

2024 Annual Report

From Advocacy to Action:
Dedicated to ZERO deaths.



“We are not just reducing harm, we are rewriting the future. The end of the tobacco epidemic is not only possible, it is within reach.”

- LAURENT HUBER
Executive Director of ASH

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Laurent Huber (Executive Director)
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Carol Maytum
Kelsey Romeo-Stuppy
Jayme Zupo

2024

IMPACT

TRAINING & TECHNICAL ASSISTANCE

3,003
advocates trained

31
jurisdictions received endgame and communications technical assistance

6
jurisdictions received media campaign technical assistance

15
webinars

686
individuals from 69 countries and 42 US states plus D.C. registered for the 9-week Tobacco Endgame Policy and Advocacy Training Course

10
endgame training resources

With a committed team of eight, Action on Smoking and Health (ASH) makes meaningful contributions to public health, achieving more than our size might suggest.

ADVOCACY

2
advocacy reports

6
submissions to UN bodies

1
U.S. Tobacco Industry Lobbyist and Lobbying Firm Registration Tracker, covering all 50 states and DC

3
UN treaty negotiations on plastic pollution

6
major sign on campaigns gaining support from 100s of partner organizations

1
federal menthol rule being monitored



EXECUTIVE DIRECTOR'S MESSAGE



2024 has been a busy year for Action on Smoking and Health (ASH), marked by significant achievements in the fight against tobacco use. As we look ahead to 2025, it's clear that ASH's continued leadership is crucial to ending the tobacco epidemic.

One of ASH's key Strategic Priorities is to "serve as an incubator and catalyst for interventions that phase out the sale of commercial tobacco products," what we affectionately call Project Sunset. When ASH started Project Sunset, tobacco endgame was considered fringe, but this has changed, and now at the end of 2024 the "tobacco endgame movement" has gone from merely being a dream to becoming a reality.

In 2024, the latest round of negotiations of the WHO Framework Convention on Tobacco Control (FCTC), the 10th Conference of the Parties (COP 10), included the topic of endgame for the first time in its Agenda. The U.K. introduced a tobacco bill that includes a tobacco free generation phase out policy measure. Communities in California explored endgame policies and over a dozen towns in Massachusetts passed tobacco-free generation policies. Even the 2024 Surgeon General's Report on Eliminating Tobacco-Related Disease and Death recognizes the need to implement tobacco endgame measures to protect our population, further validating ASH's efforts. **Much of these advancements are thanks to ASH's leadership role and influence in the**

tobacco endgame movement.

ASH also continued to use the rule of law to advance its second strategic priority to hold the tobacco industry accountable for the harms they cause to you and your family. For example, ASH was one of the co-plaintiffs in a lawsuit against the U.S. Food and Drug Administration (FDA) for inaction around banning menthol in tobacco products, a move that would protect American children from becoming victims of the tobacco industry. This legal action underscores ASH's commitment to using the rule of law to challenge the tobacco industry's harmful practices.

ASH has made great strides in advancing the use of globally agreed upon best practices and norms to move local communities toward a zero tobacco-use prevalence. For example, ASH led a successful campaign around COP 10 that led to a stronger alignment with UN Human Rights Mechanisms and a session with the Committee on the Elimination of Discrimination against Women (CEDAW) to highlight how tobacco is a barrier to achieving women's rights. ASH expertly coordinated submitting numerous tobacco centric reports to CEDAW and other UN Human Rights Treaty Bodies to amplify the outcomes of the private tobacco session with CEDAW members. ASH has also provided key leadership to the public health community around the development of a UN treaty to end plastic pollution where, at least for now, cigarette filters remain in the list of single use plastics to ban.

ASH also has continued to monitor tobacco industry interference in health policy in the United States by tracking and reporting on tobacco industry lobbying in policymaking efforts aimed at weakening public health

protections. This vigilance ensures that tobacco industry tactics are closely scrutinized and addressed.

These are only a few of the many achievements in 2024 to protect your health, but much remains to be done as the tobacco industry continues to do all it can to keep their deadly products on the market. Despite these successes, much work remains to be done. The tobacco industry continues to push back, using its political influence to delay or weaken measures designed to protect public health. We are fortunate that 2025 offers numerous opportunities to promote a tobacco and nicotine free future, including an upcoming round of negotiations of the tobacco treaty that could advance tobacco endgame around the world and negotiations of the treaty to end plastic pollution that could ban all single use tobacco related plastics including cigarette filters and single use nicotine delivery devices.

ASH will continue to advocate for phasing out the sale of commercial tobacco products in the United States as well as globally through action at local, regional and global action. We are at a time in history where tobacco industry corporations have a tremendous amount of political access and influence on governments, weakening measures meant to defend you from tobacco harms, so we need you more than ever to protect you and your loved ones from the number one preventable cause of death in the United States and the world: tobacco.

Together, we can ensure a healthier world for all.

Laurent Huber
Executive Director

GOAL 1

PUBLIC MESSAGING

40

mainstream presentations to diverse audiences

4

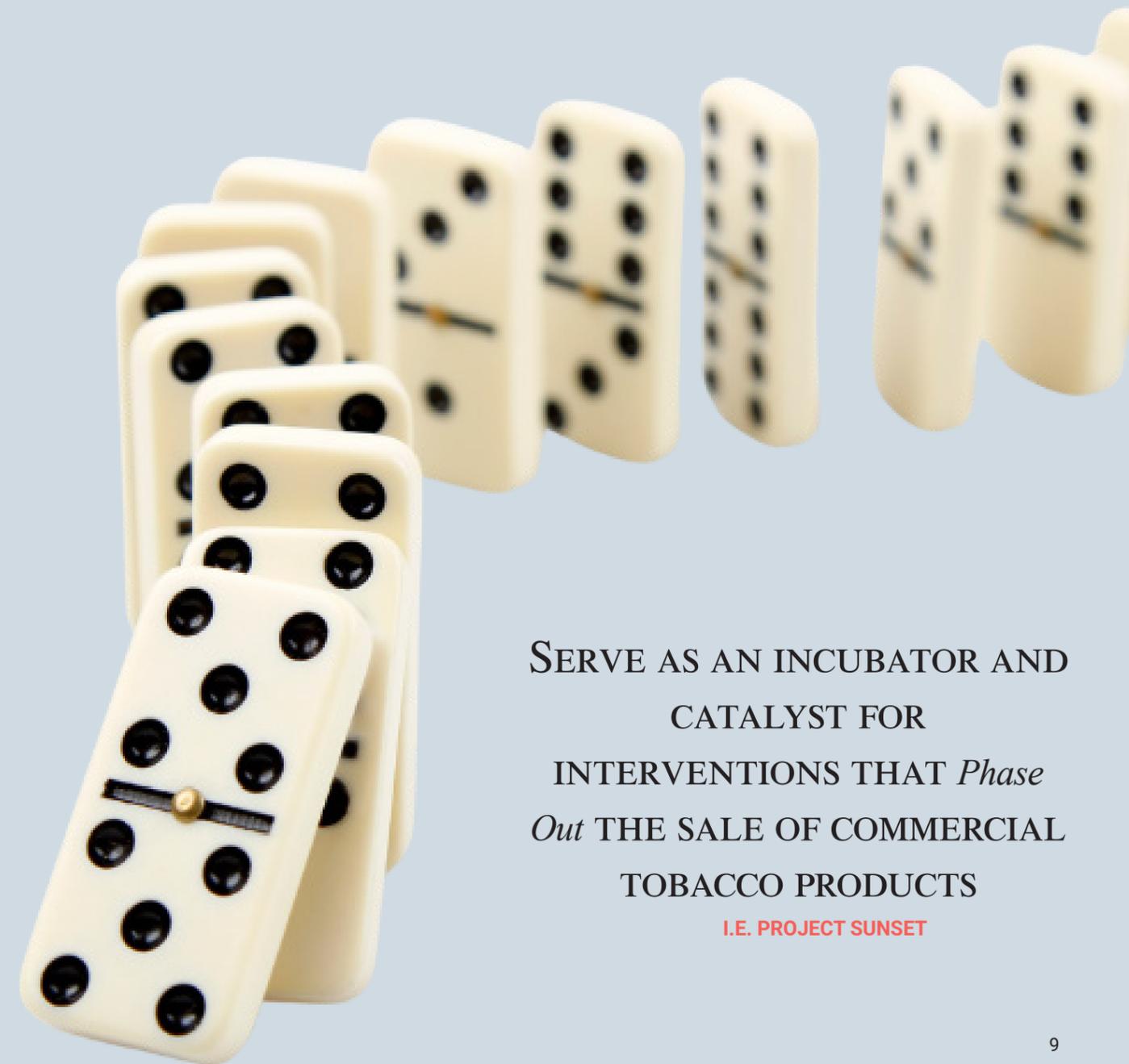
Tobacco Endgame Matters Podcast episodes

11

press releases

43

blogs



SERVE AS AN INCUBATOR AND CATALYST FOR INTERVENTIONS THAT *Phase Out* THE SALE OF COMMERCIAL TOBACCO PRODUCTS

I.E. PROJECT SUNSET



PROJECT SUNSET

The number of tobacco endgame laws in place more than doubled in 2024. Most of the action was in Massachusetts, where 11 additional towns adopted Nicotine-Generation (NFG) ordinances banning the sale of all commercial nicotine products to anyone born after 2003. These new laws came into effect on January 1, 2025. **All combined, roughly 600,000 people now live in jurisdictions with tobacco endgame laws.**

In April 2024, ASH held the first Tobacco Endgame Summit in Washington, DC. Over 100 researchers, advocates, government officials and elected representatives, including all the major national anti-tobacco organizations, gathered to discuss how the public health community can move forward together and accelerate the end of the tobacco epidemic.

At its 10th meeting in February 2024, the Conference of the Parties (COP) of the

Framework Convention on Tobacco Control addressed endgame for the first time. Titling the effort “Forward-Looking Measures,” the COP created a global Expert Group and tasked it with drafting an analysis of potential policies for presentation at COP 11 in November 2025. The two civil society representatives on the Expert Group also serve on ASH’s Project Sunset Steering Committee.

We saw one major setback in 2024. In March, the new government in New Zealand rescinded their world-beating endgame law – passed in 2022 – that would have: (1) banned tobacco sales to anyone born after 2008; (2) drastically reduced (90-95%) the number of tobacco retailers; and (3) reduced nicotine in cigarettes to non-addictive levels. This was extremely disheartening and undercut more than a decade of work by researchers and advocates, but there was a silver lining: the rest of the world had already taken notice.

In June 2024, a bill to ban the sale of tobacco to anyone born after 2008 was

introduced in the United Kingdom House of Commons. An election forced a reset, but the bill is back in Parliament and has the support of both major political parties. A procedural vote was approved by a 9-to-1 margin. In October 2024, the Upper House of Parliament of South Australia passed NFG, which would ban sales of commercial nicotine products to anyone born after 2006. Both bills are expected to pass in 2025.

The combined population of the United Kingdom and South Australia is just over 70 million, meaning that, if passed, the number of people living under tobacco endgame protections would increase more than 100-fold. Overall, 2024 was a bellwether year for ASH’s Project Sunset program. After years of research, communications and advocacy, endgame has developed a life of its own. We’ve created a benevolent monster.



GOAL 2



HOLD THE TOBACCO INDUSTRY *ACCOUNTABLE* THROUGH THE RULE OF LAW



In 2024, Action on Smoking and Health (ASH) made substantial progress in using legal action to hold the tobacco industry accountable for the harm it causes. Through strategic partnerships and involvement in high-profile lawsuits, ASH advanced its mission to protect public health and ensure that the tobacco industry is held responsible for its detrimental impact.

ASH joined the African American Tobacco Control Leadership Council (AATCLC), the National Medical Association (NMA), and the American Medical Association (AMA) in filing a second lawsuit against the U.S. Food and Drug Administration (FDA). The lawsuit was prompted by the FDA's ongoing inaction regarding menthol cigarettes, which remain a major public health threat. As a part of this effort, ASH participated in the "Funeral for Menthol Cigarettes" event in Washington, DC., which raised awareness of the disproportionate harm menthol cigarettes cause, particularly in marginalized communities. ASH staff spoke at the event, emphasizing the need for stronger regulatory actions against menthol cigarettes.

At the 10th Conference of the Parties (COP10) to the World Health Organization's Framework Convention on Tobacco Control (FCTC), ASH played a crucial role in advocating for a robust Decision on Article 19, which focuses on liability for tobacco-related harms. ASH is also preparing to contribute to the Article 19 FCTC Expert Group in anticipation of COP11, ensuring continued momentum in the fight against the tobacco industry.

ASH supports other legal efforts, including serving as legal advisors in a lawsuit against Juul, challenging the company's marketing practices, particularly their targeting of youth.

ASH continues to play a pivotal role in advancing legal measures to hold the tobacco industry accountable and protect public health.

GOAL 3

USE GLOBAL NORMS TO MOVE LOCAL COMMUNITIES TOWARD ZERO TOBACCO-USE PREVALENCE



Action on Smoking and Health (ASH) made significant strides in advancing global tobacco control, using international norms and legal frameworks to protect everyone’s right to health. ASH’s efforts focused on advocating for strong global policies, tackling tobacco-related human rights violations, and pushing for policies to prevent toxic tobacco product waste.

ASH took an important leadership role at the 10th Conference of the Parties (COP10) to the WHO Framework Convention on Tobacco Control (FCTC), leading a successful campaign to adopt a key Decision on Human Rights. The hard-earned Decision (which has been in progress since COP 8 in 2018) includes language encouraging Parties to consider WHO FCTC principles when engaging with the United Nations human rights mechanisms.

In addition to the Decisions campaigns that ASH led at COP, ASH hosted a delegation at COP10 that included experts from organizations such as the AATCLC, Truth Initiative, and Physicians for a Smokefree Canada. We co-hosted five side events, made interventions at Plenary sessions, and co-signed numerous statements advocating for stronger tobacco control measures.

ASH also worked on integrating tobacco control into global environmental policy. As a convener of the Stop Tobacco Pollution Alliance (STPA), ASH advocated for a ban on plastic cigarette filters at the 4th and 5th rounds of negotiations for the treaty to end

plastic pollution (INC4 and INC5). ASH’s efforts led to explicit calls for a total ban on plastic filters from several countries and recognition of the FCTC in the draft Preamble text. Although negotiations at INC5 stalled, ASH remains committed to pushing for a robust treaty in future sessions.

ASH further advanced human rights advocacy by submitting reports to the Committee on the Elimination of All Forms of Discrimination Against Women (CEDAW), highlighting the harmful impact of tobacco on women in various countries. We were also invited to host a session with the Committee, with invited speakers from WHO and the FCTC Secretariat. The presentation further emphasized the intersection of tobacco use, public health, and human rights.

ASH also worked to shape global norms related to tobacco lobbying and public health policy, launching the 2024 edition of the Tobacco Industry Lobbyist and Lobbying Firm Registration Tracker, and continuing our leadership in local coalitions like the DC Tobacco-Free Coalition. Through these efforts, ASH plays a key role in advocating for tobacco tax increases, the application of settlement funds to prevention and cessation programs, and stronger enforcement of local tobacco laws.

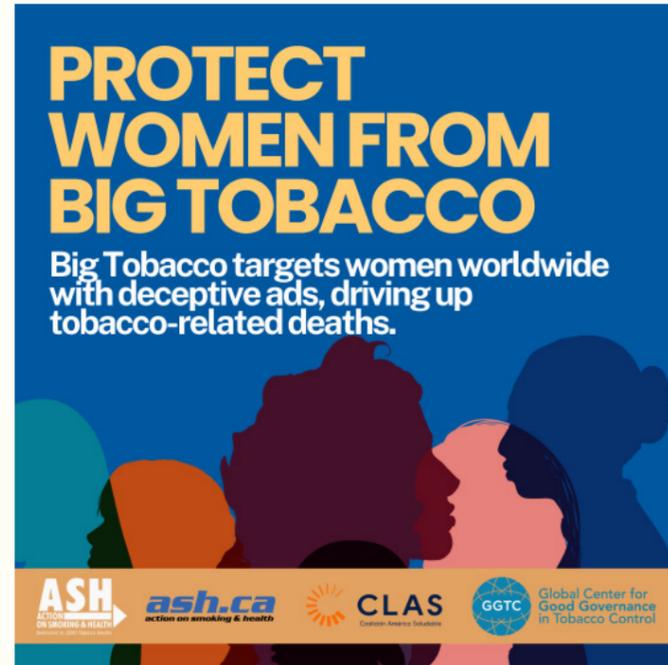
By engaging in these global legal and human rights initiatives, ASH is helping to move local communities toward zero tobacco-related deaths while holding the tobacco industry accountable for its detrimental impact on public health and the environment.



GOAL 4



ENSURE EFFECTIVE COMMUNICATIONS THAT CREATE A DESIRE TO *END* THE TOBACCO EPIDEMIC



Action on Smoking and Health (ASH) experienced significant communications successes that broadened its global influence and advocacy efforts. ASH’s media presence surged, with ASH spokespeople quoted in over 30 major news outlets, including *CNN*, *Bloomberg News*, *The Hill*, *Associated Press*, and *The Guardian*. These articles centered on ASH’s ongoing efforts to combat the tobacco industry, particularly through its second lawsuit against the U.S. Food and Drug Administration (FDA). Highlights included Laurent Huber being quoted in *The New York Times*, *NBC*, and *Bloomberg News*.

ASH also made a considerable impact with 11 press releases highlighting global progress in tobacco control, such as its involvement in the WHO FCTC negotiations, the UN Plastics Treaty, global reports on tobacco and human rights, and Massachusetts’ groundbreaking tobacco-free generation laws. In a major milestone, ASH received the Rolando Andrew Legacy Award from the DC Tobacco-Free Coalition, further solidifying its leadership role in the fight against tobacco. Additionally, ASH amplified media coverage of the passage

of Santa Cruz County’s historic cigarette filter ban, a first in the world.

In the digital space, ASH continued to lead with its compelling thought leadership and growing social media presence. The organization published 43 blogs throughout the year, including key updates on the FCTC COP10 negotiations and the UN Plastics Treaty INC-5 negotiations, strengthening its voice on social justice issues and tobacco-related environmental concerns. ASH’s focus on human rights, including violations by tobacco companies, was featured in global publications.

ASH’s webinar series continued to grow in prominence, hosting 15 events with partners like the UN Human Rights Office and the Ecuadorian Ministry of Public Health. These webinars successfully trained over 3,000 advocates, helping to further ASH’s mission of empowering communities and advancing tobacco control worldwide.

Overall, 2024 marked a year of growth, influence, and leadership for ASH, strengthening its role as a leading advocate for public health and human rights in the fight against tobacco.





DEDICATED TO ZERO TOBACCO DEATHS

ASH is proud of its achievements in 2024, but we recognize that tobacco continues to be the leading cause of preventable death in the U.S. and the world. While we have helped reduce smoking prevalence, global population growth means there are more people smoking at the end of 2024 than there were at the beginning. We note our progress, but keep our eyes on the future. As we often say, our loftiest goal is to put ourselves out of business because there is no more business to be done.

ASH's human rights-based approach to the tobacco epidemic, a tree that we planted over a decade ago, bore a bumper crop of fruit in 2024. The ultimate expression of human rights in the tobacco context is to eliminate tobacco sales and the tobacco industry. Jurisdictions with endgame laws in place nearly doubled in 2024, and the first steps were taken to expand the number of people protected by endgame laws from a few hundred thousand to many millions.

Even so, as we write these words, we face perhaps the biggest challenge ASH has ever faced in its nearly 60-year existence. In the U.S., the federal tobacco control infrastructure has been almost completely dismantled. The loss of funding, as well as human experience and expertise, is a grave threat to public health, and imperils decades of progress. Critical research, both in the U.S. and abroad, has been cancelled. ASH depends on scientific research to develop best practice policies. At the local level, cessation support, public health education and tobacco policy enforcement will see catastrophic cuts.

With the federal government out of the picture, the need for civil society engagement has never been greater. ASH will step up, of course, but we can't replace hundreds or even thousands of public health professionals. We will need to find more resources and strive to increase our impact with what we already have. And what we already have is the best and most experienced team in the field. The challenge is great, as is our confidence.

ACTION ON SMOKING AND HEALTH

STATEMENTS OF FINANCIAL POSITION
DECEMBER 31, 2024 AND 2023

	2024	2023
ASSETS		
Current Assets		
Cash and cash equivalents	\$ 220,412	\$ 75,289
Grants and contributions receivable	42,631	163,534
Prepaid expenses	10,176	9,176
Investments	60,548	75,011
Total Current Assets	<u>333,767</u>	<u>323,010</u>
Property and Equipment, net	<u>570</u>	<u>1,140</u>
Other Assets		
Security deposit	5,085	5,085
Restricted cash	106,182	451,406
Restricted investments	3,609,019	3,901,748
Total Other Assets	<u>3,720,286</u>	<u>4,358,239</u>
Total Assets	<u>\$ 4,054,623</u>	<u>\$ 4,682,389</u>
LIABILITIES AND NET ASSETS		
Current Liabilities		
Accounts payable	\$ 43,739	\$ 41,229
Accrued expenses and other liabilities	153,423	149,545
Total Current Liabilities	<u>197,162</u>	<u>190,774</u>
Net Assets		
Without donor restrictions		
Undesignated	142,260	118,461
Board-designated	498,031	536,747
Total Without Donor Restrictions	<u>640,291</u>	<u>655,208</u>
With donor restrictions	3,217,170	3,836,407
Total Net Assets	<u>3,857,461</u>	<u>4,491,615</u>
Total Liabilities and Net Assets	<u>\$ 4,054,623</u>	<u>\$ 4,682,389</u>

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

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

STAY INVOLVED IN OUR MOVEMENT

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

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!

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/X and LinkedIn.



MAKE A GIFT

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

