

# USING CESSATION AND AN INTERNATIONAL TREATY TO STRENGTHEN THE HEALTH OF DC RESIDENTS

# SPEAKERS



**Dr. Carla Williams**, Interim Director of  
the Howard University Cancer Center and  
Chair of the DC Tobacco-Free Coalition

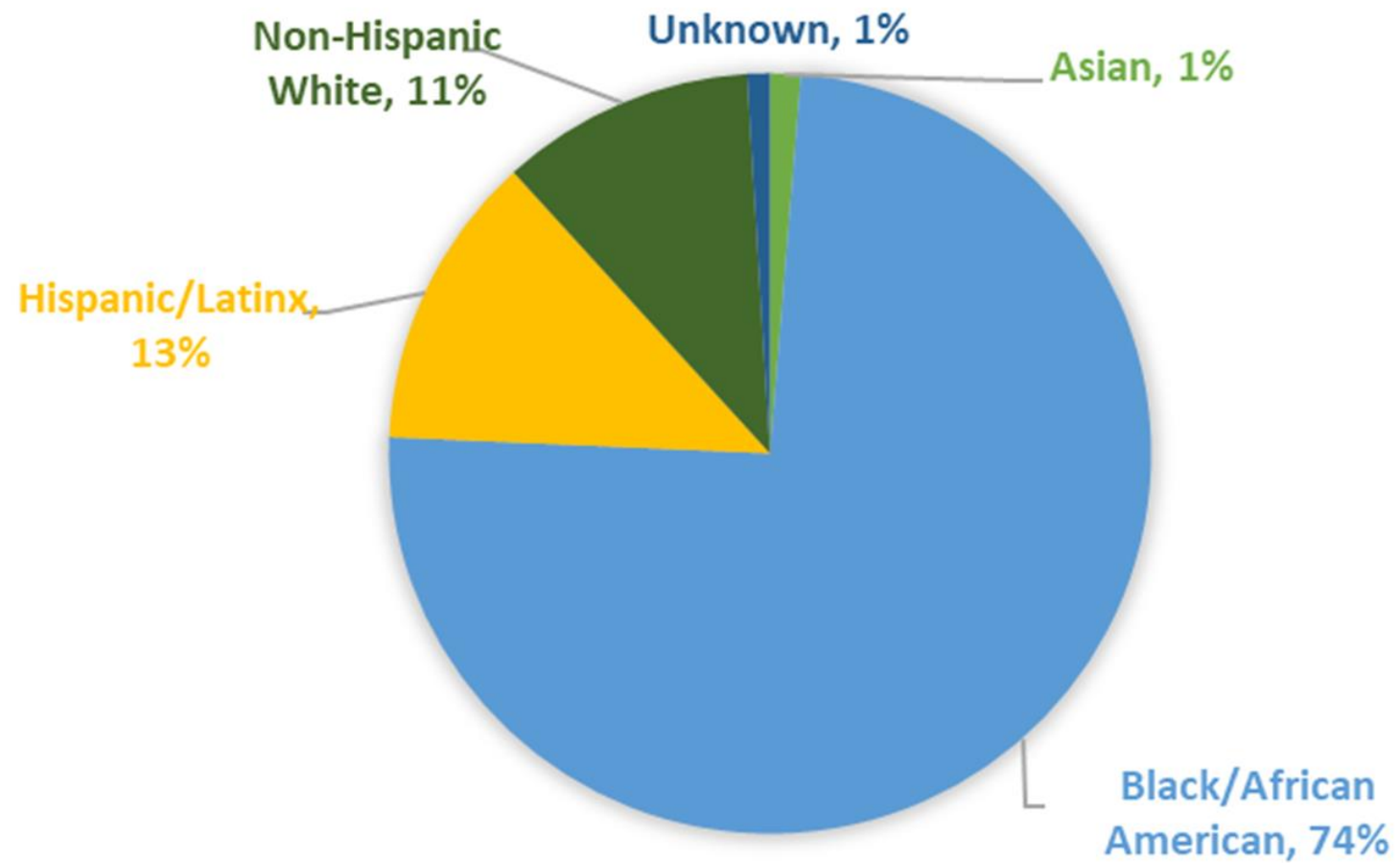


**Kelsey Romeo-Stuppy**,  
ASH Managing Attorney

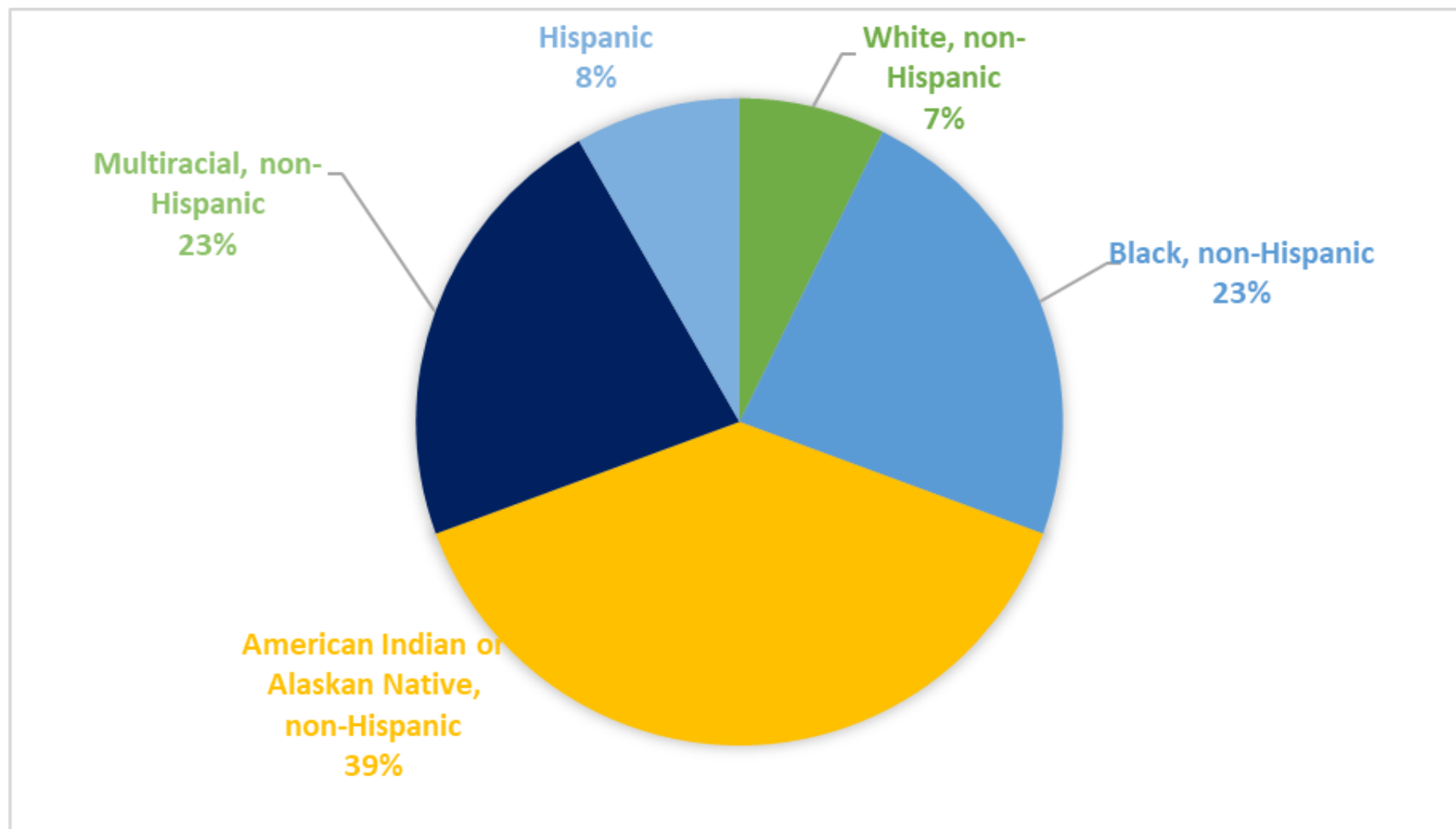
## MODERATOR



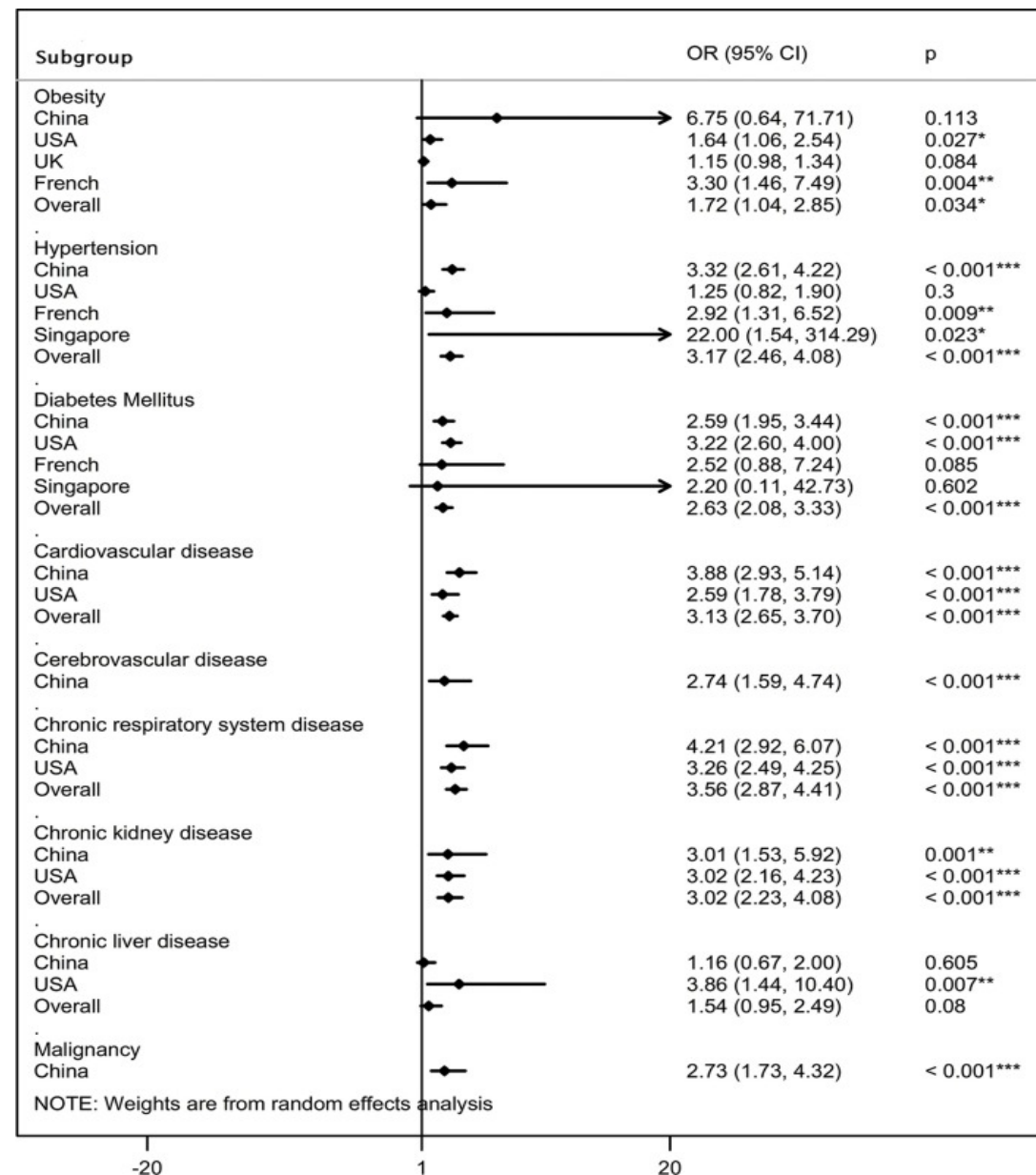
**Liz Furgurson**  
ASH Chief Operating Officer



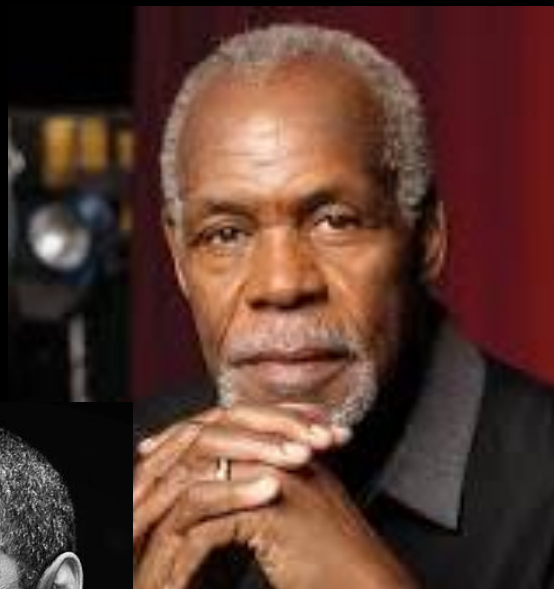
DC COVID-19 Mortality By Race, Sept 20, 2020



DC Smoking Rates By Race, 2018



Zhou Y, Yang Q, Chi J, Dong B, Lv W, Shen L, Wang Y. Comorbidities and the risk of severe or fatal outcomes associated with coronavirus disease 2019: A systematic review and meta-analysis. *Int J Infect Dis.* 2020 Jul 25;99:47-56. doi: 10.1016/j.ijid.2020.07.029. Epub ahead of print. PMID: 32721533; PMCID: PMC7381888.





Data  
Inclusion  
Plan  
Prepare  
Economic Investment  
Remember  
Respond  
Recover



#### GUIDING PRINCIPLES

*Principle 1: Identifying, locating, and maintaining a profile of diverse racial/ethnic, immigrant, and limited English proficiency (LEP) populations within the community.*

*Principle 2: Establishing sustainable partnerships between community representatives and the public health preparedness system to assess, build, and sustain trust with diverse racial/ethnic, immigrant and LEP populations.*

*Principle 3: Engaging community representatives to design, implement, and evaluate emergency risk communication strategies, ensuring that they are culturally and linguistically appropriate.*

*Principle 4: Developing and testing drills and exercises that reflect the community and incorporate scenarios that explicitly involve culturally and linguistically diverse populations.*

*Principle 5: Building capacity within the public health preparedness system to respond to unique needs of diverse communities.*

*Principle 6: Measuring and evaluating emergency plans and actions from preparedness to recovery, ensuring the active involvement of participants from the public health preparedness system and the community in a continual process of review.*

*Principle 7: Coordinating information, resources, and actions across organizations and diverse communities to maximize compliance and adherence to preparedness practices.*

*Principle 8: Ensuring the availability of funds to develop and sustain activities that strengthen diverse communities' ability to prepare, respond to, and recover from emergency events.*



**Generational Solutions**



Using the *International  
Convention on the Elimination of  
all Forms of Racial Discrimination*  
(CERD) to Advance Local  
Advocacy on Menthol



# 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.

# International Convention on the Elimination of All Forms of Racial Discrimination (ICERD or CERD)

## **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,



# Article 5

“...States Parties undertake to prohibit and to eliminate racial discrimination in all its forms and to guarantee the right of everyone, without distinction as to race, colour, or national or ethnic origin, to equality before the law, notably in the enjoyment of the following rights:...

(iv) The right to ***public health***, medical care, social security and social services...”



# Kool salutes Black History Month.



Black contributions to music are legendary. Its rhythms, standards, and art, and sustained by Blacks. In fact, Black achievement has gone on to affect every part of our society.

As the list of Black American innovators grows, these cultural leaders are effecting change long overdue. A Black educator at Chicago-Park challenged the very notion of teaching young people to read. Martin Luther King has become the first Black to be honored by a national holiday. Progress is the Black Community. In the past 20 years, there have been remarkable Black leaders in every step of the way. We salute the strides made to get here, and look eagerly forward to continued gains.

**KOOL**  
Taste the Difference

Always Drink "wet". 2 King cigarettes, 10 mg. "tar", 1.1 mg. nicotine av. per cigarette. ©2016 Lorillard LLC, NY, NY.

Warning: The Surgeon General Has Determined That Cigarette Smoking is Dangerous to Your Health.

There's only one way to play it.

## Targeted Advertisement Example

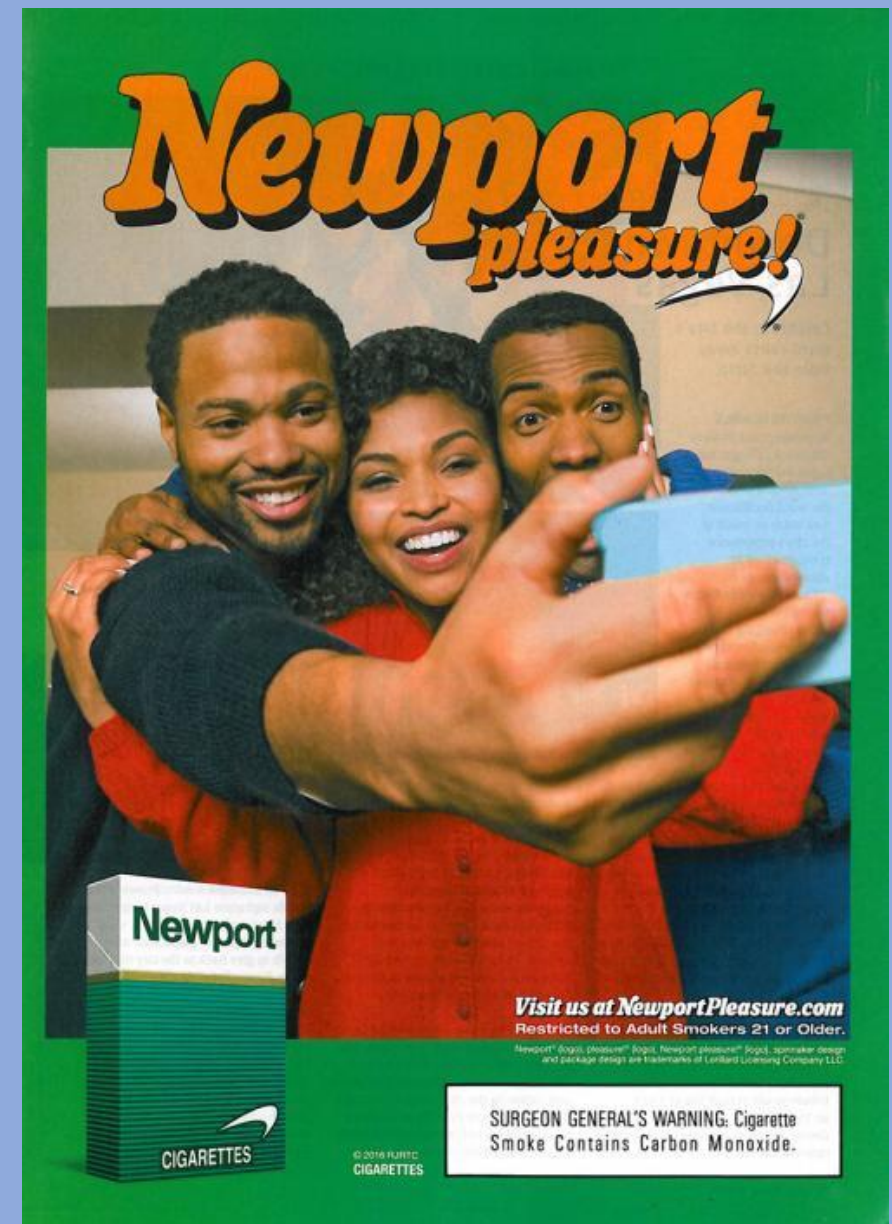
# EXPERIENCE REAL ENJOYMENT.



**KOOL**  
Taste the Difference

© 2016 R.J.R.T.C. CIGARETTES

# Newport pleasure!



**Newport**  
CIGARETTES

© 2016 R.J.R.T.C. CIGARETTES

Visit us at [NewportPleasure.com](http://NewportPleasure.com)  
Restricted to Adult Smokers 21 or Older.

Newport® (king, pleasure® king, Newport pleasure® king), spinnaker design and package design are trademarks of Lorillard Licensing Company LLC.

**SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.**



# So what?

## International

- Submit a report to CERD
- Create an advocacy campaign
- Make an oral statement

## Local

- Use human rights language
- Create an advocacy campaign
  - Persuade decision makers

# Success story: Using human rights at the local level

Local use of international environmental law in the United States



# TOBACCO AND HUMAN RIGHTS HUB

Visit:  
[ash.org/hrhub](https://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



Global action for *everyone's* health.

# Tobacco infringes on

---



right to **life**

right to **health**

right to **education**

**children's** rights

**women's** rights

and many others



**Kelsey Romeo-Stuppy**

*Managing Attorney*

[romeo-stuppyk@ash.org](mailto:romeo-stuppyk@ash.org)



**Twitter**

@ASHorg



**Facebook**

[www.facebook.com/ASHglobalAction](http://www.facebook.com/ASHglobalAction)



Global action for *everyone's* health.

# Q&A

## Stay Involved



**Twitter**  
@ASHorg  
@LaurentHuber



**Facebook**  
@ASHglobalAction



**Instagram**  
@ASHorg



**Info@ash.org**

**ASH**  
ACTION  
ON SMOKING & HEALTH

Global action for *everyone's* health.

**NEXT WEBINAR:** Thurs., Oct. 8<sup>th</sup>, noon ET

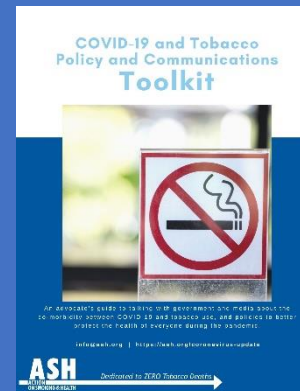
### Using Human Rights Reporting to Advance Tobacco Policy

A human rights approach to ending tobacco implores or requires governments to protect their citizens by implementing tobacco control laws and strategies to end the tobacco epidemic based on legally-binding human rights norms.

**Registration Link in Thank You Email**



**Recordings from previous webinars and Live Chats on social media:** <https://ash.org/webinars>



### **Toolkit for Advocates**

Talking with government and media about the COVID-19 and tobacco use co-morbidity and policies to protect the health of everyone during the pandemic.

[ash.org/covid19](https://ash.org/covid19)