

Exposing Big Tobacco's Influence: Tools for Public Health Advocates

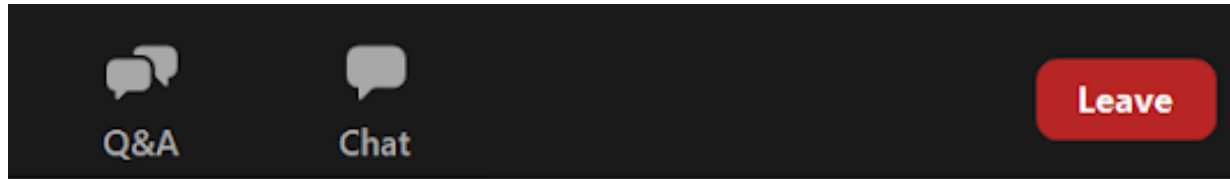
May 2, 2024



Dedicated to **ZERO** Tobacco Deaths



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.
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SPEAKERS



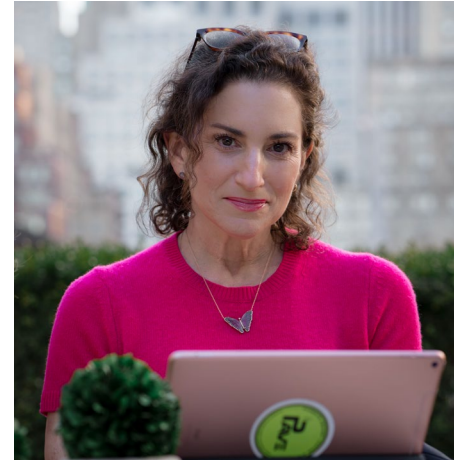
Nichelle Gray

Action on Smoking and Health



**Joud Mohammed A
Almozaiyn**

Action on Smoking and Health



Meredith Berkman

Parents Against Vaping



Traci Kennedy

American Nonsmokers'
Rights Foundation



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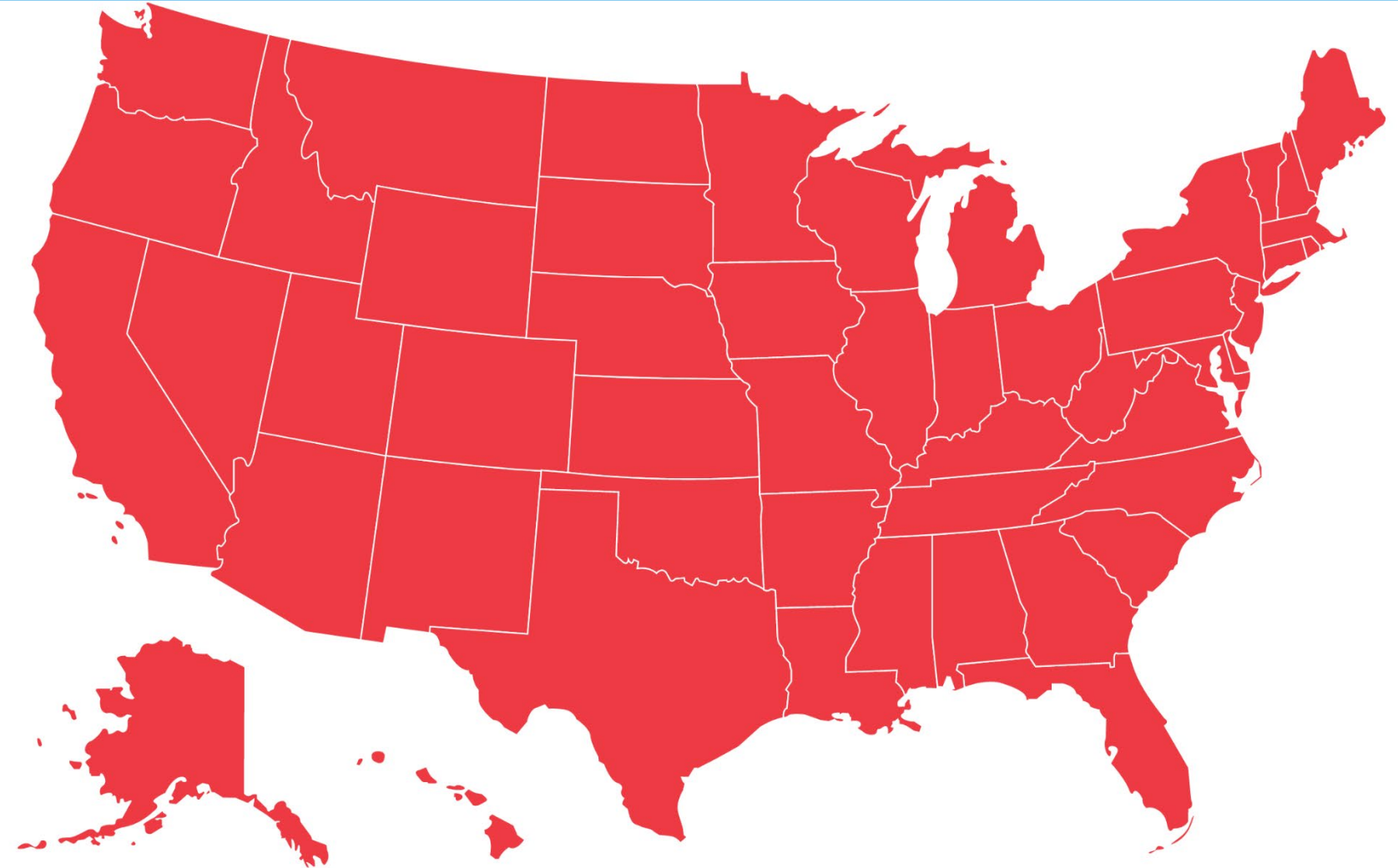


Exposing Big Tobacco's Influence: Tools for Public Health Advocates



Background

- Doug Matheny, Oklahoma Tobacco Research Center. Tracking tobacco industry lobbying at the OK state legislator
- Expanded nationally and launched in 2021
- 2024 marks the **3rd** edition



Why Shine a Light on Tobacco Industry Interference in Lawmaking?

“ *There is a fundamental and irreconcilable conflict between the tobacco industry’s interest and public health policy interests.* ”

~ WHO, FCTC Article 5.3, Guiding Principle 1

Why Shine a Light on Tobacco Industry Interference in Lawmaking?

Doubt & Controversy



Boots on the Ground



Front Groups



Proactive Legislation



Tracker Objectives

Document and analyze Tobacco Industry lobbying efforts

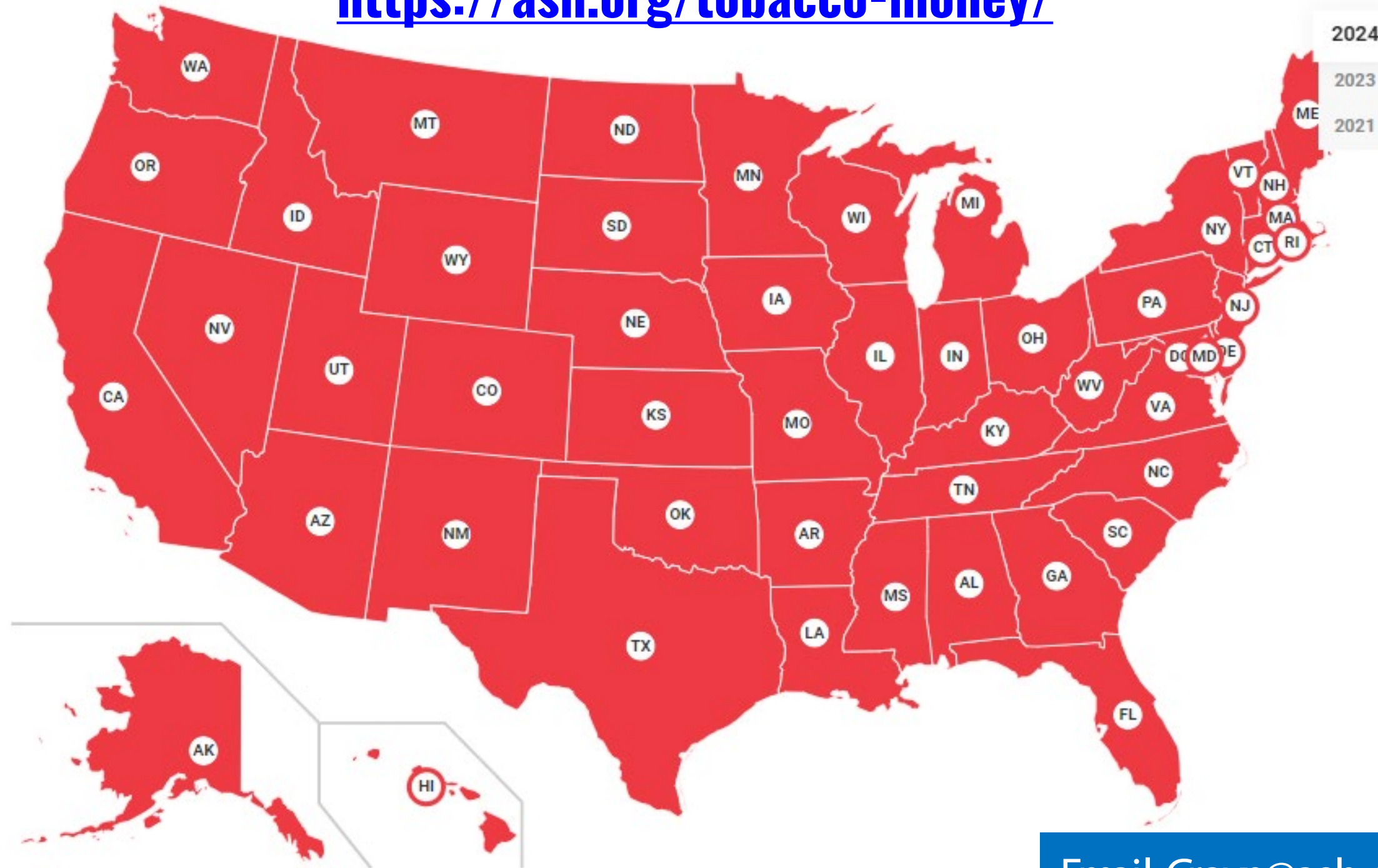
Highlight the importance of data transparency

Empower advocates



U.S. TOBACCO LOBBYIST AND LOBBYING FIRM REGISTRATION TRACKER

<https://ash.org/tobacco-money/>



Submit your feedback

Email Grayn@ash.org to share your TI stories

Launching ASH's 2024 Tobacco Lobbyist Tracker

*A guide: on insights, shifts, and
challenges*

Action on Smoking and Health
- Public Health Policy Intern

Joud Almozaiyn

University of Wisconsin-Madison

- *Political science and international studies dual major*
- *Minors in east studies and art history middle*

* Expect a **blog** on tobacco industry meddling on EMRO region **soon!**

Let's connect on LinkedIn!

Shifts in Tobacco Lobbying 2021-2023-2024

- Juul's lobbying registrations have plummeted due to legal and regulatory challenges (by 81%)
- Philip Morris International acquired Swedish Match in 2023. Post acquisition, PMI's lobbying registrations increased ramping up their lobbying efforts (by 200%)
- The overall money spent by tobacco companies on lobbying to influence policy remains high at \$28,713,350 in 2023.
- 75.57% of registered lobbyists at the federal level are former government employees .

- Total registrations by the years:
 - in 2024: 1027 (10.7% increase from 23' and 2.5% increase from 21')
 - in 2023: 927
 - in 2021: 1001

For more information on state-by-state comparisons: visit the link:

<https://ash.org/tobacco-money/>

At the state level for 2024 a total of 1027 lobbying registrations for the tobacco industry were identified, involving 950 lobbyists or lobbying firms. (increase in lobbyist registrations compared to 2023 (10.7%))

- Challenges in
- Compiling 24'

Data

Who?

In 12 states plus DC, only lobbying firms—not individual lobbyists—are required to register.

Where?

non-intuitive website layouts with links that are outdated yet surfacing the internet.

When?

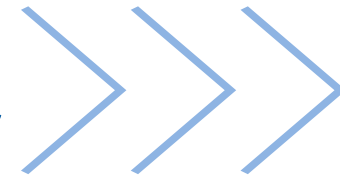
lack standardization in registration requirements

ASH's Lobbyist Tracker aggregates publicly-available state-level registrations, offering links to official state webpages for easy access, and much needed cohesion!




Advocates ~~Take Action!~~

Access ASH's Lobbyist Tracker



URL: <https://ash.org/tobacco-money/>

-  **Conflict of Interest:** Tobacco companies' profit motives conflict with public health, necessitating their exclusion from policy-making as outlined by WHO's FCTC Article 5.3.
-  **Monitoring Lobbying:** Tools like the ASH Tracker help monitor tobacco industry lobbying, essential for understanding and countering their influence on policy.
-  **Empowering Advocacy:** Data from the tracker supports targeted outreach and stronger regulations to limit tobacco industry interference in public health policies.

Big Tobacco's Bullying Tactics

How to win, advance &
protect smokefree progress



Traci Kennedy, MPA
Midwest States Strategist



Overview for Today

- **Big Tobacco: A Legacy of Lies**
- **Front & Center: Big Tobacco & 2024 Legislative Session**
- **Staying Organized: Protecting Ground Gained**



Big Tobacco: A Legacy of Lies

- Big Tobacco develops the basis for persistent myths and arguments against smokefree air perpetuated today
 - Normalizing indoor smoking, part of the culture
 - “smoking & drinking”
 - VENTILATION, Phillip Morris Smoking Rooms
 - Smokefree = Revenue Loss
 - Government Overreach, Protecting Small Businesses
 - Investing in research and building alliances



Big Tobacco: A Legacy of Lies

- Legislative Tactics, A History
 - Youth Access Laws
 - Preemption of local smokefree
 - T-21 & Retailer Restrictions
 - Lawyering up to take policies down
 - The easiest lobbying contract in town \$\$\$

**NOW: Preemption AGAIN, Cigars, Flavors,
On-Site Marijuana Consumption, SMOKING ROOMS**





Front & Center: 2024 Legislative Session

- PREEMPTION
 - Smokefree
 - Montana
 - West Virginia
 - Missouri
- ROLLBACKS
 - Cigar Bars (MD)
- ?!?!
 - E-cigarette Registry
 - IQOS/Heet not burn tax exemption
 - Phillip Morris Smoking Rooms



YOU'RE INVITED

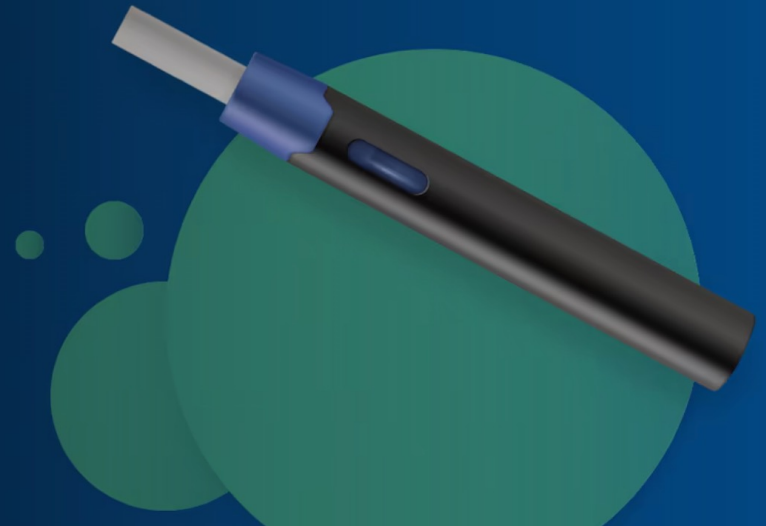
JOIN US FOR A CONVERSATION WITH
PHILIP MORRIS INTERNATIONAL'S
DR. BRIAN ERKKILA

Dr. Erkkila will discuss the science behind smoke-free products and their potential for helping adult smokers in Iowa who do not quit switch to less harmful alternatives.



All about: Heated tobacco products

Scientifically substantiated heated tobacco products are a much better choice than continued smoking for those adults who don't quit. Discover more about them here.



Heated tobacco products (also known as heat-not-burn products) have already helped millions of adults around the world abandon cigarettes for good.

THE ACCOMMODATION PROGRAM: BRIEFING POINTS

THE ACCOMMODATION POLICY IS A NATURAL EXTENSION OF MUTUAL COURTESY



**NON-SMOKERS
AND SMOKERS
WELCOME**

**That's a
good sign.**

Tobacco smoke is often initially identified as the cause of complaints about indoor air quality because it is easily seen and smelled. Actually, "hanging" tobacco smoke may be a symptom of inadequate ventilation. Removing tobacco smoke from the atmosphere may erase the warning to occupants that a ventilation problem exists.

A smoking ban as a single solution to improving indoor air quality thus does not address the issue of inadequate ventilation and the potential build-up of invisible airborne substances. On the other hand, a uniform ventilation standard would address total indoor air quality throughout the indoor environment. Adequate

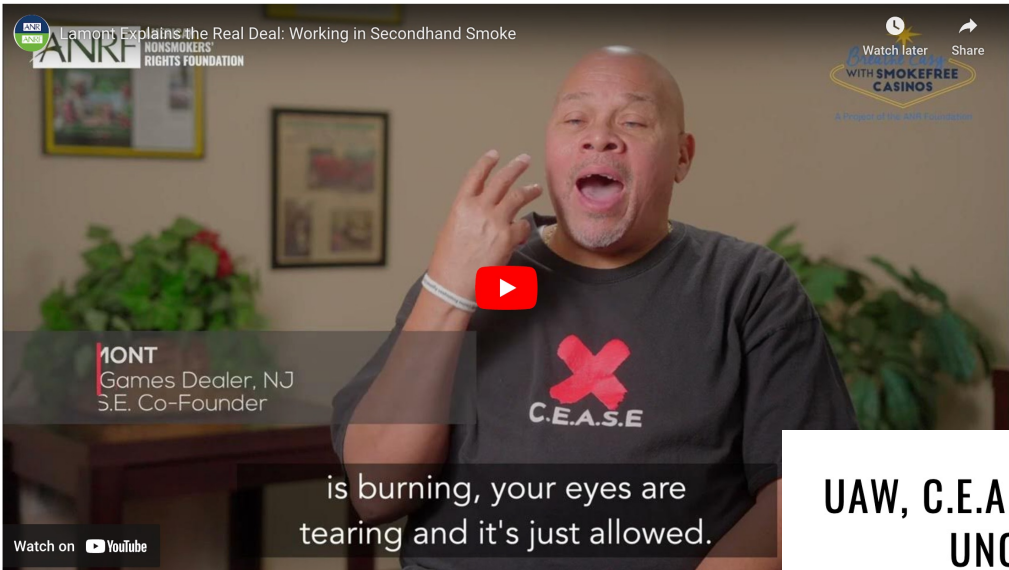
How To Win

- Call them out! Continue to expose industry interference
 - Follow ethics filings, contributions
 - Monitor and alert bill language to help highlight trends
- Stay organized
 - No such thing as maintenance mode
- Focus on PEOPLE – everyone has the right to breathe smokefree air
- Establish the baseline = Smoke is Smoke.

How To Win: Coalition Building

- Authenticity in engagement
 - Fund local people to do local work
- Think bigger!
 - Broaden the base
 - Find the common thread
- Storytelling
 - Who is left behind?
 - Humanize the issue

Creating Public Outcry



FEATURED, NEWS

UAW, C.E.A.S.E. CLAIM CASINO SMOKING EXEMPTION UNCONSTITUTIONAL IN NEW LAWSUIT





Q & A

Contact Us – We're Here to Help!

<https://no-smoke.org/>

<https://nonsmokersrights.org/overview>

traciharr@gmail.com

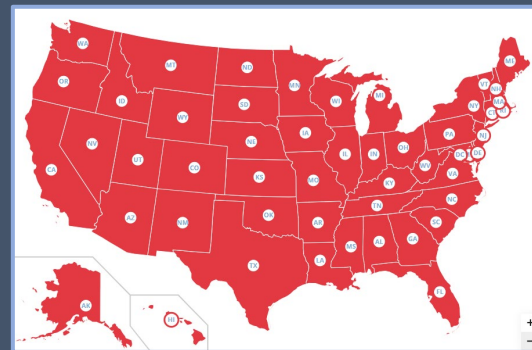
STAY INVOLVED



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

NEXT WEBINAR:

WNTD Report Launch: Protecting Children from the Tobacco Industry
Details coming soon!



*U.S. Tobacco
Lobbyist & Lobbying
Firm Registration
Tracker 2024*

ash.org/tobacco-money