

Tobacco Endgame Landscape

Global to Local

October 23, 2024



SPEAKERS



Chris Bostic

Policy Director, Action on Smoking and Health (US)



Katharine Silbaugh

Professor of Law, Boston University



Hazel Cheeseman

Chief Executive, Action on Smoking & Health (UK)

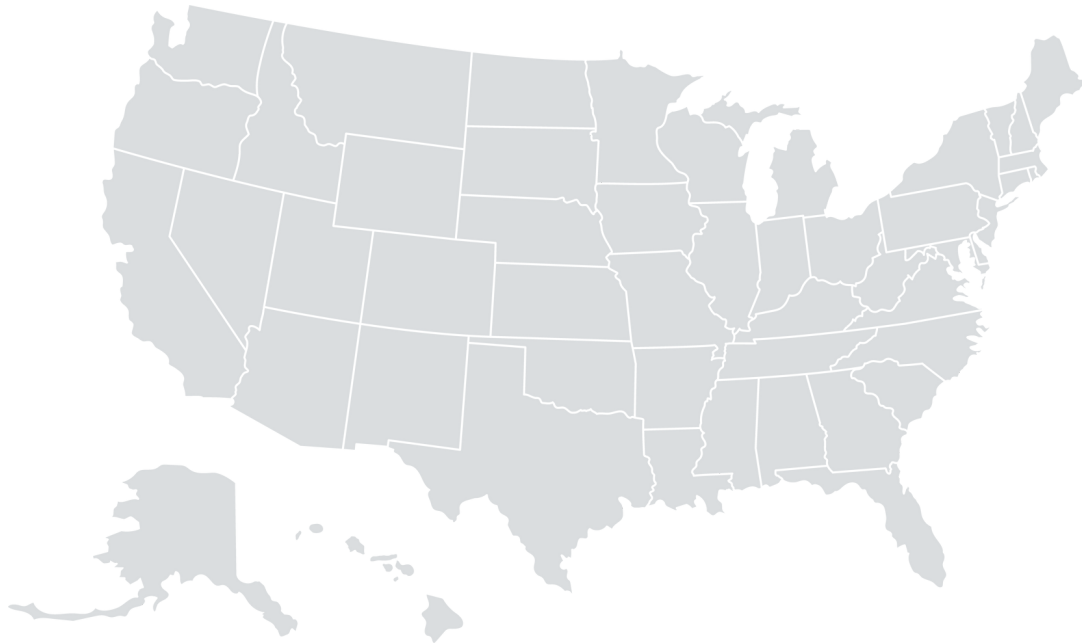


PROGRESS AND OPPORTUNITIES FOR ENDGAME-PROJECT SUNSET

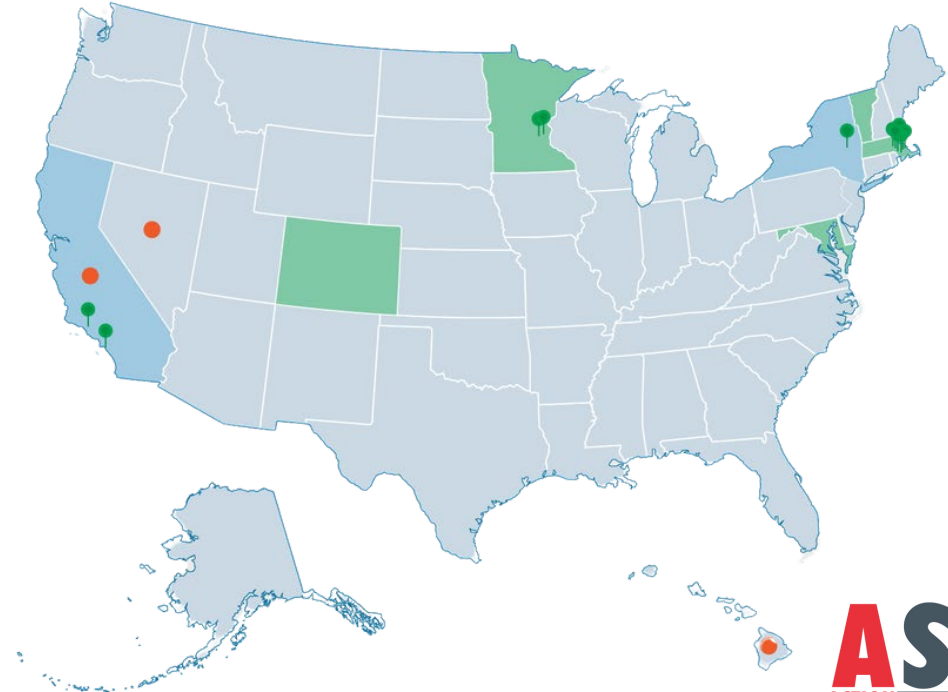
CHRIS BOSTIC

MAP OF ENDGAME SUCCESS

2020



2024



-  Local endgame laws passed
-  State endgame laws introduced
-  Government-led coalitions
-  Active coalitions



A screenshot of the "Tobacco Endgame" website. The header includes navigation links: "SHARE YOUR STORY", "SPREAD THE WORD", and "ABOUT US", along with social media icons for Twitter, Facebook, and Instagram. The main heading is "TOBACCO Endgame". Below the heading, there is a paragraph: "As a member of the tobacco endgame movement, you will be part of passing lifesaving policies to end tobacco and vaping addiction. Your voice will reach elected officials at the local, state, and national level. You can also coordinate activities in your community and school, connect with other young people, be a leader, and fulfill volunteer hours." To the right is a registration form titled "Join THE MOVEMENT" with the text: "Together, we have the power to end vaping and nicotine addiction. Your voice can make a difference today." The form includes a "Select Your Age Range" section with radio buttons for "Under 13", "13-17", and "18+", and input fields for "Full Name" and "Zip Code".



The cover of the "Gamechanger" report by Truth Initiative. The left side features a photograph of a road stretching towards a bright sun on the horizon. The right side has an orange background with a pattern of small white dots. At the top right, it says "REPORT". The Truth Initiative logo is in the top left. The main title "GAMECHANGER:" is in large white letters. Below it, in a white box, is the subtitle: "SHIFTING FROM TOBACCO CONTROL TO ENDING THE INDUSTRY'S INFLUENCE FOR GOOD".



FIRST NATIONAL TOBACCO ENDGAME SUMMIT



2024 NATIONAL ENDGAME SUMMIT REPORT



BREAKING NEWS

News / National

South Australia poised to create 'smoke-free generation' with landmark tobacco legislation

Tobacco and nicotine bans becoming more popular in Massachusetts

August 7, 2024 5:40 pm by [Kaitlin Gehlhaus](#)

Santa Cruz County votes to ban sale of filtered tobacco products

Share

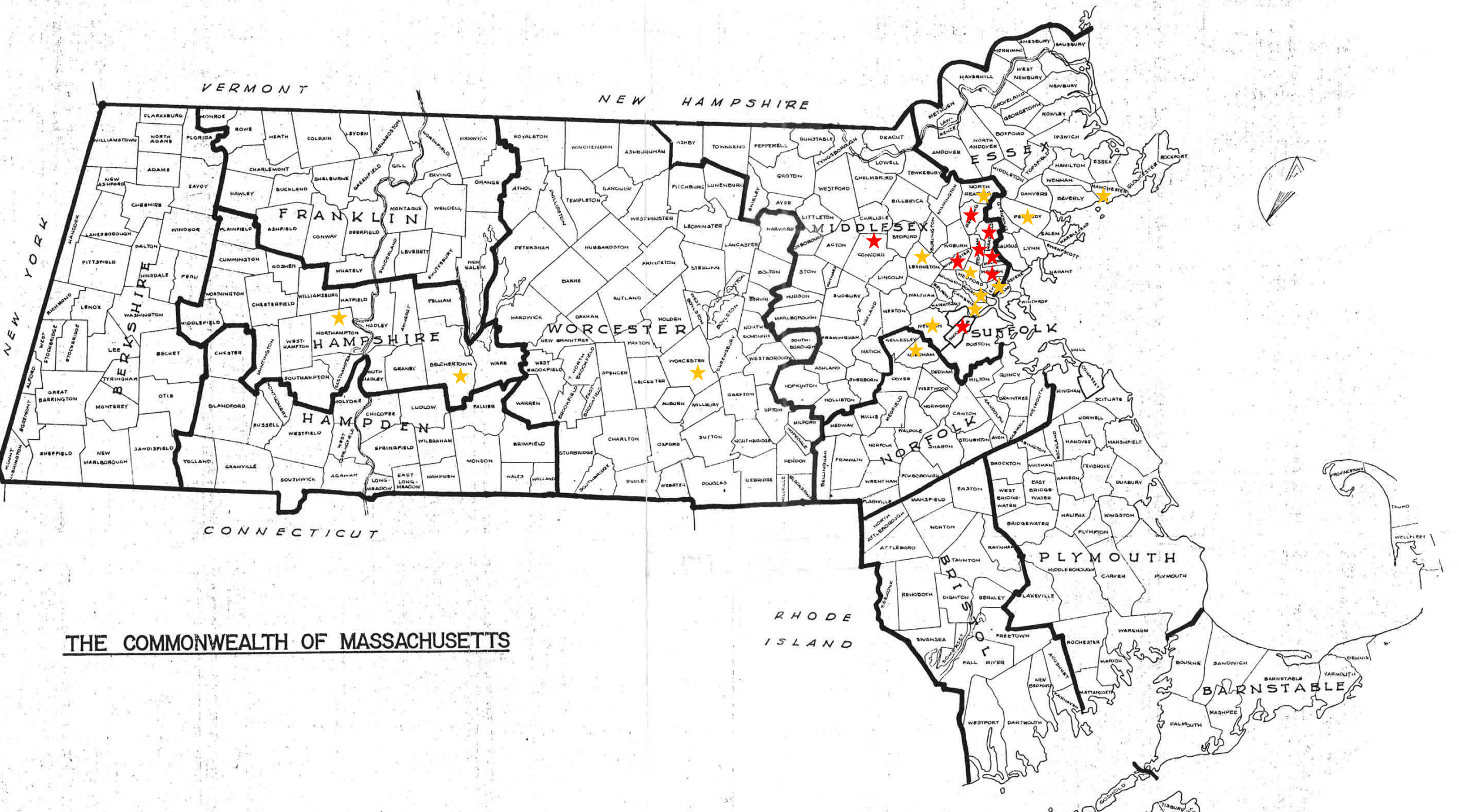


Updated: 6:21 PM PDT Oct 8, 2024

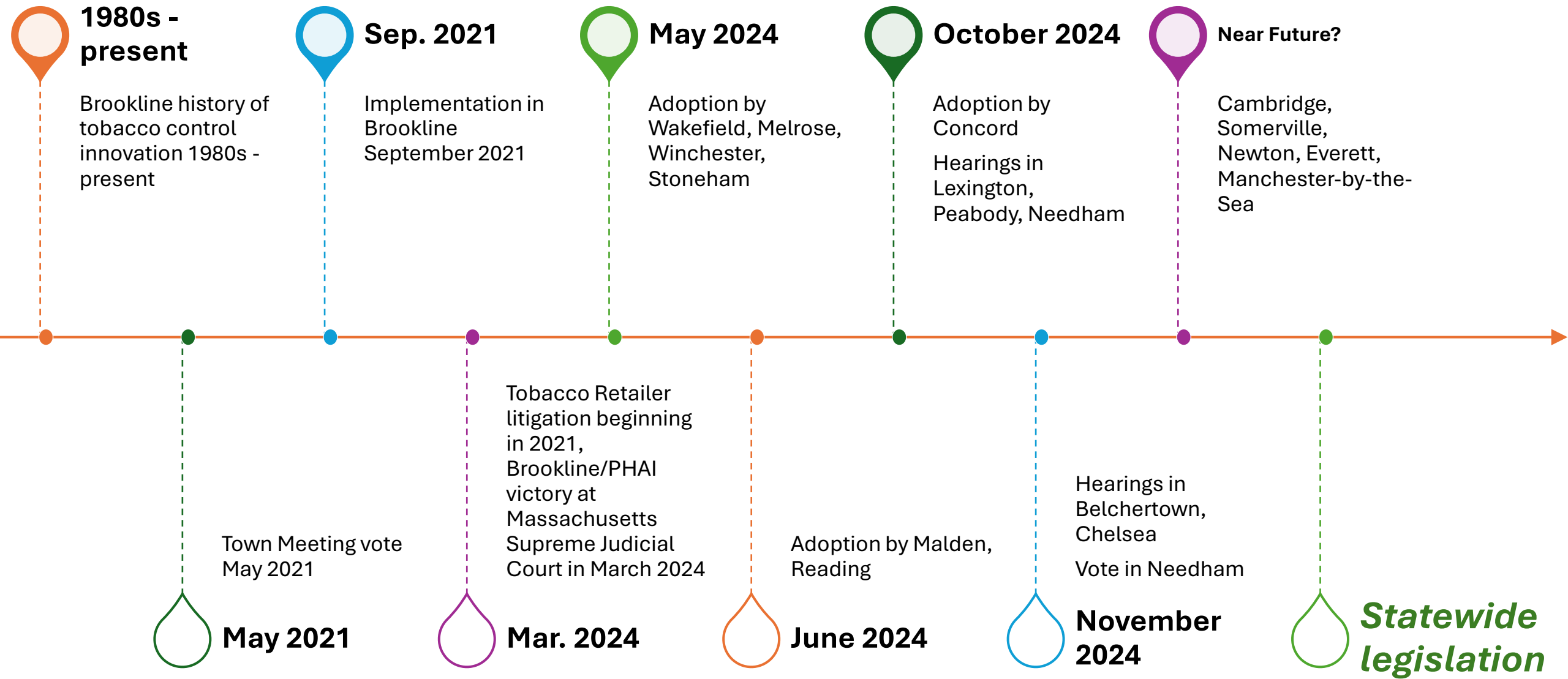


Nicotine Free Generation in Massachusetts





THE COMMONWEALTH OF MASSACHUSETTS



Factors that Influence Municipalities

- An interested Tobacco Control Program Manager
- Active Tobacco Control enforcement/compliance checks, cessation and prevention programs
- A history of Tobacco Policy innovation (e.g. early adoption of Tobacco 21, flavor restrictions, retail license caps, pharmacy sale restrictions)
- Prior adoption of other routine Tobacco Control
- An interested Board of Health
- Phone calls and advocacy at Board meetings
- Number and organization of retailers



Risks:

- Entanglement with Harm Reduction/vapes question
- Attention to other nicotine and tobacco issues
- The cannabis (and alcohol) environment
- Organized opposition:
 - Robo-emails
 - Retailer association representatives at meetings
 - Shop owners at hearings
 - Select Board and other political leaders concerned about retailers

Creating a smokefree generation: the Tobacco and Vapes Bill

23rd October 2024

Hazel Cheeseman

Deputy Chief Executive

Action on Smoking and Health (ASH)

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ASH receives funding from:



ash.
action on smoking and health

Political change

July 2019 – Sept 2022

Sept 2022 – Oct 2022

Oct 2022 – July 2024

July 2024 - ??



The Khan Review: Independent review into smokefree 2030 policies

Four critical recommendations are boxed in red. These are 'must do's' for the government to achieve a smokefree England by 2030, around which all other interventions are based.

Part 1: Invest Now

REC 1: Urgently invest £125m per year in interventions to reach smokefree 2030.

Option 1: Additional funding from within government.
Option 2: A 'polluter pays' industry levy
Option 3: A corporation tax surcharge

Part 2: Stop the Start

REC 2: Raise age of sale of tobacco by one year, every year.

REC 3: Substantially raise the cost of tobacco duties (more than 30%) across all tobacco products, immediately. Abolish all duty free entry of tobacco products at our borders.

REC 4: Introduce a tobacco licence for retailers to limit where tobacco is available.

REC 5: Enhance local illicit tobacco enforcement by dedicating an additional funding of £15 million per year to local trading standards.

REC 6: Reduce the appeal of smoking by radically rethinking how cigarette sticks and packets look, closing regulatory gaps and tackling portrayals of smoking in the media.

REC 7: Increase smokefree places to de-normalise smoking and protect young people from second-hand smoke.

REC 8: Offer vaping as a substitute for smoking, alongside accurate information on the benefits of switching, including to healthcare professionals.

REC 9: Invest an additional £70 million per year into 'stop smoking services', ringfenced for this purpose.

REC 10: Invest £15 million per year in a well-designed national mass media campaign supported by targeted regional media.

Part 3: Quit for Good

REC 11: The NHS needs to prioritise prevention, with further action to stop people smoking, providing support and treatment across all its services, including primary care.

REC 12: Invest £10m per year to support pregnant women to quit smoking in all parts of the country.

Part 4: System Change

REC 13: Tackle the issue of smoking and mental health.

REC 14: Invest £8m to ensure regional and local prioritisation of stop smoking interventions through ICS leadership.

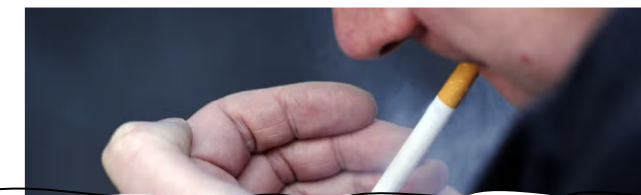
REC 15: Invest £2 million per year in new research and data, including investing £2 million in an innovation fund.



NEWS | POLITICS

What is the Government's smoking ban plan?

Labour's election-winning 2024 manifesto pledged preventative public health measures.



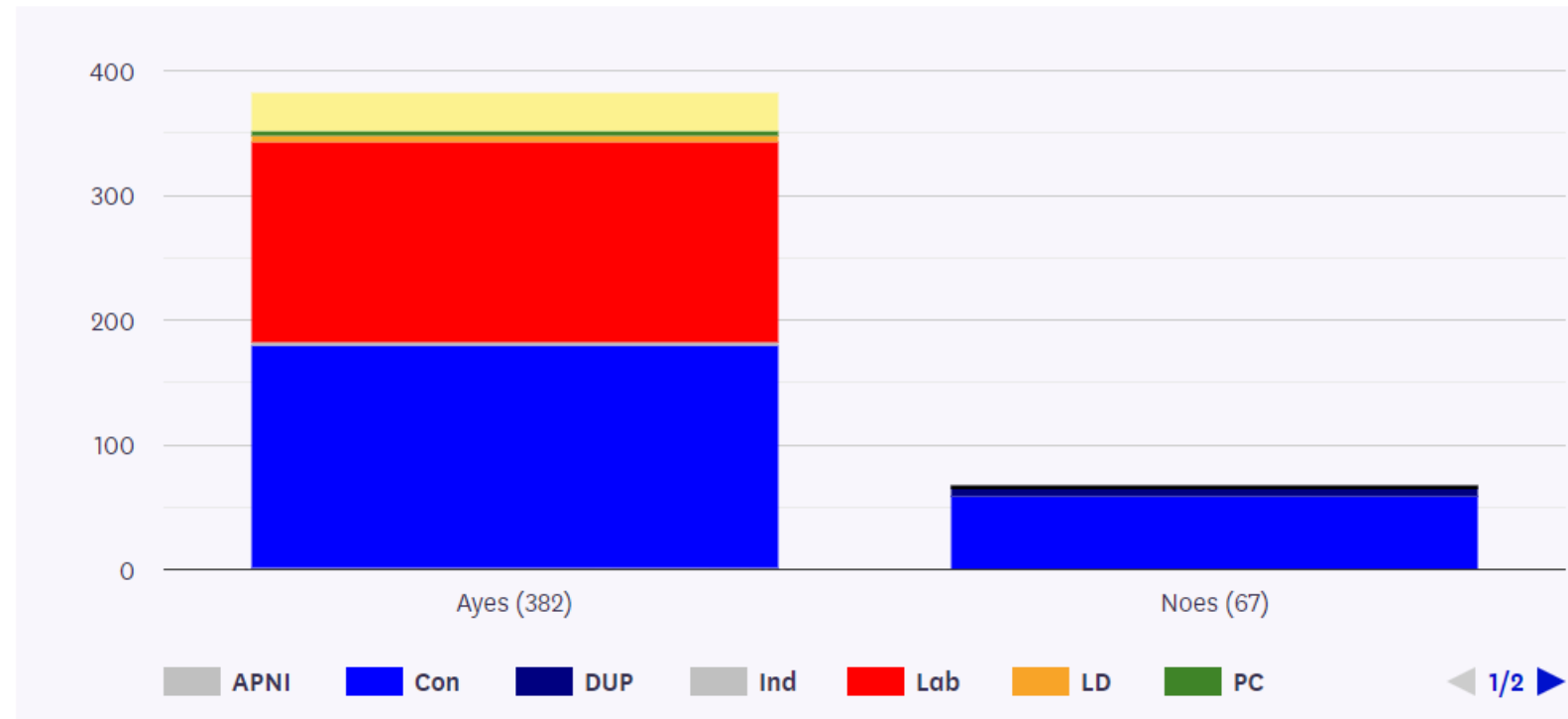
Proposals pre-election

- Tobacco and Vapes Bill:
 - Generational ban on sale of tobacco for those born after 2009
 - Additional vaping powers (defined in regulations)
 - Further enforcement powers
- Disposable vapes band:
 - DEFRA regulations.
 - Due to come in April 2025
- E-liquid tax
 - HMRC
 - Keep price difference with tobacco
 - Due to come in October 2026

Tobacco and Vapes Bill

- Strong cross party support at second reading
- Completed committee stage
- Fell due to the election

Votes by party





FACULTY OF
PUBLIC HEALTH



CANCER
RESEARCH
UK



British Heart
Foundation

Strong support from the health sector



Royal College
of Physicians



Royal College
of Surgeons
of England



Royal College of
Obstetricians &
Gynaecologists



What else?

- Smokefree generation still likely to be center-piece
- Modified vaping regulations to reflect amendments at committee e.g. powers to regulate design of products not just brands, prohibit vending machines etc
- Possible new measures
 - Licensing of tobacco and vaping retailers
 - Extension of smokefree legislation

Roadmap to a smokefree country

- Labour pledge in Health Mission
- Now is the time to maximise opportunity of legislation with an ambitious national strategy
- Set a vision for rapid reductions in current smoking
- Short term spending review must protect pledged investment.
- Medium term further investment for rapid declines.



Spending pledged by last government

Additional funding - what	Value
New funding for LA stop smoking support	£70 million from 24/25 committed for 5 years
Swap to stop scheme	£45 million over two years
New enforcement funding	£30 million from 24/25 for 5 years
National mass marketing campaigns	£15 million from 24/25 for 5 years
National financial incentive scheme for pregnant women	£10 million over two years

Investment in NHSE:

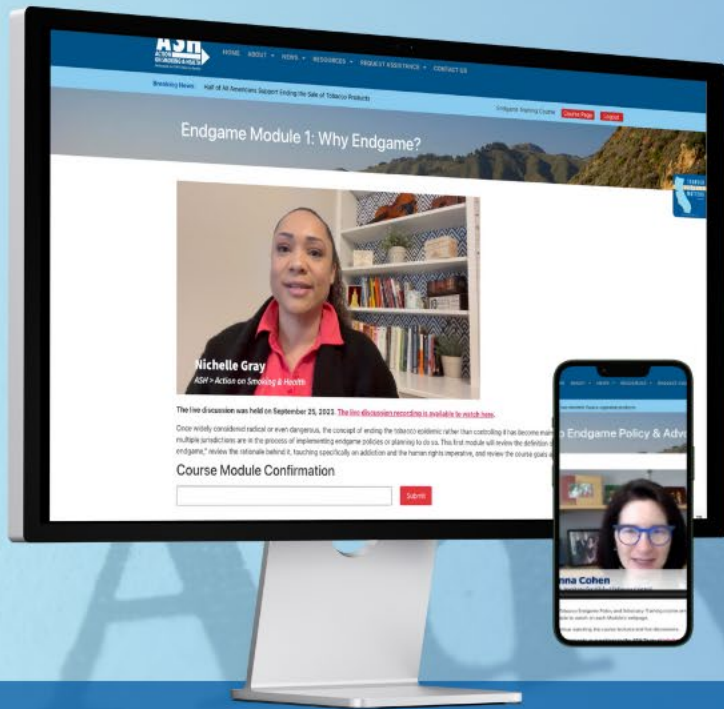
- Maternity
- Acute
- Mental health

Gaps from projected budgets plus community mental health investment

Where next?

- **Return the Bill** soon...?
 - Vaping regulations still need consultation and development
 - Smokefree generation changes need effective communication and enforcement strategy
- **Protection of planned investment** to reduce numbers who currently smoke
- A **Roadmap to a Smokefree Country** with an ambitious plan to reduce smoking rapidly in this parliament





TOBACCO ENDGAME POLICY & ADVOCACY TRAINING COURSE

9 MODULES: RECORDED LECTURES + 4 LIVE DISCUSSION SESSIONS

- #1 WHAT IS ENDGAME?
- #2 POTENTIAL ENDGAME POLICIES
- #3 BREAKING SOCIETY'S ADDICTION & DECONSTRUCTING NORMS
- #4 LEGAL CONSIDERATIONS
- #5 SDGS & THE NCD GLOBAL ACTION PLAN
- #6 ENVIRONMENT
- #7 POLLING & RESEARCH
- #8 STRATEGIC PLANNING
- #9 COMMUNICATIONS

REGISTER TODAY!



Road to Busan

Prioritizing Principles of Accountability, Transparency and Justice in the Future Global Plastics Treaty

SPEAKERS

By order of intervention. Additional speaker to be confirmed.



Rob RALSTON



Lecturer in Public Policy, University of Edinburgh



Grant ENNIS



Lecturer, Monash University & Author of "Dark PR: How Corporate Disinformation Harms Undermines Our Health and the Environment"



Anastasia GIADROSSI



Associate Legal Officer, Aarhus Convention Secretariat



Kritika KHANIJO



Technical Officer (Legal), Public Health Law and Policies Team, World Health Organization (WHO)



Deborah SY



Head, Global Public Policy and Strategy, Global Center for Good Governance in Tobacco Control (GGTC)



Ana Paula SOUZA



Human Rights Officer, Office of the United Nations High Commissioner for Human Rights (OHCHR)



Frankie ORONA



Executive Director, Society of Native Nations & UNEP Major Groups and Stakeholders Facilitator of Indigenous peoples and their communities



Rachel RADVANY



Environmental Health Campaigner, Center for International Environmental Law (CIEL)



Laurent HUBER



Executive Director, Action on Smoking and Health (ASH) | Moderator

29 October 2024 | 14:00 – 15:30 CET | Online (Webex)

tiny.cc/GEN29Oct24



THE UNIVERSITY
of EDINBURGH



Global Center for
Good Governance
in Tobacco Control



GENEVA
BEAT PLASTIC POLLUTION
DIALOGUES

STAY INVOLVED



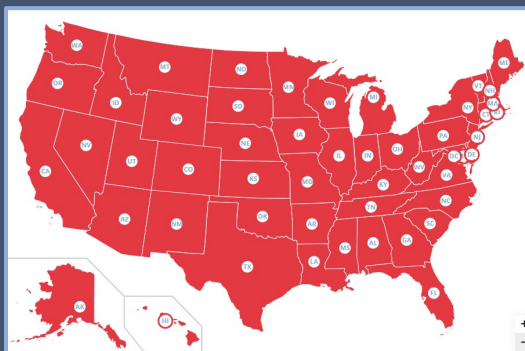
Please complete our survey after the webinar ends. Thank you!

NEXT WEBINAR:

*Tobacco Control Advocacy at CEDAW:
Past, Present, and Future*

November 14, 2024

RESOURCE TO USE



*U.S. Tobacco
Lobbyist & Lobbying
Firm Registration
Tracker 2024*

ash.org/tobacco-money