

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 <u>https://ash.org/webinars</u>.
- Close other applications and browsers to increase your Zoom bandwidth.
- Please complete the survey when prompted after the webinar ends.







SPEAKERS

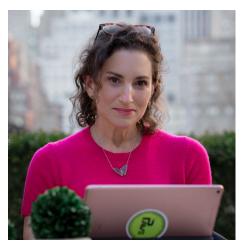


Nichelle Gray Action on Smoking and Health



Joud Mohammed A Almozaiyn

Action on Smoking and Health



Meredith Berkman

Parents Against Vaping



Traci Kennedy

American Nonsmokers' Rights Foundation



Dedicated to ZERO Tobacco Deaths



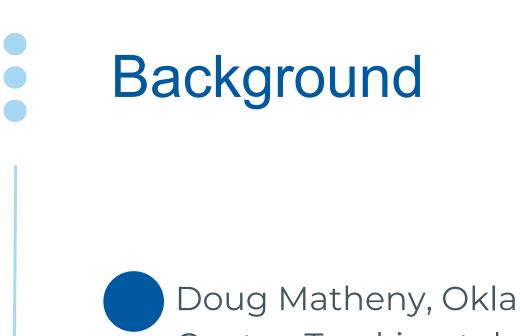


Exposing Big Tobacco's Influence: Tools for Public Health Advocates



Dedicated to ZERO Tobacco Deaths

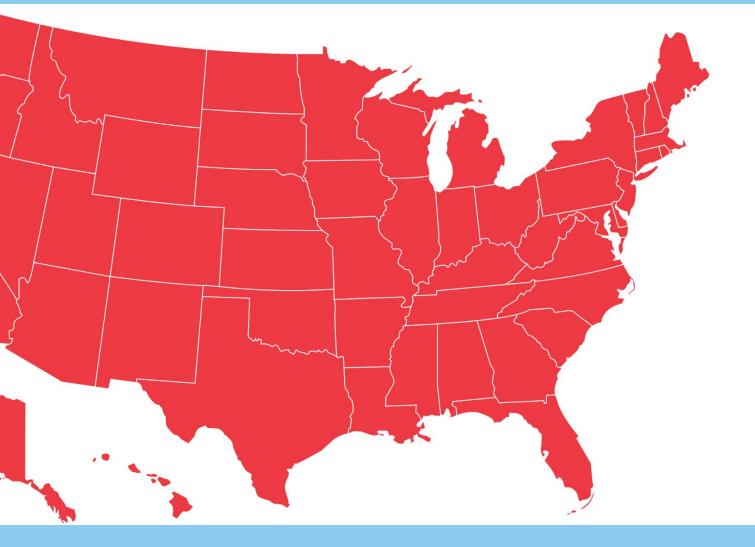
Presented by : Nichelle Gray, Manager of Engagement and Special Programs Action on Smoking and Health



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







Why Shine a Light on Tobacco Industry Interference in Lawmaking?

66 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

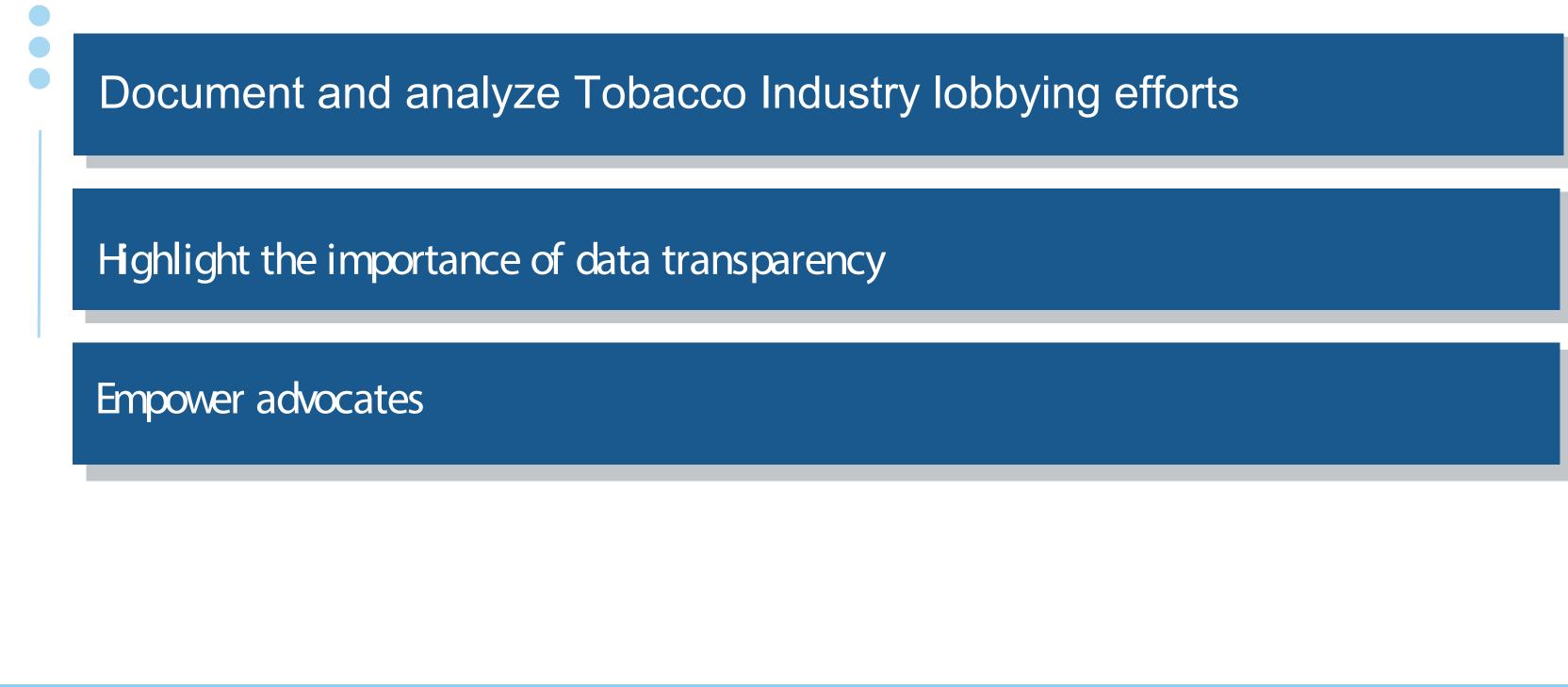
Why Shine a Light on Tobacco Industry Interference in Lawmaking?





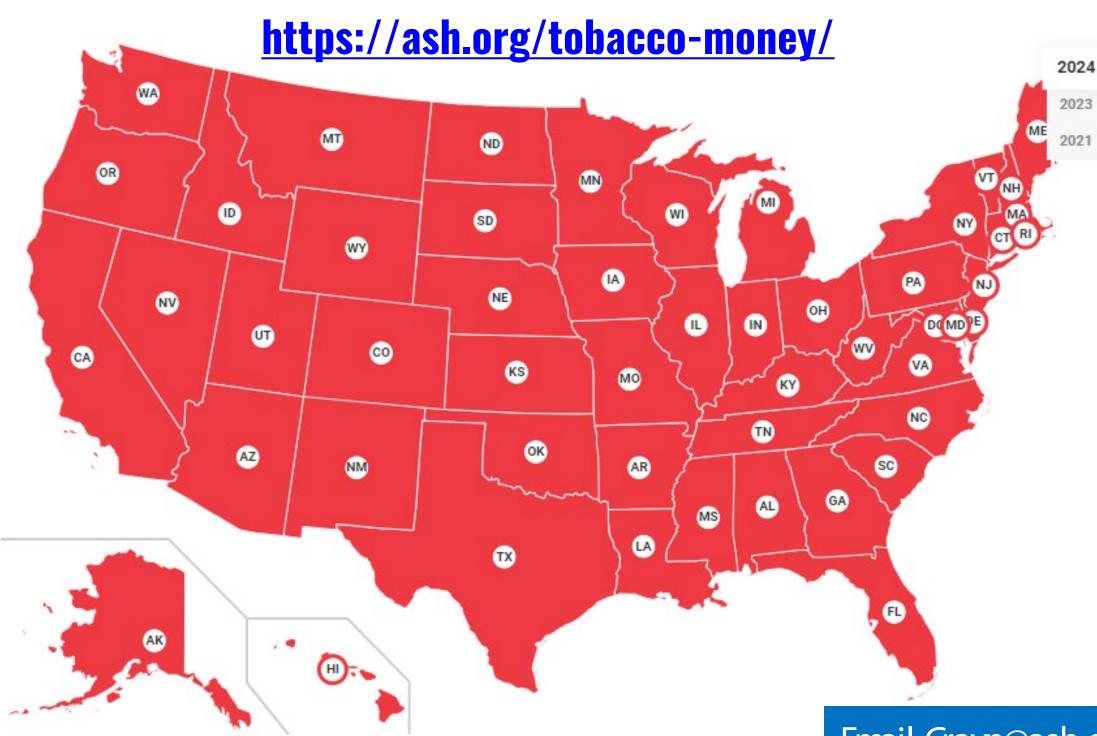


Tracker Objectives





U.S. TOBACCO LOBBYIST AND LOBBYING FIRM REGISTRATION TRACKER





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 Lobby 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.

For more information on state-bystate 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%))





• Total registrations by the years:

- in 2024: 1027 (10.7% increase from 23' and 2.5% increase from 21')
- o in 2023: 927
- o in 2021: 1001 ■



Challenges in Compiling 24' Data

Who?

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



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

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



When?

lack standardization in registration requirements

Advocate *Take Action* Access ASH's Lobbyist Tracker

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.



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



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-cigaretteRegistry
 - –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.



Delivering a Smoke-Free Future
 ABOUT US OUR BUSINESS OUR TRANSFORMATION OUR SCI

OUR TRANSFORMATION OUR SCIENCE INVESTOR RELATIONS SUSTAINABILITY

CAREERS

HOME • Our science • All about: Heated tobacco products

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.



Home > U.S. Tobacco Lobbyist and Lobbying Firm Registration Tracker

Public records indicate that Missouri requires individual lobbyists to register, rather than lobbying firms.

The homepage map shows the number of individual tobacco industry lobbyist <u>registrations</u> (the totals from the blue rows in each chart below). Because the same individual lobbyist may represent more than one tobacco company, the data are separated by total number of lobbyists and total number of registrations.

The tan rows show the number of individual lobbyists. The tan box at the top shows the combined total number of individual lobbyists.

The blue rows show the total number of lobbyist <u>registrations</u>. The blue box at the top shows the combined total number of registrations for lobbyists. When the same lobbyist represents more than one tobacco company, this blue number will be higher than the tan number.

TOTAL TOBACCO INDUSTRY LOBBYISTS 36 TOTAL TOBACCO INDUSTRY LOBBYIST REGISTRATIONS 42

. [LOBBYIST REGISTRATIONS									
LOBBYIST NAME	ALTRIA	REYNOLDS AMERICAN	JUUL		SWISHER INTERNATIONAL	GENERAL CIGAR	VAPOR TECHNOLOGY ASSOCIATION	SWEDISH MATCH/ PMI GLOBAL SERVICES	OTHER TOBACCO INDUSTRY ORGANIZATIONS	
									ORGANIZATION	REGISTRATION
BARDGETT, JACQUELINE	1									
BARDGETT, JOHN	1									
BLUNT, AMY	1									
BLUNT, ANDREW	1									
DONALDSON, ROBERT ERIC	1									
REICHARD, JAY	1									
ROEPE, CHRISTOPHER 'CHRIS'	1									
GREEN, MADDIE MCMILLIAN	1									
BROOKS, JEFFERY		1								
CLARKSON, HEATH		1								
GAMBLE, CYNTHIA		1								
GAMBLE, JOHN		1								

THE ACCOMMODATION PROGRAM: BRIEFING POINTS

THE ACCOMMODATION POLICY IS A NATURAL EXTENSION OF MUTUAL COURTESY

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.

That's a good sign.

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

PENNSYLVANIA

Home > U.S. Tobacco Lobbyist and Lobbying Firm Registration Tracker

Public records indicate that Pennsylvania is one of 12 states and DC that require or allow lobbying firms to register, instead of individual lobbyists. Because lobbying firms often employ many lobbyists, the tobacco industry may be able to mask from public view the actual number and names of individual lobbyists who are working on their behalf in this state.

The homepage map shows the number of individual tobacco industry lobbyist <u>registrations</u> and the total tobacco industry lobbying firm <u>registrations</u> (the totals from the blue rows in each chart below). Because the same individual lobbyist or lobbying firm may represent more than one tobacco company, the data are separated by total number of lobbyists/firms and total number of registrations.

The tan rows show the total number of individual lobbyists and individual firms. The tan box at the top shows the combined total number of individual lobbyists and firms.

The blue rows show the number of lobbyist and lobbying firm <u>registrations</u>. The blue box at the top shows the combined total number of registrations for lobbyists and lobbying firms. When the same lobbyist or firm represents more than one tobacco company, this blue number will be higher than the tan number.



TOTAL TOBACCO INDUSTRY LOBBYIST AND LOBBYING FIRM 76 REGISTRATIONS

LOBBYIST NAME	LOBBYIST REGISTRATIONS										
	ALTRIA	REYNOLDS AMERICAN	JUUL	CIGAR ASSOCIATION OF AMERICA	SWISHER INTERNATIONAL	GENERAL CIGAR	VAPOR TECHNOLOGY ASSOCIATION	SWEDISH MATCH/ PMI GLOBAL SERVICES	OTHER TOBACCO INDUSTRY ORGANIZATIONS		
									ORGANIZATION	REGISTRATION	
BAKER, MEECEE	1										
CULLISON, CLINT	1										
DANNELS, BENJAMIN E	1										
EARLEY, JENNA	1										
GMEREK, RICHARD	1										
LAMMANDO, CHRIS	1										



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.

ANRE 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



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





Q & A Contact Us – We're Here to Help!

<u>https://no-smoke.org/</u> <u>https://nonsmokersrights.org/overview</u> 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

<u>ash.org/tobacco-money</u>





