

The Global Landscape of the Tobacco Endgame

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"Tobacco is deeply harmful to human health, and there can be no doubt that the production and marketing of tobacco is irreconcilable with the human right to health. For the tobacco industry, the UNGPs [UN Guiding Principles] therefore require the cessation of the production and marketing of tobacco."



Dedicated to ZERO Tobacco Deaths

Cape Town Declaration on Human Rights and a Tobacco-free World

A.1. We agree that the manufacture, marketing and sale of tobacco are incompatible with the human right to health.



UNITED THE WORLD FOR A TOBACCO PROD SOMERATION .

Distribution play of charge transfer of boother affects

Cape Town Declaration on Human Rights and a Tobacco-free World

With, participators in this 12" World Conference on Relaces or models, receiving in Capit These, South Africa, on 7 8 Moret 2018, and cold protety organizations are well as individuals from across the gallot, are Bonly-commissed for promoting and protecting public hands and human rights in relation to the following repulsions, which fully 7 mollow people each eart publicle, and agree to the following general principles and arth across on achieves a titlibation feel world.

J. General Principles Relating to Human Rights and Tobacco Control

A. Human Rights Applicable to Tabacco Control

- 1. We agree that the manufacture, meritering and sale of believes are incompatible with the human right to boath, in this regard, we mailten the coluin of the protection of the VHD Processory. Convention are finance: Content (VCIC), or which the Parties suprais than determination the give provide the register protect position health," and his respect the right of everyone to the engineer of the highest attention of placest and a figurest about a figure of everyone. See the expect of the process health, as expressed on Acrobe 17 of the International Commant on Economic, Section and Collesco Republic SCCIACO.
- We resilien the position taken by the Committee on Romania, Social and Cultural Rights in the Sensoral Commission Soc. 54 that the "Solver to Sensorage production, marketing and commission of Educar's constitutes a violation of the obligation to protect under Artists 12 legit to Analytic of the COSCS.
- 3. The concept of the right to a toleron-free world as a compressor of human rights implies the obligation of bases to obligate interest each time which life cylin of coloron grinning, name distance, making individual, increasing the part contragion, writing child below, conference of workers; rights and the rights of special populations or well as increasing and populations or well.

8. Human Rights Relevance of the FCTC

- 6. We further agree that the reenalization, restricting and use of toburch is incompetible with other harden rights obligations States have accepted by violeting the ECE and entime closely and regard horsen rights involves, as well as under their time constraines, in particular the sights to like to health, including safe and healths societing conditions; obligates in obligate producing protection of children in obligate producing and from obversing; and anomaly types, including protection from this required resolution and from obversing; and anomaly types, including protection from this required resolution or properties.
- We worknown COPT Descriptor 29 are "Innocentricinal properties for impresentation of the WHAT PCPC, resturbing an human rights," and offsets by States for their ten enhance compression on the humon of their innocents.

Authoritative Interpretation of the Right to Health GENERAL COMMENT 14

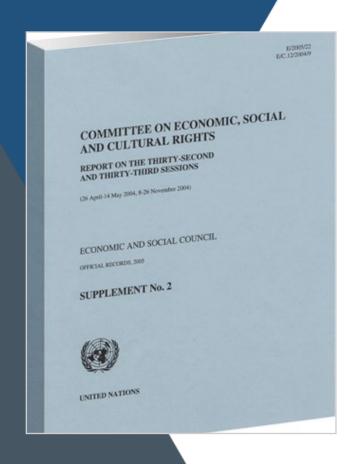
General Comment No. 14 (2000)

The right to the highest attainable standard of health (article 12 of the International Covenant on Economic, Social and Cultural Rights)

"Discourages the use of... tobacco"

"Violations of the obligation to protect ...; the failure to discourage production, marketing and consumption of tobacco,"







Tobacco Endgame Defined

- Initiatives designed to change/eliminate
 <u>permanently</u> the structural, political and social dynamics that sustain the commercial tobacco epidemic, in order to end it <u>within a specific time</u>.¹
- A tobacco endgame strategy means moving beyond a focus on tobacco control (and its assumptions that tobacco is here to stay and that regulating the time, place and manner of its use is the objective) toward a focus on a future free of commercial tobacco.²



Menu of Endgame Policies

Cessation Support must be included in each. Possession and use cannot be criminalized

Phase out of sales

Tobacco-Free
Generation
(permanently
forbidding sales to
anyone born after
a specified date)

Phase out
Tobacco Retail
Licenses

Reduce nicotine to nonaddictive levels

Tobacco Product Waste



And many more...

Key Distinctions

Cessation
Support must
be included.

Purchase, possession and use are not criminalized Focus on combustibles is the minimum; other products can be included

Not inclusive of tobacco for traditional use

Phase In, not immediate like South Africa



Project Sunset

Advocates and Researchers focused on phasing out the sale of commercial tobacco products.







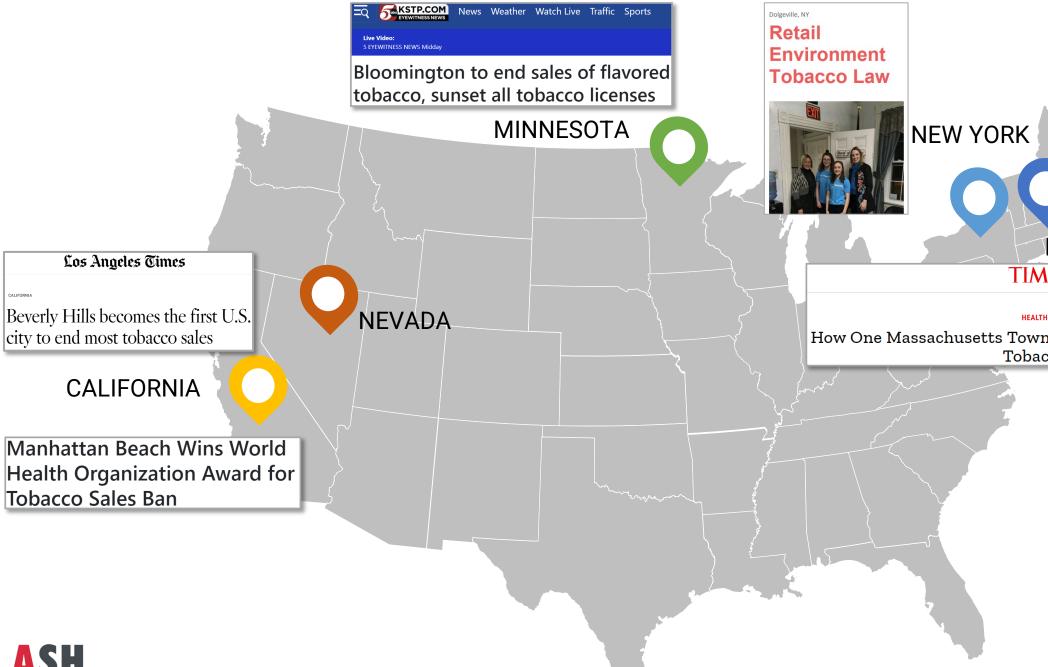
Global Progress Review













TIME

How One Massachusetts Town Could Shape the Future of Tobacco





Polling Results * Without Campaigning *

Given varying questions about the **Tobacco-Free Generation Concept**, phasing out sales to anyone born after a specified date:









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THANK YOU

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