

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.**”

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.



Authoritative Interpretation of the Right to Health

GENERAL COMMENT 14

General Comment No. 14 (2000)

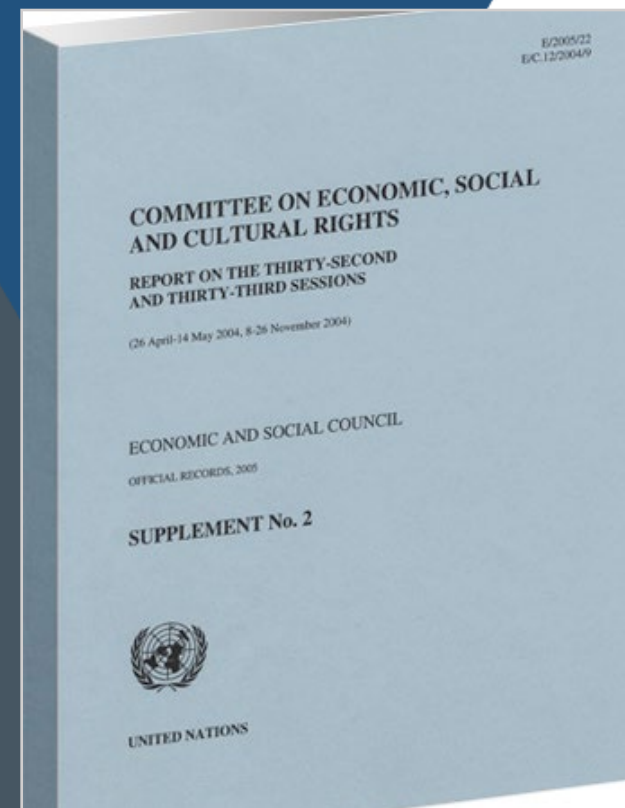
The right to the highest attainable standard of health (article 12 of the International Covenant on Economic, Social and Cultural Rights)

"Discourages the use of... tobacco"

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



International Covenant on
Economic Social and Cultural Rights



Tobacco Endgame Defined

- Initiatives designed to change/eliminate **permanently** the structural, political and social dynamics that sustain the commercial tobacco epidemic, in order to end it **within a specific time**.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

(1) Smith EA. Questions for a tobacco-free future. Tob Control. 2013;22 Suppl 1:i1-2.

(2) California Department of Public Health, California Tobacco Control Program. 2017- 2021 local lead agency comprehensive tobacco control plan guidelines. 2017; <https://otis.catcp.org/utilities/tcforFileFetch.cfm?docID=1104>

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 non-addictive 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





 IN PLACE

 ASPIRE

 TFG

 OTHER

KSTP.COM News Weather Watch Live Traffic Sports
5 EYEWITNESS NEWS
Live Video:
5 EYEWITNESS NEWS Midday
Bloomington to end sales of flavored tobacco, sunset all tobacco licenses

Dolgeville, NY
Retail Environment Tobacco Law



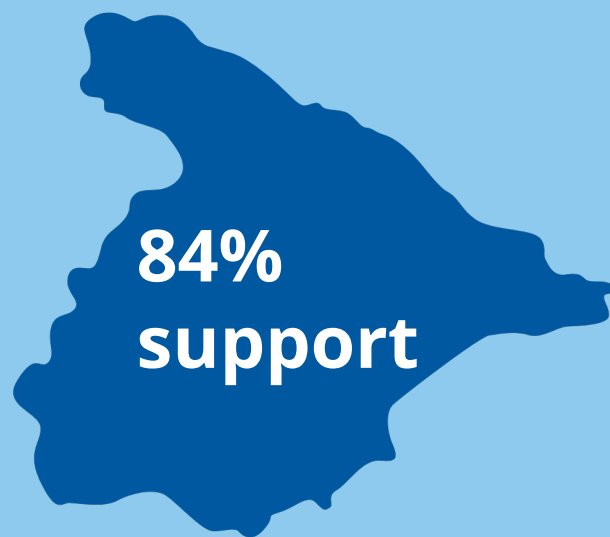




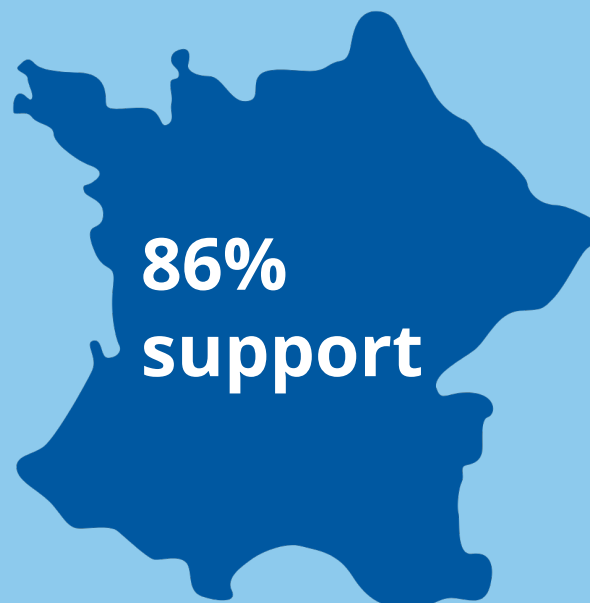

-  IN PLACE
-  ASPIRE
-  TFG
-  OTHER

Polling Results ** Without Campaigning **

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



Spain



France



Ireland

THANK YOU

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