

2022



Annual Report

Washington, DC
ash.org



2022 Impact

With a small but mighty team of 8, ASH maintains a big impact in the field of public health annually.

1 Court Case Victory over FDA on Menthol Products

15 Jurisdictions Received Technical Assistance for Endgame Advocacy

36 Public Speaking Engagements

7 Podcast Episodes Released

1,413 Advocates Trained at ASH Webinars

13 Global Webinars Hosted

11 Reports Submitted to UN Human Rights Treaty Bodies

247 Partners Signing onto Major ASH-led Campaigns

3 Major Publications and Reports

11 Collaborations with Academic Institutions

18 Public Position Statements

20 Blogs Published

14,171 Clicks to learn more on Twitter

11 Peer-Reviewed Journal Articles Published

6,659 Clicks to learn more on Facebook

108,890 People used the ASH website as a resource



Table of Contents

Page 3

Executive Director's Message

Page 6

Phasing Out Cigarettes Sales

Page 7

Criminal Liability Program

Page 8

Linking Tobacco and Human Rights

Page 13

Financial Statement



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Executive Director's Message

2022 saw incredible milestones when it comes to taking measures to protect our collective right to health and right to a healthy environment from the harms caused by the tobacco industry. When we talk about “human rights,” we talk about the rights that have been recognized at the highest level of international law, codified into law through international treaties and agreements, and often codified into national law.

The right to health has been recognized as a fundamental right indispensable to achieving other human rights in all major UN Human Rights treaties.

ASH has utilized the right to health as a way to elevate tobacco control within the human rights system. For example, ASH and our partners submitted a report on menthol to the Convention on the Elimination of all forms of Racial Discrimination, encouraging the committee to ask the United States to protect African Americans from the harms of menthol cigarettes. Our Washington D.C. partners used that report and action for advocacy to achieve a local menthol ban. Human rights are relevant to tobacco control at the local, national, and international level.

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protect African Americans from the harms of menthol cigarettes. Our Washington D.C. partners used that report and action for advocacy to achieve a local menthol ban. Human rights are relevant to tobacco control at the local, national, and international level.

This year, the United Nations General Assembly formally recognized the right to a healthy environment, a right that is highly impacted by the tobacco industry. The tobacco industry is not only responsible for large carbon emissions and deforestation, but also cigarette butts, which are the most commonly littered item in the world.



More than four and a half trillion cigarette butts are discarded into our environment every year. In 2022 ASH took this issue to the global level, attending the first round of negotiations for the United Nations Treaty to End Plastic Pollution.

Thankfully, communities in the U.S. and around the world have taken bold steps to protect your right to health and your right to a healthy environment, and ASH is proud to be involved in these initiatives to save lives and our planet. In the State of California, two cities have phased out the sale of tobacco products, and the town of Brookline, Massachusetts successfully defended its right to protect health by forbidding the sale of tobacco products to anyone born this century.

On the other side of the globe, New Zealand passed groundbreaking legislation that will ban sales of tobacco products to anyone born after 2008. It will also drastically reduce the number of tobacco retail outlets and lower levels of nicotine in cigarettes so they are no longer addictive.

Furthermore, the FDA Center for Tobacco Products released a draft rule in April 2022 banning menthol as a characterizing flavor in tobacco products. This was a direct result of ASH's successful joint lawsuit to force FDA to take action on menthol.

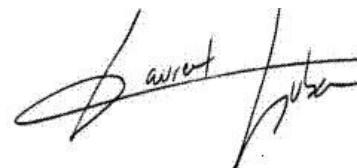
The development of a UN Treaty to End Plastic Pollution began in 2022 and will continue over the next two years. This treaty process provides a unique opportunity to highlight the negative environmental impact of tobacco and to promote the concept of

banning cigarette filters. Cigarette filters are made of plastic and are the most littered items on coastlines. The disposable plastic associated with new nicotine delivery devices harms our environment as well. ASH is proud to engage in this plastic treaty negotiation process and collaborate with partner organizations worldwide to create the global Stop Tobacco Pollution Alliance.

These are only a few of the many successes in 2022, and ASH is proud to work with partners around the world to advance initiatives that will protect your right to health, such as phasing out the commercial sale of tobacco products.

We look forward to continuing and advancing our vision to reach a “world free from the harm caused by tobacco” and 2023 provides a unique opportunity thanks to the newly recognized right to a healthy environment, one of the most salient issues of today.

ASH's achievements in 2022 are thanks to your support and the support from our partners around the world. We invite you to join us in 2023 and help accelerate progress towards a world free from the harm caused by tobacco, where your right to health is protected from the tobacco industry.



Laurent Huber
Executive Director, ASH



Plastic **Pollution** Crisis



United Nations Treaty to End Plastic Pollution

Negotiations underway: 2022-2024

Ban plastics that are:

- Non-Essential
- Problematic
- Single-Use
- Toxic



Non-Essential >	Cigarette filters are defective: they have no health benefit.
Problematic >	Cigarette butts are the #1 source of litter worldwide. 4.5 trillion cigarette butts are littered every year.
Single-Use >	Cigarettes are designed to be discarded.
Toxic >	Cigarette butts contain deadly toxins and carcinogens and leach chemicals into the groundwater and soil.

Ban cigarette filters.

STOP.

A GLOBAL TOBACCO INDUSTRY WATCHDOG



ash.org/plastic-pollution

Goal 1: Serve as an incubator and catalyst for interventions that phase out the sale of commercial tobacco products (Project Sunset)

2022 saw a drastic acceleration in the momentum of ASH's Project Sunset, the global campaign to phase out the sale of commercial tobacco products, often referred to as tobacco "endgame" policies. Once a niche topic, in 2022 endgame became an intrinsic part of any conversation about tobacco policy, and ASH was asked to speak at professional conferences in the U.S. and abroad.

ASH provided technical assistance to dozens of local, state and national coalitions and health departments, and is the only non-native organization to be asked to serve on endgame advisory committees in India and the European Union. ASH also advised public health officials in California and New York and helped launch endgame campaigns in several other states and countries. In 2022, ASH guest lectured on tobacco endgame at the University of Illinois-Chicago School of Public Health, the University of Maryland School of Law and the Georgetown University Law Center.

Perhaps most exciting, in December New Zealand became the only country to pass comprehensive tobacco endgame policies, including reducing nicotine to non-addictive levels, banning the sale of tobacco to anyone born after 2008 (often referred to as a Tobacco-Free Generation policy), and reducing the number of tobacco retailers by 90 – 95%. At least a dozen countries have stated publicly that they intend to follow New Zealand.

New Zealand's new law garnered global media attention. As the global focal point of tobacco endgame, ASH was featured in the Wall Street Journal, NPR's All Things Considered, and Indian national television, among other media outlets.

ASH has a lot on its radar for 2023, including the formal launch of endgame programs and state-level endgame bills in several states and countries. For the first time in history, the end of the tobacco epidemic is an actual possibility, not merely a lofty goal forever over the horizon.



Goal 2: Hold the tobacco industry accountable through the rule of law

In 2022, ASH continued to pursue strategic legal action to further tobacco control. In 2020, ASH and several partners sued the FDA over its inaction on menthol cigarettes. Last year, in 2021, the FDA agreed to begin a rulemaking process on menthol, and on April 28, 2022, the FDA issued a draft rule prohibiting menthol as a characterizing flavor.

ASH provided comments to the proposed rule, encouraging the FDA to close loopholes and protect the right to health of all Americans from menthol cigarettes. In addition, ASH made a statement during the FDA listening session on menthol cigarettes and flavored cigars. Because of the progress being made towards a menthol rule, ASH and our plaintiff partners ended the lawsuit against the FDA. We hope to have a final rule by August 2023, and we will continue to advocate until there is an effective menthol ban in place.

In addition to the FDA lawsuit, ASH continued to monitor and encourage cutting edge legal action against the tobacco industry around the world. For example, ASH continued its lawsuit against Juul for misleading packaging.

We also published an article on criminal liability for the 30th anniversary edition of the British Medical Journal Tobacco Control, with the goal of inspiring other advocates around the world to use legal action to protect people from the harms of tobacco.



Goal 3: Use global norms to move local communities toward zero tobacco-use prevalence

One of ASH's main tracks of work centers around using human rights arguments to further tobacco control. We do that in myriad ways - through comments to UN bodies (we made 11 in 2022), presentations to universities, conferences, and agencies around the world (Georgetown University's O'Neill Institute for National and Global Health Law, the Institute of Public Health in Bengaluru, India, the World Health Organization, and UICC World Cancer Congress to name just a few), and participation in task forces and consultations (including the Swiss Government taskforce on Transparency and Truth and a Steering Committee convened by the Truth Initiative around scientific integrity). But there are two examples of ASH projects that really encapsulate that work: CERD and the environment.

ASH organized a sign on campaign with 120 organizations to submit a joint report to the Committee on the Elimination of all forms of Racial Discrimination (CERD) to align with the United States' reporting cycle to CERD. Our goal is for CERD to recommend that the U.S. protect African Americans from the tobacco industry by banning menthol. As part of the campaign, ASH hosted a training for advocates on CERD, which was attended by many, including advocates in DC. Those attendees used the human rights arguments in CERD to argue for the DC Flavor Ban Bill. ASH then supported the local coalition's efforts to





ensure DC's Flavors Bill was fully funded. The law is being enforced as of October 1, 2022 and ASH continues efforts to strengthen enforcement. The international human rights arguments are supporting local work, and local advocates are supporting international efforts. ASH submitted a comment and participated in the first round of discussions on CERD General Comment Number 37, which will focus on the right to health. The discussions will continue into 2023, and local advocates will help advocate at the international level.

ASH is also utilizing human rights arguments to protect the environment. This year, ASH participated in a consultation on human rights and tobacco focused on children's rights and the environment. ASH and our partners also attended the 1st round of negotiations for the UN Treaty to End Plastic Pollution. These negotiations will continue into 2023 and will hopefully help protect our environment from the plastic pollution of cigarette butts. The human right to a healthy environment is an important argument against cigarette butt pollution and against the tobacco industry as a whole.

Decades of Dedication:

Dr. Alfred Munzer's Career in Public Health


120

ORGANIZATIONS

AGREE that menthol violates human rights

ash.org/cerd2022



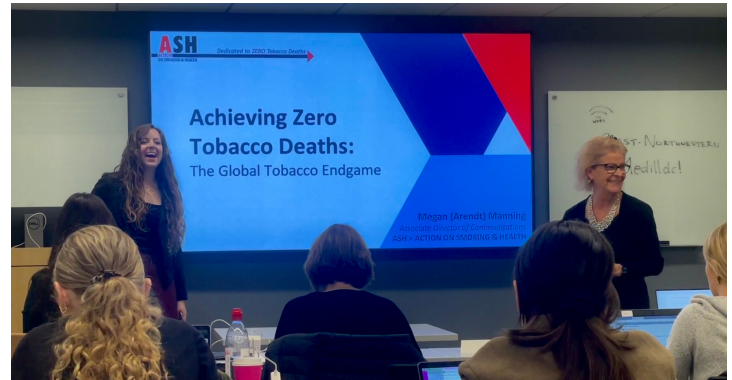
Goal 4: Ensure effective communications that create a desire to end the tobacco epidemic

2022 was a year of growth and progress for ASH's communications efforts. We saw growing interest from mainstream media on our tobacco endgame (Project Sunset) work and policies being proposed and implemented around the world. WHO/PAHO and the Northwestern Medill School of Journalism invited us to discuss the intricacies of the tobacco endgame at a training for reporters. ASH also produced dozens of communications training sessions, toolkits, and examples for local advocates to use to amplify their local endgame work.

ASH's webinar series trained over 1400 advocates at the local, regional, national, and international levels on new approaches to accelerate the end of the tobacco epidemic.

ASH partnered with the Belgian Alliance for a Smoke Free Society and the French National Committee Against Tobacco (Le CNCT) to release case studies on unique policies that protect our environment and our health from tobacco. With our partners worldwide, ASH championed social media campaigns and advocacy efforts to link environmental policy with tobacco policies.

Serving as a trusted resource, ASH saw a boost in website traffic and social media engagement following the FDA's announcement of their proposed rule banning menthol as a characterizing flavor, a step that was spurred by ASH's lawsuit with the African American Tobacco Control Leadership Council (AATCLC), the American Medical Association (AMA), and the National Medical Association



(NMA), represented by the legal team at Pollock Cohen LLP, against the FDA.

As video content continues to be prioritized on social media and among stakeholders, ASH produced numerous short explainer videos to educate new audiences, as well as a well-received joint message from the women fighting big tobacco in our global movement for International Women's Day. And, ASH produced two longer videos to celebrate ASH Board Members' impressive careers in the field of public health.

The ASH team published several important journal articles discussing how human rights mechanisms can help end the tobacco epidemic, exposing current tobacco lobbying, what is needed in the global tobacco endgame movement, and more. And ASH's blog remained an active source of information on current events and achievements in our field.

In December, ASH awarded the Project Sunset Award for Courage in Public Health to Christopher K. Leung, the lead attorney in the landmark case forcing the FDA to begin the rulemaking process to ban menthol cigarettes.

ASH is privileged to collaborate with organizations around the world, including:

Action on Smoking and Health Canada	Johns Hopkins University
Advancing Tobacco Free Communities	Menzies University
African American Tobacco Control Leadership Council	National Association of Attorneys General
African Tobacco Control Alliance	National Association of County and City Health Officials
Alliance Contre le Tabac	National Cancer Institute
American Academy of Pediatricians	National LGBT Cancer Network
American Cancer Society	National Medical Association
American Cancer Society Cancer Action Network	NCD Alliance
American Heart Association	New York University School of Global Public Health
American Medical Association	Nofumadores.org
Americans for Nonsmokers' Rights	Non-Communicable Disease Roundtable
American Lung Association	Norwegian Cancer Society
ASH Finland	Oklahoma Tobacco Research Center
ASH London/UK	Otago University
ASH Scotland	Pan American Health Organization
Association of State and Territorial Health Officials	Parents Against Vaping E-Cigarettes
Bill & Melinda Gates Foundation	Public Citizen
Bloomberg Initiative	Public Health Advocacy Institute
Californian Department of Public Health	Public Health Law Center
Campaign for Tobacco-Free Kids	Robert Wood Johnson Foundation
Canadian Cancer Society	San Diego State University
Center for Black Health and Equity	Seaway Valley Prevention Council
Center for International Environmental Law	Smokefree Partnership
Centers for Disease Control and Prevention Office on Smoking and Health	Southeast Asia Tobacco Control Alliance
Cigarette Butt Pollution Project	Stop Tobacco Pollution Alliance
Comité National Contre le Tabagisme	The State University of New York, Potsdam
Corporate Accountability	The Ohio State University Moritz College of Law
Craigslist Charitable Fund	Tobacco Free Association of Zambia
DC Department of Health	Truth Initiative
DC Tobacco-Free Coalition	The South Centre The University of Maryland Francis King Carey School of Law
Dominican Anti-Tobacco Alliance	Thoracic Foundation
Earth Day	Unfairtobacco
European Network for Smoking Prevention	Union for International Cancer Control
F.M. Kirby Foundation	University of Bath
Fragasso Financial Advisors	University of California-Davis
Fundación Interamericana del Corazón Argentina	University of California, San Francisco Center for Tobacco Control Research and Education
Georgetown University Law Center – Harrison Institute	University of Maryland Francis King Carey School of Law
Georgetown University Law Center – O'Neil Institute for National and Global Health Law	University of Michigan
Global Alliance for Tobacco Control	University of Nevada-Reno
Global Center for Good Governance in Tobacco Control	University of Waterloo
G.R.E.E.N. Foundation	University of Wisconsin-Madison, Wisconsin in Washington
Harvard School of Public Health	United Nations Economic and Social Council
Hawaii Public Health Institute	United Nations Human Rights Council
Human Rights and Tobacco Control Network	Vital Strategies
Institut Català d'Oncologia	WHO FCTC Knowledge Hub for Articles 17&18
InterAmerican Heart Foundation	World Health Organization
International Centre for Tobacco Cessation	
International Development Research Centre	

Dedicated to ZERO deaths from tobacco

After planting an apple tree, it will be years before you get an actual apple. But it is very satisfying when you do, and that first apple will taste all the sweeter because you planted it.

ASH and our supporters planted a seed over five years ago when we launched Project Sunset, an effort to change the conversation on the tobacco epidemic from focusing on controlling the death and disease from tobacco to ending it. At the time, there was one example in the world – Bhutan – of a place that had banned tobacco sales (a ban that was rescinded in 2020 due to COVID-19), and many if not most of our colleagues in tobacco control did not think it possible.

Today, Project Sunset, or its more generic term tobacco endgame, is part of nearly every conversation about tobacco policy worldwide. ASH has been invited to speak or provide technical assistance on tobacco endgame by dozens of organizations and governments, in California, Nevada, Minnesota, Colorado, New York, Illinois, Maryland, New Zealand, India, Spain, France, and the European Union (to name just a few). ASH sits on tobacco endgame government advisory councils in California, India and the European Union, and is part of endgame advocacy coalitions in many other places.

ASH is the recognized global leader on tobacco endgame policies; we could not be prouder, and we owe it all to our stalwart supporters who believed in us when we said we could change the world.

Project Sunset was born directly from ASH's human rights program, which continues to grow and is also bearing fruit worldwide. ASH was an early adopter of a human rights-based approach to the tobacco epidemic, but after years of effort it too has become a normal part of tobacco policy conversations and tobacco has become a normal part of human rights conversations. When ASH attended the first round of negotiations for a UN Treaty to End Plastic Pollution in November 2022, one of the most helpful and supportive statements came from the UN High Commissioner for Human Rights, a difficult entity for government delegations to ignore.

ASH saw steadily increasing momentum and success in 2022, and we look optimistically to 2023 and beyond. There is much to do, and we are facing one of the most powerful and wealthy industries in the world. But we have human rights, justice, a vision, the facts and wonderful supporters and colleagues on our side.

Victory is a certainty; it's a question of when, not if.

Tobacco still kills someone every four seconds. Let's get back to work.

ACTION ON SMOKING AND HEALTH

STATEMENTS OF FINANCIAL POSITION DECEMBER 31, 2022 AND 2021

	2022	2021
ASSETS		
Current Assets		
Cash and cash equivalents	\$ 345,394	\$ 143,600
Grants and contributions receivable	48,545	1,150,365
Prepaid expenses	12,189	17,233
Investments	74,501	81,468
Total Current Assets	480,629	1,392,666
Property and Equipment, net	-	-
Other Assets		
Security deposit	5,085	5,085
Restricted cash	660,765	671,996
Restricted investments	3,787,442	4,581,439
Total Other Assets	4,453,292	5,258,520
Total Assets	<u>\$ 4,933,921</u>	<u>\$ 6,651,186</u>
LIABILITIES AND NET ASSETS		
Current Liabilities		
Accounts payable	\$ 39,490	\$ 29,033
Accrued expenses and other liabilities	201,203	207,081
Deferred revenue	-	68,645
Total Current Liabilities	240,693	304,759
Long-term Liabilities		
Loan - Paycheck Protection Program	-	124,380
Total Liabilities	240,693	429,139
Net Assets		
Without donor restrictions		
Undesignated	245,021	968,612
Board-designated	499,789	554,762
Total Without Donor Restrictions	744,810	1,523,374
With donor restrictions	3,948,418	4,698,673
Total Net Assets	4,693,228	6,222,047
Total Liabilities and Net Assets	<u>\$ 4,933,921</u>	<u>\$ 6,651,186</u>

Stay involved in our movement!

Share your story with ASH

We want to know how tobacco has impacted your life and what motivates you to stay involved with our work. Email your story to HQ@ash.org and we can feature your experiences on our website, social media, and future reports. Your story may be the tipping point to get more people involved in the fight against big tobacco!

Share this report

There's a reason why you stand with ASH. Let your friends, family, and coworkers know why ending the tobacco epidemic is important to you. www.ASH.org

Sign up for newsletters

Email us at HQ@ash.org to begin receiving our quarterly newsletter of progress and ways to get involved.

Follow us on Social Media

Your daily updates on the latest successes in our movement can be found on Facebook, Twitter, and LinkedIn.



@ASHorg



Facebook.com/ASHglobalAction



Make a donation

You are the reason we can stand up to big tobacco every day. Your generosity and dedication allow ASH to be the catalyst for innovative concepts and groundbreaking programs which improve health for all. Without your help, we would not be the incubator pushing for a tobacco-free future. www.ash.org/donate

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Dedicated to ZERO Tobacco Deaths

