

Definitions

Tobacco endgame: A policy, set of policies, or a policy plan that seeks to end the tobacco epidemic by a specified date.

Commercial tobacco products: Manufactured nicotine products (other than those deemed nicotine replacement therapy by the U.S. Food and Drug Administration). This does not include tobacco grown for ceremonial use by Native Americans.

Traditional tobacco products: Ceremonial tobacco used by Native Americans (excluded from tobacco endgame policies).

Project Sunset: A global collective of tobacco control advocates working to phase out the sale of commercial combustible tobacco products and to support other tobacco endgame measures.

Key Distinctions

Endgame policies will not “ban smoking” or penalize the purchase, possession or use of tobacco products. Endgame policies shift the focus away from consumer behavior and onto supply and the tobacco industry.

Endgame policies are unlike alcohol Prohibition in key ways:

- [When Prohibition was passed](#), approximately 50% of the population used alcohol; currently only about [14% of U.S. adults smoke](#) and [19% of adults worldwide smoke](#).
- Many people who voted for alcohol Prohibition drank alcohol themselves and thought that only OTHER people’s alcohol use was problematic; most people who smoke see their own tobacco use as problematic, and [want to quit](#). Ending local sales reduces the easy availability of tobacco products and [increases the odds of successfully quitting](#).
- Although Federal Prohibition only prohibited alcohol sales, many states banned alcohol possession and use; tobacco endgame advocates oppose measures that focus on penalizing tobacco possession and use.
- [At least 68% of people who smoke say they want to quit](#), and [90% regret starting](#).
- There is no single correct path to achieving an end to the tobacco epidemic. Each jurisdiction will decide its policy path based on local reality.

Incorrect Headline Examples

~~City Bans Smoking~~

~~Smoking is Banned in City~~

vs.

Correct Headline Examples

City Bans Cigarette Sales

Cigarette Sales to End in City



Tobacco Endgame Policy Examples

Phase Out Tobacco Sales: These policies center on **the sale** of tobacco products, without penalizing possession, purchase or use (i.e., there is no impact on *the act of smoking*)

Examples of policies already in place [Beverly Hills, CA – 2021](#)

[Manhattan Beach, CA – 2021](#)

Tobacco-Free Generation: Permanently forbidding the sale of tobacco products to anyone born after a certain date. It can also be seen as a sales ban with a grandfather clause (permitting sales to those currently of age), or as raising the minimum age of sale one year, every year.

Example of policy already in place [Brookline, MA – 2021 – July 2021 \(no one born on or after January 1, 2000 can ever be sold tobacco products\).](#)

Balanga City, in the Philippines, has passed a similar law, but it is currently enjoined from enforcement due to a tobacco industry lawsuit.

Phase Out Tobacco Retail Licensing: Forbidding the issuance of new tobacco retail licenses as well as the transfer of existing licenses.

Examples of policy already in place: [Dolgeville, NY – 2019](#)

[Bloomington, MN - 2021](#)

Key Facts

- Cigarettes are the leading cause of preventable disease and death in the U.S., causing more than 480,000 deaths every year (about 1 in 5 deaths). [Source: CDC](#)
- Nearly 7 in 10 (68.0%) adult cigarette smokers want to stop smoking; more than 5 in 10 (55.4%) adult cigarette smokers made a quit attempt in the past year. [Source: CDC](#)
- [Cigarettes are the only consumer product that kills when used exactly as the manufacturer intends.](#) They are also engineered to be highly addictive.
- The sale of many harmful products has been banned, including asbestos, CFCs, lead paint, leaded gasoline, and lawn darts.
- [Tobacco costs the U.S. nearly \\$300 billion annually](#) in healthcare costs and lost productivity. Much of the cost is born by government through Medicaid and Medicare.
- The tobacco industry is politically powerful in the United States, [hiring hundreds of lobbyists in Washington and in every state.](#) [The industry is one of the top donors to political campaigns.](#) For this reason, policies ending the sale of tobacco products are being enacted at the local level, where industry influence is far weaker.

- Polling has shown that policies ending the sale of tobacco products enjoy wide popularity, even among people who smoke.
- [There is no constitutional “right to smoke”](#) or to sell tobacco products.
- Governments have an obligation to protect people from products that hurt and kill them.

Global Endgame Movement

[Tobacco endgame policies are gaining global attention.](#) Planning and analysis of endgame opportunities by governments and civil society are underway in at least a dozen countries, including New Zealand, Finland, Sweden, Scotland, England, France, Spain, Canada, Ireland, the Netherlands, Singapore, and Malaysia, among others.

- The New Zealand Ministry of Health released an endgame plan in 2021 that includes banning cigarette filters, reducing nicotine in cigarettes to non-addictive levels, banning the sale of tobacco to anyone born after a certain date, and a drastic reduction in the number of retailers, among others. It is expected to pass Parliament in 2022.
- The governments of Singapore, Malaysia and Ireland have announced plans to consider New Zealand’s approach.
- In 2021 the Spanish tobacco control coalition published its [“Endgame Declaration of Tobacco in Spain 2030.”](#)
- The European Commission has vowed to drive smoking prevalence below 5% by 2040 as part of its [“Beating Cancer Plan.”](#) The French government has announced a similar goal.
- California, Maine, Vermont and New York are considering bills to ban the sale of disposable tobacco products that cause environmental degradation, including cigarette filters and most vaping products. The market for unfiltered cigarettes is less than 2%, and it’s likely a ban on the sale of filtered cigarettes would cause many people who smoke to quit.
- The next Conference of the Parties (2023) for the World Health Organization Framework Convention on Tobacco Control (FCTC) will include an agenda item on tobacco endgame for the first time.