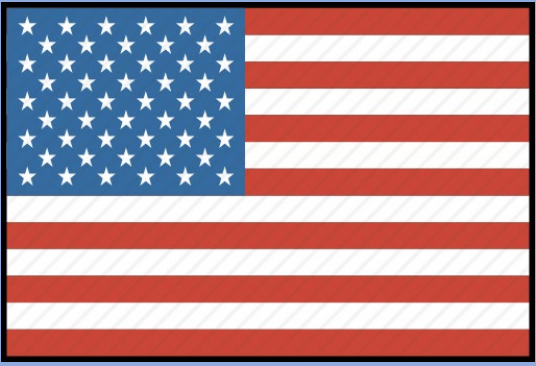


Human Rights in the U.S.

The U.S. has not ratified:

- The Framework Convention on Tobacco Control (the FCTC) (Signed)
- International Covenant on Economic, Social and Cultural Rights (ECOSOC) (signed)
- Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) (signed)
- Convention on the Rights of the Child (CRC) (signed)





Human Rights in the U.S.

The U.S. has ratified:

- International Covenant on Civil and Political Rights (ICCPR)
- International Convention on the Elimination of All Forms of Racial Discrimination (CERD)



How it comes together: a real life example

The National Component

Case 3:20-cv-04012 Document 1 Filed 06/17/20 Page 1 of 45

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4 New York, NY 10004
5 Tel.: (212) 337-5361
6 Fax.: (347) 696-1227
7 Chris@PollockCohen.com

8 *Counsel for Plaintiffs African American Tobacco*
9 *Control Leadership Council and Action on Smoking*
10 *and Health*

11 UNITED STATES DISTRICT COURT
12 NORTHERN DISTRICT OF CALIFORNIA
13 SAN FRANCISCO DIVISION

14 AFRICAN AMERICAN TOBACCO)
15 CONTROL LEADERSHIP COUNCIL and) Case No.:
ACTION ON SMOKING AND HEALTH,) **COMPLAINT**
Plaintiffs,) **(Administrative Procedure Act Case)**

How it comes together: a real life example

The International Component

International Convention on the Elimination of All Forms of Racial Discrimination

Adopted and opened for signature and ratification by General Assembly resolution 2106 (XX) of 21 December 1965

entry into force 4 January 1969, in accordance with Article 19

The States Parties to this Convention,

Considering that the Charter of the United Nations is based on the principles of the dignity and equality inherent in all human beings, and that all Member States have pledged themselves to take joint and separate action, in co-operation with the Organization, for the achievement of one of the purposes of the United Nations which is to promote and encourage universal respect for and observance of human rights and fundamental freedoms for all, without distinction as to race, sex, language or religion, Considering that the Universal Declaration of Human Rights proclaims that all human beings are born free and equal in dignity and rights and that everyone is entitled to all the rights and freedoms set out therein, without distinction of any kind, in particular as to race, colour or national origin,

Considering that all human beings are equal before the law and are entitled to equal protection of the law against any discrimination and against any incitement to discrimination,



Important dates

- July 5- FDA comments close
- July 15- sign on deadline for CERD report
- Late July- sign on opportunity, oral intervention
- July 18- report submission, joint communications opportunity
- August 11 or 12 (TBD) CERD hearing for the US
- Day after hearing- joint communications launch

What does victory look like?



Gold- the CERD committee makes all of our recommendations to the US government, the US government acknowledges and implements them, lots of press



Silver- the CERD committee makes some of our recommendations to the US government, press



Bronze- the CERD committee recommendations or conclusions mention tobacco, press

What can your organization do?

- Sign on to the CERD report
- Submit a comment to the FDA- they are linked!
- Publicize the report and the hearing in August, both before and after
- Sign on to the oral statement
- Use the CERD committee response for local advocacy

TOBACCO AND HUMAN RIGHTS HUB

Visit:
ash.org/hrhub

Advocacy Tools for the Fight for the Right to Health

When people think of tobacco, they often think of it as a public health problem, but it is a human rights problem as well.

The marketing and sale of tobacco violate the right to health and life of people all around the world.

ASH has been working to convince both the tobacco control community and the human rights community that it is time to address tobacco through a human rights based approach. The resources found in this database are designed to help advocates achieve that goal. This hub is meant as a living resource and will be frequently updated with new information.

[Not sure where or how to dive into this new database? Watch our Hub How-To video here.](#)



SEARCH HUMAN RIGHTS HUB



TOBACCO AND HUMAN RIGHTS BASICS

GLOBAL MECHANISMS

INTERNATIONAL HUMAN RIGHTS TREATY BODIES

LEGISLATION

ACADEMIC ARTICLES

PARALLEL ISSUES

THE FRAMEWORK CONVENTION ON TOBACCO CONTROL

THE HUMAN RIGHTS COUNCIL

REGIONAL HUMAN RIGHTS BODIES

LITIGATION

LEARNING RESOURCES

SIGN UP TO GET INVOLVED



Action Alerts' sign up form: ash.org/hrhub



Conference of the Parties (COP) Human Rights Task Force- FCA



Human Rights and Tobacco Control Network (HRTCN) listserv: email romeo-stuppyK@ash.org to join

Thank you!

Kelsey Romeo-Stuppy
Managing Attorney
ASH > Action on Smoking and Health

romeo-stuppyK@ash.org
<https://ash.org>

 @ASHglobalAction

   @ASHorg

Tobacco infringes on



right to **life**
right to **health**
right to **education**
children's rights
women's rights
and many others

ASH
ACTION
ON SMOKING & HEALTH

Amplifying the CERD Report

Megan (Arendt) Manning
Associate Director of Communications

Timing: Two Big Pushes

Before the Hearing:

July 15, 2022 through early August

ASH will share final version to kick off 1st push!

After the Hearing:

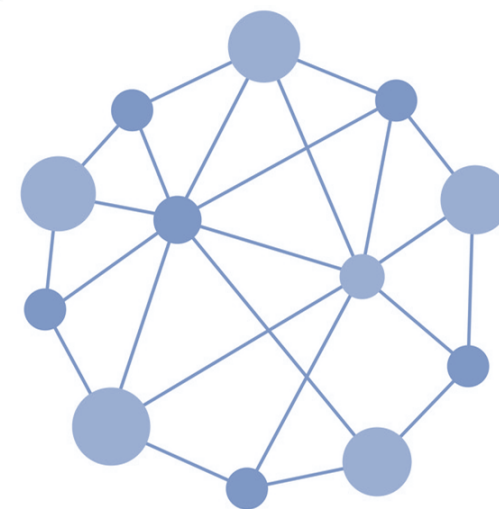
ASH will share sample content one day later (around August 12-13, pending UN scheduling)



Messaging

Make our CERD Report newsworthy, now.

- Connect the report to other breaking news items
- Connect the report to social justice and health equity issues
- Highlight local health disparity and tobacco use rates in your community
- Share a person story of someone hurt by tobacco



Media Outreach

Advancing Momentum for a Tobacco-Free California

How to Prepare a Press Release

Press releases let you control the narrative on your piece of news and hopefully provide instant exposure to your narrative. They are written like a news article with the most important information at the beginning, quotes from credible sources, and background information toward the end to set the stage on why your information is newsworthy.

Characteristics of a Press Release	
Purpose	To share new information or make an official announcement that impacts your organization.
Target Audience	Affiliates of your organization
Document Length	~400 words

WHY ISSUE OR PUBLISH A PRESS RELEASE

You have something new to say or share. For example,

- » A report is published.
- » Someone new joined your Board of Directors or Staff.
- » A new campaign begins.
- » You're responding to breaking news and want to ensure your narrative is part of the current news cycle.
- » You're responding to misinformation about your organization to set the record straight.

That's it! You simply have something new to share. **Do not** issue a press release just to report that you issued one. Reporters are overwhelmed with pitches as it is, make sure you have something newsworthy to say and worth their time to read.

Paid press releases also offer a boost in your Search Engine Optimization (SEO). Ensure you are using relevant keywords in the headline and body of the release. Paid wire services rank very high in search engines, so publishing with them will get your release in newsrooms (not necessarily covered) and high in search ranking.

Whether you self-publish your release or use a wire service, **do** email it directly to key reporters covering your topic/beat in the community your work effects.

WHAT'S INCLUDED IN A PRESS RELEASE

1. **Your headline** (in bold, not all capital letters unless acronym) should be attention-grabbing, relevant, and include keywords that someone tracking your issue may have a Google Alert set up to follow. It should be under 75 characters including spaces. Google will only read the first 60-65 characters. Sub-headers (in italics) are optional and can be longer, adding additional context or your brand name if it didn't fit in the header.
2. **Contact for media requests.** If you need to save characters on a paid service, hyperlink the email address in the person's name.
3. **City, state, and date in the opening of the first paragraph.** Be sure to use all capital letters and bold font.

1

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ASH
ACTION ON SMOKING & HEALTH

Press Release Factsheet

Advancing Momentum for a Tobacco-Free California

How to Prepare an Op-Ed

An Op-Ed (named for the print newspaper section, *Opposite the Editorial*) is a longer submission that must be timely, relevant to the outlet, and stand out. Organizations often submit op-eds that are not picked up, so here's a checklist to save you time and ensure that you only write and submit an op-ed when appropriate.

Characteristics of an Op-Ed	
Purpose	To raise awareness about an important issue that is not talked about often.
Target Audience	Local paper and readers
Document Length	<750 words

CHOOSING A TOPIC

Op-eds should be reserved for topics that are important and need to be addressed immediately. When deciding on a topic, choose one that you can passionately write about. This will aid in getting your point across effectively.

FORMATTING & STYLE

- Use very short paragraphs that take up 4-5 lines maximum, similar to a blog post.
- Use an attention-grabbing headline. Remember, you need to catch the op-ed editor's attention first and preferably with one email. They are reading hundreds of op-ed submissions a day; ensure yours stands out to them and not just to their readers. Many editors will only read your opening paragraph, so make it count with a news hook, an important current event, or a compelling story.
- Keep your submission to ~550 words maximum and definitely no more than 750 words. Be sure to check the submission criteria before submitting your op-ed.

PITCHING YOUR PIECE

- Pitch the news outlet that is right for your goals. This does not mean the paper needs to agree with you, it just means to pitch as local as you can. Local papers are best when interested in addressing something happening in your community because it is relevant to their readers and they are likely getting fewer pitches.
- Send a mindful email to the editor. The email message asking an editor to read your op-ed (which is usually also pasted in the body of the email unless they have an online form submission) is just as important as the op-ed itself.
 - » Use your best content in the 250-word maximum pitch email.
 - » You can repeat parts of your op-ed and spoil the ending because your pitch email is not being published, but it will hopefully get the editor to read your whole op-ed before deciding.
 - » If the author of the op-ed can personally submit it and briefly state their credentials, that also gives you a slight leg up.
- Follow up the next day! Check in to see if an editor has made a decision on your piece (phone calls are effective). If you do not hear back, send an additional polite email saying you are moving on to another outlet, so they know it is no longer exclusive to them.

Visit us at endtobaccoca.ash.org for more information.

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ASH
ACTION ON SMOKING & HEALTH

Op-Ed Factsheet

Advancing Momentum for a Tobacco-Free California

How to Prepare a Letter to the Editor

A Letter to the Editor (LTE) is a reader's response to something published in the paper to which the LTE is submitted. The bigger the outlet, the more submissions they receive, so think as locally as possible with which outlet you monitor, looking for something to respond to or initiate discussion.

Characteristics of an LTE	
Purpose	To offer a response or different perspective to a published article.
Target Audience	Outlet editor and readers
Document Length	<200 words

GETTING STARTED

1. Act quickly! Aim to submit your response within two days of the article's publication date.
2. Before you start writing, check the outlet's guidelines for word count and other requirements. Usually you are limited to 100-150 words.
3. Quote/reference what you are responding to, usually an editorial or op-ed from that specific paper.
4. Be concise yet compelling. Consider using a personal story about how you have been impacted.
5. Use facts, figures, and/or research to support your case.
6. End with a call to action for the readers, even if it is a simple challenge to change their mindset on an issue.

DO'S AND DON'TS

- Prioritize well-written and well-argued writing that is rooted in facts.
- Submit your LTE using the website's online form or by emailing it to the person listed on their website.
- Read examples of the latest op-eds and/or LTEs published by the outlet you plan to pitch. You'll have a leg up if you get a sense for what they publish before you start your draft.
- Do not "yell" to get your point across. Editors often reject submissions because of tone.
- If submitting your LTE via email, do not send it as an attachment. Instead, paste your entire LTE into the body of the email and note your credentials/association.

Visit us at endtobaccoca.ash.org for more information.

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ASH
ACTION ON SMOKING & HEALTH

LTE Factsheet

Create Website Content

MENTHOL MARKETING EXPOSES INSTITUTIONAL RACISM

facebook twitter email sharethis Like 1 googleplus pinterest

Guest Blog Author: Michael Schwalbe, Professor of Sociology at North Carolina State University

When it comes to destroying Black lives, no modern American institution can match the tobacco industry.

It isn't just that 45,000 Black Americans die of tobacco-related diseases every year; it isn't just that tobacco use is the main risk factor for the leading causes of death—heart disease, cancer, stroke—among Black Americans; it isn't just that lung cancer, caused mainly by smoking, is the form of cancer that kills most Black Americans; it isn't just that Black smokers suffer higher rates of death from causes related to smoking. It's worse than that.

What's worse is that much of this toll of death and disease is not an incidental result of the fact that about 15% of African Americans are smokers (most of whom want to quit). It's a result of the tobacco industry's sixty-year history of targeted marketing of menthol cigarettes to the Black community. This is institutional racism operating in the plain light of day.

Menthol is a problem because it's a sales gimmick that actually works. In adspeak, it "cools and soothes" the throat. In fact, it numbs the throat.

Blog

TOBACCO COMPANIES RACIALLY DISCRIMINATE AGAINST MINORITIES

facebook twitter email sharethis Like 4 googleplus pinterest

Tobacco use disproportionately affects many marginalized populations, including racial and ethnic minorities, who have a long and documented history of being aggressively targeted by the tobacco industry.

ASH supports those who categorize the tobacco industry's aggressive marketing as institutional racism. [Read more on that here>](#)

You might be thinking, don't all companies advertise their products? What's different here? The product.

Tobacco products kill when used as intended. They're responsible for more than 8 million deaths worldwide every year and more than 480,000 deaths a year in the U.S. alone. That's about 1 in 5 American deaths a year, or 1,300 Americans dying every single day.

With a death toll so outrageous, anything tobacco companies do to boost



97 ORGANIZATIONS AGREE, UN HUMAN RIGHTS COMMITTEE MUST ADDRESS MENTHOL

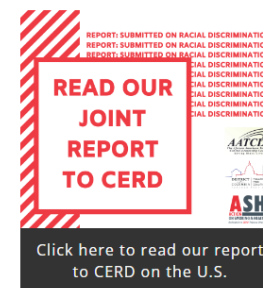
facebook twitter email sharethis Like 9 googleplus pinterest

Media Contact:
Megan Arendt
arendtm@ash.org
(202)390-9513

97 Organizations Agree, UN Human Rights Committee Must Address Menthol

Action on Smoking and Health (ASH) leads 97 organizations from around the world in this public health appeal to end racial discrimination

Washington, DC – April 21, 2021 – Today, as we continue to fight for the health and safety of all African Americans, Action on Smoking and Health (ASH) is pleased to be joined by the DC Tobacco-Free Coalition, African American Tobacco Control Leadership Council, National Council of Churches, the Campaign for Tobacco-Free Kids, and a total of 97 organizations from around the world in submitting a time-sensitive



Report Release Page
(published last)

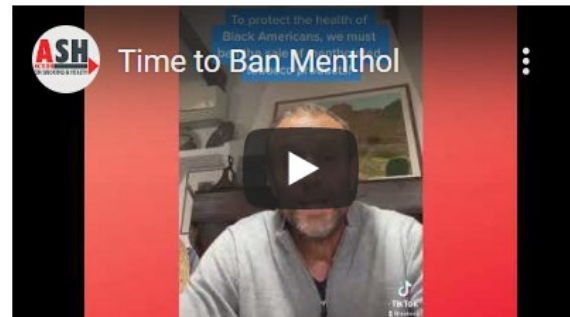
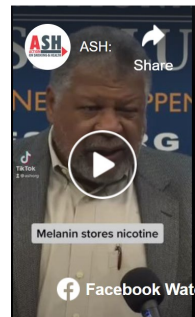
Content Page

Create Social Media Content

Graphics



Videos



Go live!

ASH's Sample Posts are Here



Stock Photos...-

general use ☆



Stock Videos ...

General Use ☆

Tag Partners on Social Media

Tag partners
in the graphic
itself.

Tag partners
on Story,
hide in back

Tag a few
partners in
the post

Email Out to Supporters

Spread the news!

- Why your organization signed on.
- Why menthol is a priority.
- Please re-post on social media.



THANK YOU

Megan (Arendt) Manning

Associate Director of Communications

ASH > Action on Smoking and Health

arendtM@ash.org

<https://ash.org>



@ASHglobalAction



@ASHorg

Stay Involved



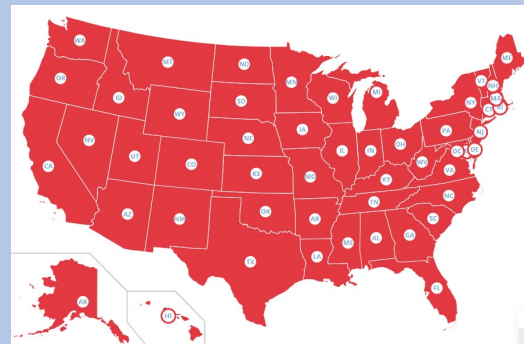
Have you seen tobacco industry interference in public health policymaking? Email us the details at info@ash.org!

Stay tuned for our next webinar announcement via email!

Tools for Advocates

*Tobacco & Human
Rights Hub*

ash.org/hrhub



*U.S. Tobacco Lobbyist &
Lobbying Firm
Registration Tracker*

ash.org/tobacco-money