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Megan Manning: Thank you all for joining us today. We will get started, and I'll turn it over to Laurent initially.

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Laurent Huber (ASH): All right, thank you, Megan. So, thank you all for joining us today, and again, this is not a webinar, so this is a much smaller audience. This is just for the people who have registered for the course.

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Laurent Huber (ASH): We had about approximately 100 people who said they wanted to participate, but because of time zones, I see that not everyone is here.

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Laurent Huber (ASH): So, again, we're in meeting mode, so this is your meeting, but today you will be hearing some updates on Endgame around the world, so I will, in a few seconds.

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Laurent Huber (ASH): give the floor to Megan so she can give you an update of what we know of Endgame policies being implemented or considered.

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Laurent Huber (ASH): or in strong consideration, both first in the United States and around the world. And then we'll have 3 exciting updates from, uh.

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Laurent Huber (ASH): Helen Duffy with ASH in the UK will tell us a little bit more about what's going on with the, uh, the situation right now with the TFG and the Tobacco and vapes law in the UK.

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Laurent Huber (ASH): And then from Martin Drago and Francois.

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Laurent Huber (ASH): from Contrerfe and the Committee National Lebagine, respectively, who will tell us about the TFG bill that's been proposed in France.

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Laurent Huber (ASH): And just so you know, so I'll let you know now that, uh, towards the end of the month, we do have a webinar then, for a much larger audience.

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Laurent Huber (ASH): Also on that topic, that we'll have in presence the Member of Parliament, Nicola Thierry, who introduced that bill in France.

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Laurent Huber (ASH): But without any further ado, because I don't want to waste any of your time, I'll give the floor to Megan, who will give you an update of Tobacco Endgame.

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Laurent Huber (ASH): policies, both in the United States and around the world, and what I find very exciting is it wasn't that long ago that.

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Laurent Huber (ASH): The idea of endgame policies were absolutely considered absolutely crazy, and now we've really moved from just being just a crazy concept.

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Laurent Huber (ASH): And a crazy goal to a reality, so things are really changing, and you will have noticed that most of the conference in tobacco control and health.

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Laurent Huber (ASH): Now, the central theme is endgame so it seems like our community is now thinking of how can we go from just controlling this product.

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Laurent Huber (ASH): to ending this epidemic, so something quite exciting. Megan, I'll give you the floor and give us the update of, um, where are we around the world with this?

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Megan Manning: Fantastic.

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Laurent Huber (ASH): Megan, go ahead.

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Megan Manning: So, we'll start just with the U.S, because we have a lot of progress happening in the U.S.

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Megan Manning: There's multiple different Endgame policies already in place in the U.S. We have 4 cities in California that have passed a complete sales ban on tobacco and nicotine products.

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Megan Manning: We have, I think, at least 4 more cities or counties that are also exploring that at various stages, so that's very exciting to see happening in California.

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Megan Manning: Then, across the U.S, in New York, Minnesota, and Massachusetts.

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Megan Manning: different cities have passed a tobacco retail license phase-out. So, the current retailers in most of the locations can continue selling, but eventually.

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Megan Manning: There will be no retailers in those jurisdictions. Of note is the sixth one, Wakefield, Massachusetts, actually is also below in the nicotine-free Generation Policy.

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Megan Manning: Category, so they passed a nicotine-free Generation Policy along with 21 other.

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Megan Manning: towns in Massachusetts, and they included that phase-out in their policy as well, which is a really exciting combination. We would love to see more jurisdictions.

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Megan Manning: combining policies in that way. And then, uh, another policy that we've seen pass is the cigarette filter ban in Santa Cruz County, California.

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Megan Manning: So overall, with all of these policies, 832,000 Americans are protected by Endgame policies.

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Megan Manning: Which is very exciting to see. There have been 5 state bills introduced. We're really not thinking that any of those would move forward, but it's always good to see.

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Megan Manning: The interest, um, in introducing them.

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Megan Manning: Then when we look globally, there's only the Maldives who have actually implemented their policy. They implemented a smoke-free generation policy, which is that age-based phase-out.

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Megan Manning: They had already banned e-cigarettes, so that was not included in their policy specifically. And then we'll hear more today about the United Kingdom and France, and then there's also bills pending in.

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Megan Manning: Uh, one in South Australia that, again, we're not the most optimistic about, and then the European Union does have funding for Endgame work.

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Megan Manning: And 23 countries have selected to work on Endgame policies, so we're hopeful to see some more progress happening there.

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Megan Manning: Um, that cigarette filter ban is also under consideration in 3 different jurisdictions.

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Megan Manning: Um, listed on the side there. So, right now, we have 530,000.

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Megan Manning: folks protected in the Maldives from an Endgame policy, but the potential is huge, especially with the United Kingdom so close to passing their policy.

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Megan Manning: I've also noted the two policies, uh, one in the Philippines and then the New Zealand one, both of which are not in place at this time, but important to note just for our historical context on Endgame policies overall.

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Megan Manning: So that is our status update. If you're looking for this status update, I'll drop the link in. We have this as an infographic on ASH's Endgame website.

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Megan Manning: So I'll share that as well, so that if you're ever looking for a status update on Endgame policies, you know where to look.

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Megan Manning: Um, but now we can turn it over to our speakers.

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Laurent Huber (ASH): Great, thank you, and thank you, Megan, and it's great to see this progress, but as you can see, it's still.

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Laurent Huber (ASH): At the early stages, and there's a lot more... a lot of work to do, and it appears very daunting.

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Laurent Huber (ASH): But for some of those who are, you know, in our 60s, we'll remember that it wasn't that different in the early 2000s with smoke-free policies.

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Laurent Huber (ASH): It seemed absolutely impossible. As I always say, even in the context of the early stages of the FCTC negotiations.

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Laurent Huber (ASH): I remember we were told it's absolutely crazy to even think about smoke-free bars and restaurants, so...

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Laurent Huber (ASH): progress will happen, and remain optimistic. So first, let's start with our first... I would like to give the floor to Helen Duffy from ASH UK.

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Laurent Huber (ASH): And everyone is extremely curious about where are we at now. We went through the House of Lords.

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Laurent Huber (ASH): What's happening with the TFG bill? Helen, the floor is yours, and also very curious also.

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Laurent Huber (ASH): not only on the TFG bill, but also on the secret filter ban, and also the role of the industry, which I understand has been putting a lot of money in cleanups and so on and so forth, but...

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Laurent Huber (ASH): We're eager to hear from you.

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Helen Duffy: Thank you. Um, Megan, are you able to share my slides? Because, um, it's saying that participants aren't able to share slides.

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Laurent Huber (ASH): And while the slides... while the slides... while the slides load, just remember, again, this is a meeting, so you're in meeting mode for all of you, so feel free to raise your hand, so you're gonna be able to post questions to the speakers.

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Laurent Huber (ASH): Uh, so this is your meeting. You're not there, just a passive audience attendee where we have much larger numbers. You have the opportunity to have a small group.

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Laurent Huber (ASH): where you can ask questions and take advantage of the knowledge of the speakers. Helen, go ahead.

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Helen Duffy: Yeah, so I'll just, um, start off while Megan's finding the slides. So, yeah, thank you so much for having me, um, at this meeting today. I'm Helen Duffy, and I'm the Public Affairs Lead at Action on Smoking Health, based in London. Oh, thank you.

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Helen Duffy: Um, and yeah, I've been asked to come and talk to you about the Tobacco and vapes bill, so I'll just move on to the first slide.

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Helen Duffy: Um, which kind of outlines what the Tobacco does. Obviously, the kind of endgame policy that's contained in this bill, um, is what we call the smoke-free Generation, or you might say Tobacco-Free Generation.

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Helen Duffy: Um, that will ban the sale of tobacco products to anyone born after the 1st of January 2009, so that's due to come in on the first day of the new year next year, so in 2027. Um, so that's really exciting, but the bill also does a lot of other things, um, and I won't, this is my most text-heavy slide, so...

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Helen Duffy: You can just read it after the meeting. Um, but essentially what the bill hopes to do and hopefully does achieve is a comprehensive regulatory network.

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Helen Duffy: Um, so that we are no longer kind of playing legislative whack-a-mole against industry innovation when it comes to tobacco and nicotine products. And so it takes a whole host of powers on, you know, marketing, advertising, product placement, um, yeah, and the very existence of some products, including filters, which I'll touch on a little bit later on.

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Helen Duffy: But the intent of this bill is really future-proofed legislation, that this is kind of the last big piece of primary legislation that will need to go through the UK Parliament on tobacco and nicotine products.

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Helen Duffy: And that in the future, we will be able to just use this bill to do what we need to do to respond to the market.

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Helen Duffy: Um, so I'll just move on to the next slide, which kind of shows the journey that the bill has been on through the UK Parliament so far. Um, and it's been a kind of slow and painful, um, journey for many reasons.

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Helen Duffy: many of which I think are just kind of out of our control, that, um, we have, you know, a new Labour government that hasn't been in power for a very long time, and there's a very busy legislative agenda, there's lots of kind of internal politics in Parliament about when things get debated.

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Helen Duffy: Um, but I think that there was some inertia on this bill because the implementation date for the smoke-free Generation policy was in 2027. It was kind of seen as, well, as long as we get it through in good time to do that, it's okay.

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Helen Duffy: And something that ASH here in the UK was always very keen to emphasize is there's a lot of urgent action on all that other stuff that's in the bill that needs to be taken, you know, when it comes to the marketing of nicotine products to young people, and even basic things like having an age of sale for some of those products, which is currently missing. Um, so I'm very happy to say that we are currently at the kind of.

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Helen Duffy: A inner circle, which is the consideration of amendments. Um, so the bill completed its journey through the House of Lords.

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Helen Duffy: went to the Commons, there was no kind of votes on any of the changes that were made, um, and it just has to pop back very, very quickly to the Lords on Monday to correct a very minor drafting error.

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Helen Duffy: So, a mistake that the lawyers made. Um, and then we expect that it will achieve royal assent.

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Helen Duffy: By the end of the month, so probably the 29th, 30th of April, which is really, really exciting news.

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Helen Duffy: Um, I'll just move to the next slide, because I just want to talk about a couple of changes, um, that were made to the bill throughout its parliamentary journey. I think the main takeaway... oh, thank you, Nick.

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Helen Duffy: Uh, the main takeaway that I want, um...

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Helen Duffy: Uh, to kind of emphasize here today is that the bill has kind of got through unscathed and unweakened by industry attempts to, you know, undermine it.

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Helen Duffy: Um, there were some changes that were made to the bill when it was in the House of Lords, and the one that we're most excited about is the inclusion of powers to regulate cigarette filters. Um, so this is the kind of campaign that I first started working on when I joined ASH.

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Helen Duffy: Um, because we realized that, you know, it...

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Helen Duffy: it's obviously such a huge issue, and we kind of saw what actually we're doing in the US, and the ban in Santa Cruz, and it's so interesting, and I think particularly for politicians, when we have these big pieces of legislation going through, and we've kind of.

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Helen Duffy: we've caught their attention with that. Um, it's always good to kind of show them what next and what further steps can they be taking, and the fact that.

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Helen Duffy: cigarette filters sit at this intersection of being a health problem and an environmental problem, and we know politicians love to talk about health and the environment, so allowing them to do that at the same time, obviously, is a big win. And yeah, we've got so much support from parliamentarians, and also eventually the government.

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Helen Duffy: convincing them that they needed to have the power to do something about this. So, um, a bunch of government amendments went onto the bill that allow them in the future to regulate the packaging, display, flavors, and marketing of filters. And there's also a power in there to implement a complete ban on these products.

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Helen Duffy: Um, we are moving forward as, like, positively as we can, and basically saying the government has committed to do a call for evidence on this, which is kind of the first step.

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Helen Duffy: on the ladder of regulation, they would probably push back and say, oh, slow down, like, we haven't said we'll do that yet, but we just say what we want to see and kind of keep going, and we're really hopeful that we will get some progress on this and see some action on this.

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Helen Duffy: hopefully in the near future. Um, another amendment that was adopted was a review of the bill within 4 to 7 years.

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Helen Duffy: When we initially saw these amendments being put forward, obviously we were quite concerned, because anything.

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Helen Duffy: that talks about a review and has a specific time limit, you know, we think, is this a sunset? Is it going to be linked to...

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Helen Duffy: Yeah, exactly, quite, yeah, from the comments. Um, we don't want it to be a sunset, we don't want it to give people an opportunity to, you know, criticize the bill, and obviously the smoke regeneration policy.

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Helen Duffy: within 4 to 7 years, there's certain things that we will be able to assess, but there's a lot that we won't be able to show. So, for example, we'll be able to provide, you know, evidence and appraisals on how well it's been implemented.

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Helen Duffy: how it's been received in the cohort, how well retailers are doing, enforcing it, whether there are any issues, um, public awareness, public support, all those kind of things. What we won't see are those long-term health benefits, which are, you know, much further... they're huge, but they're much further down the line. Um, but we do believe that the review of the bill will be a very positive thing.

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Helen Duffy: it will be an opportunity to share learning from the UK's experience with other jurisdictions, and hopefully encourage people to follow in our footsteps. And the review also doesn't just apply to the smoke-free generation part of the bill, it applies to all these other regulation, so it will be a good chance to kind of hold the government to account on.

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Helen Duffy: What their aims are with regulating, you know, tobacco and other nicotine products, and to kind of see where they've got to and what further stuff they need to do.

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Helen Duffy: Um, another very important, it's quite technical, but it is important change that was made, um, to the bill, is the bill introduces a very comprehensive definition of a tobacco product.

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Helen Duffy: Um, previous legislation has sort of left a perceived loophole for heated tobacco products, and they are currently being marketed in supermarkets in the UK.

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Helen Duffy: even though the government has said that under the current definition, this isn't allowed, um, those supermarkets have instead taken the tobacco industry's advice that it is allowed. And previously, in the first draft of the bill, this new definition was going to come in two months after the bill becomes law.

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Helen Duffy: that has now been brought up to the point of royal assent, because, you know, we believe this new... this... the new definition is the right one, and it already applies, and so that... that was a significant win for us, albeit.

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Helen Duffy: rather technical and boring. Um, and there were also amendments adopted to regulate the use of technology on vaping devices, um, which is really good news because, again, it's thinking about that future proof and making sure that the bill contains all the powers that we need it to in the future.

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Helen Duffy: Um, on the next slide, I'm just going to briefly touch on what votes were had when the bill was in the House of Lords, as that's kind of the most, uh, the most recent.

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Helen Duffy: kind of endorsement from Parliament. Um, so there was only one vote when the bill was going through the Lords, and it's not a big surprise that it was on the kind of core tenet of the smoke-free Generation Policy.

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Helen Duffy: So, um, one of the members of the House of Lords tabled an amendment to replace that policy with an age of sale of 21 plus, um, that was obviously backed, um, by the tobacco industry, and the House of Lords rejected this weakening amendment, with 246 peers voting against it, and only 78 supporting it.

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Helen Duffy: So I think that's a really clear sign, and we were actually very happy that this vote happened, because it allowed the House of Lords to mirror votes that happened in the House of Commons, and it really gives that kind of.

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Helen Duffy: layer of parliamentary, like, credibility to the policy, that it is something that both chambers in Parliament, uh, strongly support, so we were super happy to see that. Um, I'll just move on to my next slide, which I can't remember. Oh, yeah.

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Helen Duffy: Um, so what regulations will follow rule assent? Um, like I said, the bill is an exercise in taking lots and lots of powers. The government then needs to go and use those powers.

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Helen Duffy: So there's already a consultation live on extending smoke-free legislation in England, so that's extending.

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Helen Duffy: what we had in 2007, the kind of indoor smoking ban in public places, so it will create vape and heated tobacco-free places, and also extend that smoking ban into other outdoor areas.

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Helen Duffy: So, in England, the government is consulting on doing that in hospitals and around schools and playgrounds.

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Helen Duffy: Um, we were disappointed that they didn't introduce hospitality as well, but we just lost that battle.

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Helen Duffy: Um, and then other regulations that may be coming very soon will include things like point-of-sale display and marketing and advertising of nicotine products.

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Helen Duffy: Um, regulation around flavours and flavor descriptors, and we do expect a consultation to come this year, and so we'll have a better idea of what the government's plan is on all of that.

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Helen Duffy: Uh, what I think is my final slide is the next one.

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Helen Duffy: Yes, are there any risks to the bill at this point? Um, so, it's obviously very exciting that the bill will achieve Royal Assent at the end of this month, but there are a few risks or things that we're kind of monitoring closely when it comes, uh.

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Helen Duffy: to, you know, shifting into this implementation phase. Um, so Reform UK leader Nigel Farage, and I know this is an international audience, so this is the kind of.

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Helen Duffy: populist right-wing party in the UK, but that is gaining... polling very, very well, and gaining a lot of traction in the UK, um, has said that he will repeal the smoke-free Generation policy if his party forms a government.

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Helen Duffy: Um...

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Helen Duffy: he likes to say these kind of things. His opinion as leader is very out of step with what people who would vote for his party think about the, uh, about the policy. Um, so our polling, and we've done kind of in-depth, uh.

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Helen Duffy: discussions and focus groups with reform voters show that they're actually very supportive of the policy, and so.

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Helen Duffy: You know, it's yet to be seen how legitimate a risk this is, and if there was a reform government, which is obviously a big question mark over that.

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Helen Duffy: Um, whether this... repealing this would be a priority for them. Um, but, you know, from our perspective, we're just always really keen to stress the cross-party support that exists in Parliament, um, for tobacco control.

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Helen Duffy: And to kind of do what we can, but we're not naive enough to think that we can kind of change Nigel Farage's mind. Um...

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Helen Duffy: The next risk is the tobacco industry has been laying the ground for legal challenges. Um, there's been quite a few different.

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Helen Duffy: pieces of media coverage, um, and blogs, and things that were coming out in the debate that they're clearly, you know, planning on taking some legal action against the government.

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Helen Duffy: Um, if anyone's got questions about the specifics of that, I can kind of go into it, but the crux of it is.

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Helen Duffy: that they view it incompatible with EU law. Um, and even though the UK is no longer in the EU, there are specific things that apply in Northern Ireland.

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Helen Duffy: that mean that we kind of still need to follow the rules. Um, ASH commissioned, uh, independent legal advice on this.

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Helen Duffy: um, exact issue, as it was kind of coming up a lot last year, and our legal advice is very, very reassuring, um, that the bill is compatible with all necessary EU legislation, and.

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Helen Duffy: You know, the fact that the tobacco industry thinks it's not is not surprising and shouldn't be too concerning for us, but.

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Helen Duffy: I think it is something that we can expect to come further down the line, and we know that, um, litigation is, you know, a classic tobacco tactic to.

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Helen Duffy: Try and chill the appetite for regulation in other jurisdictions.

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Helen Duffy: Um, the other risks are kind of more about this bigger picture around the bill, so there is a risk that.

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Helen Duffy: The bill means that smoking is seen as job done in the UK, you know, we've got this amazing bill that's just going ahead, and we kind of forget about the 5.3 million smokers who live in the UK.

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Helen Duffy: many of which are in deprived communities who are at risk of being left behind, so that's very much kind of what ASH is focusing on alongside supporting the legislation through. Um, and the busy regulatory timetable following the bill may mean that some issues, for example, the FILTERS thing that I talked about earlier.

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Helen Duffy: don't get prioritised because, um, the Department of Health feel like they're doing so much and they couldn't possibly do anymore.

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Helen Duffy: Um, that's far too much talking for me, so I'll stop there, and yeah, just really welcome any questions that anyone has.

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Laurent Huber (ASH): This was excellent, and thank you for showing that the bilateral support, or along all sides.

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Laurent Huber (ASH): even though we noticed that Nigel Farage on the media being very open, that what he would do if he did come into power. I'm sure there will be some questions from the audience later.

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Laurent Huber (ASH): Um, um, but also, I do want to point out in the terms of the, uh.

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Laurent Huber (ASH): compatibility with EU legislation. Steve Bailey has done that report also published with ERS also.

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Laurent Huber (ASH): demonstrating that it is compatible with EU legislation. I have a question later into the definition for tobacco, whether analogs were... would those.

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Laurent Huber (ASH): Does that include those products in that new definition? Will all the analogs and...

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Helen Duffy: Yeah, all tobacco products, it's really unambiguous now, it's just any product that contains tobacco.

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Laurent Huber (ASH): Um...

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Laurent Huber (ASH): Yes.

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Laurent Huber (ASH): And it was good to hear also then that you were able to totally overcome what I was really fearing, the industry interference, even though obviously we have to.

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Laurent Huber (ASH): worry about the challenges. I'm sure there will be questions, I hope there are, from the audience.

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Laurent Huber (ASH): Um, but I will now give the floor to, uh, Martin. Who's going to go first? Martin? Francois.

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Laurent Huber (ASH): Okay, Francois. So, Francois is going to first give the context of the TFG proposal in France, and then the proposal by Nicola Thier, the Member of Parliament, which also had support from all parties in France.

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Francois Topart: Plutôt moi, je pense.

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Laurent Huber (ASH): And this is what people seem to... this really came up in the presentation, Helen.

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Laurent Huber (ASH): There tends to be support from all parties overall at the end, the general public likes this.

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Laurent Huber (ASH): Um, so it's something that, you know, they should not be afraid. And the problem is not done because even now we have, I think, a little bit of a perception that tobacco control is done and it's over.

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Laurent Huber (ASH): Um, and it's really not, so even with the smoke-free policies, there's sometimes this perception, and it's an ongoing battle.

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Laurent Huber (ASH): Francois and Delmartin.

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Francois Topart: Merci. Je voulais juste donner un avis rapide sur l'objectif de

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Francois Topart: Thank you. I just wanted to have a quick word on the objective of

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Francois Topart: Une génération sans tabac, telle que définie en France, car elle peut différer de l'objectif adopté dans d'autres pays.

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Francois Topart: Tobacco-free generation as defined in France, because it can differ from the objective adopted in other countries.

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Francois Topart: So in France the tobacco-free generation objective was announced by Emmanuel Macron in 2020.

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Francois Topart: Ainsi, en France, l'objectif d'une génération sans tabac a été annoncé par Emmanuel Macron en 2020.

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Francois Topart: L'objectif était de réduire la prévalence du tabagisme chez les moins de 18 ans à 5 % d'ici 2032.

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Francois Topart: The goal was to reduce smoking prevalence among 18 years old below, 5,% by 2032.

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Francois Topart: 2020, France had already implemented a range of tobacco control measures, such as a ban on tobacco advertising, a ban on the sale of tobacco products to minors.

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Francois Topart: Significant, um, tax increases with the 10 euros PAC in 2020.

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Francois Topart: The plain packaging for, uh, cigarettes and roll your own tobacco, and the, uh, reimbursement of nicotine replacement.

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Francois Topart: Therapies. Um, and since 2020, and so the announcement of the Tobacco-Free Generation objective, we have.

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Francois Topart: Paradoxically more difficulty to place new tobacco control measures on the political agenda.

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Francois Topart: But, um, we have some good points to mention.

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Francois Topart: The first one is that even if... even if, sorry, we had no new, uh, tax raises, we have, uh, Tobacco.

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Francois Topart: uh, Tobacco taxation, sorry, is now indexed, uh, to inflation. Um, the National Tobacco Control Plan for, uh, 2023, uh, to...

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Francois Topart: 2027 includes two positive measures. The first one is the extension of the plain packaging to all tobacco and nicotine products, and the second one is the expansion of smoke-free areas, such as.

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Francois Topart: Uh, parks, uh, public, uh, gardens, and, uh, beaches.

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Francois Topart: And, uh, the, maybe the most encouraging point, sorry, is that smoking prevalence, uh, has, uh, uh, declined.

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Francois Topart: Uh, significantly in the recent years in France among adults, uh, the daily smoking prevalence is at, uh, 17%, so it's still high, but, uh.

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Francois Topart: Uh, it's 5 points lower than in 2023. Um, and more importantly, tobacco use has dropped among young people.

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Francois Topart: For example, for example, we have a 5.6% of French high school students.

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Francois Topart: who smoke daily in France, so this is 3 times lower than in 2018, sorry, and nearly 6 times lower than in, uh, 2011.

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Francois Topart: So, um, we don't have precise data for, um, smoking prevalence among 18 years old, but, um...

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Francois Topart: The available evidence suggests that Tobacco-Free Generation goal could be.

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Francois Topart: Achieved by 2032.

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Francois Topart: So that was the, the, the, the general context. So now I think, uh, that Martin can, uh, tell you more about, uh, the, the, the TFG bill.

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Francois Topart: Um, yeah.

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Laurent Huber (ASH): Thank you, Francois. For those... just because, you know, and I know we have people from all over the world, so...

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Martin Drago: Yep, perfect.

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Laurent Huber (ASH): not everyone may be aware of the name of presidents, Emmanuel Macron, that Francois mentioned earlier, the president of France.

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Francois Topart: Awesome.

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Laurent Huber (ASH): So, Martin, you go ahead.

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Martin Drago: Yeah, do you hear me? Is it... yeah, perfect. Uh, yeah, Megan, I have some slides just to help.

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Martin Drago: Meaning, if you had them, but um...

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Megan Manning: Yeah, I think I enabled sharing. If you want to share them, otherwise I can pull them up.

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Megan Manning: I don't know if you have a preference.

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Martin Drago: If you can, that would be perfect, because I'm not sure that I have them on the computer. Thanks. Thanks a lot. Well, just to begin, we have.

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Megan Manning: Sounds good.

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Martin Drago: Uh, indeed, we have a proposed legislation here in France, so it's just a proposed one, it's not at all an adapted one, and.

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Martin Drago: We are much, much less advanced than Helen and the UK on the tobacco ban, so we're quite jealous of your tobacco ban to be.

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Martin Drago: To be, um, to be clear, um...

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Martin Drago: Thanks a lot. We are beginning our work on the, um, Tobacco-generational Tobacco ban in France in the next slide.

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Martin Drago: We... it was just, um... we tried to... talked about it during the first... the...

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Martin Drago: presidential election in France in 2022.

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Martin Drago: And, uh, as you said, Laurent, it was quite interesting, because we, um...

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Martin Drago: Well, we had a... we put a campaign on the internet, we had an open letter, we had an advocacy brief, we gave a lot of work, and we had.

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Martin Drago: Quite limited results. We are also pitching online, but it is not resonated a lot.

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Martin Drago: And people and presidential candidates, well.

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Martin Drago: Well, we're not quite used to the idea of a tobacco ban, and we're always referring to the alcohol prohibition in the United States, and we understood that it was really quite a complex issue for them. So, um...

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Martin Drago: We tried again, uh, two years later, in 2024, in the next slide.

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Martin Drago: Um, and this time, it was...

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Martin Drago: Much easier, because...

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Martin Drago: Well, with the adoption in the Malib, but...

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Martin Drago: sort of with the adoption with the bill in the UK, there was really a normalization of this idea of a tobacco ban.

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Martin Drago: And we had much more, um, how do you say it in English, much more positive feedbacks.

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Martin Drago: from a public decider on the idea of a tobacco ban. So, in 2025, we have a French MEP, Nicola Thierry, who decided to back this objective, and as Lauren said, I think we'll be talking with Webinar and Ash in...

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Martin Drago: in a couple of weeks. Uh, and so it doubled the bill to the effect, so we have...

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Martin Drago: uh, registered proposal legislation proposal in France, but it just... the...

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Martin Drago: almost the beginning of the beginning of the process in France. Why? Because we now have just, uh, 40 MPs backing this bill.

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Martin Drago: And if we want this bill to be debated in the plenary assemble in the National Assembly of France.

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Martin Drago: we need at least 151. So, you can see that we have 100... we are 100 MEPs late on this... on this bill, and we see that it's.

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Martin Drago: Quite complicated, because...

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Martin Drago: Well, if at the left of the National Assembly people seem to be okay with this tobacco ban, we see it's much more difficult at the right-wing, uh, right-wing MEPs on the National Assembly with.

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Martin Drago: We will always be quite afraid of prohibition, even if it's not prohibition, but it's quite difficult to.

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Martin Drago: Um, to, uh, explain to them precisely the idea of the Tobacco-.

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Martin Drago: Uh, contrary to the UK also, we just have one article in this bill, as you can see it in the slide.

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Martin Drago: It's just to amend our public health code, and to say that tobacco is prohibited to minors, but also.

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Martin Drago: to people born after 2024. So we had a lot of good media coverage.

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Martin Drago: Also, a lot helped by the UK deal, it's quite positive, but we have not enough MPs now.

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Martin Drago: Uh, on this side. So, next slide.

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Martin Drago: What we did, we, um, was... we are still collecting signatures. Maybe, and I just...

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Martin Drago: But to be... maybe... maybe it will be debated in the... at the end of the year of 2025.

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Martin Drago: 2026, sorry. But the issue we have is that we have another presidential election in 2027.

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Martin Drago: So, the debates in the International Assembly in France will be, uh...

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Martin Drago: Well, we cannot have a bill adopted in the beginning of 2027, so it's...

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Martin Drago: We have a few months, sorry for my English more to debate this bill, but, um...

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Martin Drago: will be difficult. Uh, just like UK also, we had several law professors.

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Martin Drago: Uh, we have been asked them to assess the compatibility of these measures with ARCO, French constitution, but also with the EU law.

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Martin Drago: Um, uh, ongoing with the work of Stephen Belis with the European Respiratory Society.

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Martin Drago: And there is no doubt that such a measure is compatible with the European law, so we are quite, uh...

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Martin Drago: Uh, we are quite strong on these points.

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Martin Drago: What we are going to do, I think, that we will take the debates we have, all the good media coverage, and we will go to the next candidate presidential election, and we will see the candidates, and what our objective will be that.

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Martin Drago: all the candidates for the presidential French election will put this measure in their health package for 2027.

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Martin Drago: But it's... it's quite difficult, and we are seeing that.

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Martin Drago: there's not a lot of political backing. I don't know if it's a good English term, but it's quite a huge debate in France, and there's not a lot of, um...

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Martin Drago: just not... just not as UK, well, everybody seems to support this measure.

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Martin Drago: Not the same insurance deal. But real Malaysia will get ID.

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Martin Drago: Thanks. Alright.

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Laurent Huber (ASH): Thank you, Marta.

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Martin Drago: Hope that was clear.

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Laurent Huber (ASH): Um, it's... it's interesting, because on one side, so it's... it's interesting to see the political.

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Laurent Huber (ASH): shyness or lack of courage when, even, I know, so, contre, when you were called Alliance Contre Tabat, I remember the surveys that were presented to the general public, and with really large samples of the French population.

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Laurent Huber (ASH): And within the French population, as in other countries and in the UK also, over 80% of the population supports.

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Martin Drago: Yeah, yeah.

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Laurent Huber (ASH): Smoke-free policies and Tobacco-free generations law. So, it's... and what's interesting is we saw a parallel with smoke-free policies.

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Laurent Huber (ASH): It was the same thing when, you know, in the 90s, no political leader wanted to implement smoke-free policies, they were afraid.

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Laurent Huber (ASH): And they're actually very popular with the general public, and it's something that it seems that our politicians are not really understanding.

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Laurent Huber (ASH): I'm sure there's questions from the public, but I also noticed that Fenton Howell is on the call, and I know Ireland is also in the review of, um.

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Laurent Huber (ASH): of changing its law, or revising its Tobacco and vapes law, and Fenton.

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Laurent Huber (ASH): Would you mind, would it be rude of me to ask you whether this is, um, the concept of the Endgame? Are there endgame elements that are being in discussion or consideration, or.

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Laurent Huber (ASH): Or is this something that you were not able to talk about, Fenton?

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Laurent Huber (ASH): Maybe Fenton is muted, or maybe is not, um, seized there, but, um, um, but also, are they questions from the audience? I mean, those were very, uh...

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Fenton Howell: Hi, uh, Lauren Fenton here. Yeah, I was just trying to find a way to kick myself.

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Laurent Huber (ASH): Okay.

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Laurent Huber (ASH): Sorry to... sorry to put you on the spot.

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Fenton Howell: No, we...

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Laurent Huber (ASH): Sorry to put you on the spot.

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Fenton Howell: No, no, it's okay, it's okay. Uh, we are, like, we have a lot of legislation going through at the minute.

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Fenton Howell: It's trying to tighten up our legislation around.

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Fenton Howell: e-cigarettes and those sort of products. And we're also... the Department of Health is in the process.

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Fenton Howell: of finalizing, let's say, a report on the next 10 years of tobacco patrol in Ireland.

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Fenton Howell: And that has to be finished sometime during April, May, to bring to the Minister for Health.

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Fenton Howell: And I expect.

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Fenton Howell: The idea of, uh...

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Fenton Howell: Generational Smoking ban could be included in that for... for the minister.

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Fenton Howell: to consider. Uh, so we'd have to see where that goes. We have already got the, uh.

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Fenton Howell: The ban on 21, you know, coming in in the next 2 or 3 years, that's.

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Fenton Howell: That's true and that's clean, you know, so the next step is looking at.

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Fenton Howell: Whether we go down the road of Tobacco-free generation, which I'd certainly be supportive of.

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Fenton Howell: And I think most people would be supportive of it. I think most of our polling, again, would show that 70% of the populations are for it.

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Fenton Howell: So, uh...

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Fenton Howell: We wait and see... for the minute.

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Laurent Huber (ASH): So we see, we see quite some support, um, Larissa, um, could I put you on the spot also?

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Laurent Huber (ASH): What... what do you see in the... in the Emerald region of WHO? So.

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Laurent Huber (ASH): in those countries. And this came up recently. Someone also in discussions around Jordan, and we're asking whether Jordan would be a country that.

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Laurent Huber (ASH): What do you see there? Do you see any political momentum as we see those, it's becoming a reality in a number of countries. Do you see any movement in the region there also for this type of support?

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Larissa Al-Uar: Uh, at the moment, no. I don't think tobacco control is the priority amidst everything that is going on.

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Larissa Al-Uar: Uh... yes.

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Laurent Huber (ASH): With conflicts, where...

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Larissa Al-Uar: Yeah. I mean, uh, we wanted to arrange a meeting with the...

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Larissa Al-Uar: Uh, with His Majesty's office, and we wrote the letter and everything, and we didn't send it, because.

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Larissa Al-Uar: We can't at the moment. I mean, we're working on the ground, uh, a lot.

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Larissa Al-Uar: But it's definitely not a priority now for the government, and we totally understand that.

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Laurent Huber (ASH): Yeah, yeah, we heard the same thing in Ukraine, for example, so, you know, maybe that's not the time right now.

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Larissa Al-Uar: So...

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Laurent Huber (ASH): Uh, with those, uh, those...

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Larissa Al-Uar: backing off. I mean, we're working right now on the graphic health warnings, trying to push for plain packaging, and I have a meeting at the Ministry of Health tomorrow.

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Larissa Al-Uar: we will see if we got a grant from the Campaign for Tobacco-Free Kids. If we get approval, we will start working on that.

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Larissa Al-Uar: But we're working on the ground level, not on the top political level at the moment.

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Laurent Huber (ASH): Okay. Um, Helen, if I go back to you, you, um, um, um...

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Laurent Huber (ASH): So you mentioned that the power to regulate filters, and I know that there were some questions at one point of, you know, some people from.

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Laurent Huber (ASH): from ASH UK contacted us and put us... we put them in touch with the folks in Santa Cruz at the time.

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Laurent Huber (ASH): And, um, where... what do you see as possible next steps? I know one of the questions was.

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Laurent Huber (ASH): If any other juris... if any country had done it, as far as I know, no country has implemented a ban on cigarette filters.

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Laurent Huber (ASH): Um, but how much do you... how much of a reality do you think that could be now in the UK?

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Helen Duffy: It's hard to say, and I think when we speak to the government about it, they're very clear that.

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Helen Duffy: they have a very busy regulatory agenda that's going to follow the Royal Assent of the Tobacco and Vapes bill.

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Helen Duffy: And they don't feel that they can just slot... so, for example, if they're regulating.

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Helen Duffy: vaping display, point-of-sale display, marketing and packaging. They don't feel that they are able to just include filters in that consultation, which is a kind of, you know, obscure way of doing policy, um, and making legislation in the UK.

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Helen Duffy: So I think...

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Helen Duffy: We shouldn't expect that action will come immediately, but I think there's a lot in favor of the campaign that it is.

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Helen Duffy: of such great interest to MPs, and that it... if the UK did it, they would be the first country in the world to do it, and it would be immediately understood by the public as a very, very good thing for a number of reasons.

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Helen Duffy: and the UK government doesn't have many policies like that. Um, and so, you know, we're relentlessly optimistic, um, but there are challenges. I think you alluded to.

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Helen Duffy: a story that came out last week about tobacco industry funding of a major environmental charity in the UK. Um, so there are obviously.

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Helen Duffy: vested interests in stopping it from happening, and for us, we feel we can't do it without a broad coalition with these environmental charities, and obviously it's a challenge that some of them are accepting huge amounts of money from the tech industry. So.

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Helen Duffy: Um, I'm personally really interested in it and want to keep working on it as much as I can, um, because I think it's, you know, a really interesting topic, and it's...

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Helen Duffy: something that people actually want to talk about, but um, yeah, I don't want to set anyone's expectations too high.

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Laurent Huber (ASH): And Francois and Martin, in whatever you've used in Europe, in the context also with the single-use plastic directive.

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Laurent Huber (ASH): As well as... so, as you know, there's the Tobacco product directive, all that mess around that, you know, that's still.

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Laurent Huber (ASH): Slow process that's not moving, but do you see any, any appetite for that?

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Laurent Huber (ASH): in France, for example, is there any of that under discussion? We know that there are French groups that are very active.

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Laurent Huber (ASH): Surf Riders Europe, which most of them, a lot of them, or much of the leadership is based in France.

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Laurent Huber (ASH): are very strong promoters of this. Are you hearing anything positive in that area? And that's one element of, uh.

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Laurent Huber (ASH): Of, um, of... it's one supportive policy to Endgame.

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Francois Topart: Uh, for me, I just... I'm just following at the parliamentary level, and uh... no, it's not very supportive, so I can't tell that, but maybe at another level, it could be true, but I don't have this answer.

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Laurent Huber (ASH): Martin, do you have any information on your side?

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Martin Drago: No, no, but the thing is, is we have this Tobacco bill debated in the National Assembly.

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Martin Drago: We'll try to amend it with things from the UK, so why not subject about filters? But we have.

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Martin Drago: To have a bill debated in the Assembly about Tobacco, and then we will amend it.

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Martin Drago: talk about all our subjects, but no subject on tobacco filters and cigarette filters in France for the month.

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Laurent Huber (ASH): Okay, and as you all know, there's the UN treaty to end plastic pollution.

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Laurent Huber (ASH): It's absolutely gone nowhere. We participated in it, and it's unfortunately, and given the current geopolitical context.

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Laurent Huber (ASH): It's unlikely to achieve anything at this point, so it seems like we may have more chance within the tobacco control community than the.

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Laurent Huber (ASH): The general plastic control community to be able to address this problem.

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Laurent Huber (ASH): Again, so, um, we have 45 minutes into the meeting, but again, this is a meeting, this is not a webinar, this is your meeting.

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Laurent Huber (ASH): for all the... we have a... we have over a thousand... Megan, you can correct me, actually, we might be close to 2,000 people who have registered for the course.

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Laurent Huber (ASH): And people join those discussions that we have on a regular basis in a very ad-oc manner. You know, it's... they're not mandatory, but they're your opportunity to ask questions or share information.

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Laurent Huber (ASH): Those are your meetings, so I've been talking too much, so if anyone has any comments, questions, concerns.

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Laurent Huber (ASH): recommendations and maybe Nick, you're making quite a few comments, and by the way, Nick.

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Laurent Huber (ASH): It looks like the article we submitted to Journal Frontiers has been accepted for publication.

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Laurent Huber (ASH): Just got a confirmation yesterday, I believe, and that's on the topic of plastic filters. But Nick, I'm sure you have a few things to comment on the topic also, particularly plastic cigarette filter ban.

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Laurent Huber (ASH): Nick, any comments?

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Nick Hopkinson: Um, well, and it's really positive that the bill includes this explicitly as a possibility, so...

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Nick Hopkinson: As part of future-proofing, um, tobacco control, the bill allows.

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Nick Hopkinson: the government, essentially, to regulate anything about cigarettes, the manufacturer, and other nicotine devices and stuff. So it's, you know, it's designed to be future-proof.

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Nick Hopkinson: And, um, you know, it was considered possible that cigarette filters might be something that could be regulated and indeed banned.

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Nick Hopkinson: Um, and... but the bill has come out stronger with an explicit, uh, statement that they, you know, that that's something that the government can consider. But obviously.

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Nick Hopkinson: You know, there are quite a number of things that it can do now that it hasn't so far said it will do, but we have to keep, you know, pushing and, you know, make... make things possible.

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Nick Hopkinson: Um, the question I had, I suppose, was, was, you know, I mean, it...

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Nick Hopkinson: Is there any suggestion that the... the election in Hungary and will change the appetite for the... within the EU to actually do a little bit more? Will it open up the possibility of... of, um...

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Laurent Huber (ASH): Oh.

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Nick Hopkinson: of some more ambitious, uh, you know, policies, a new approach? Is it cause for optimism? I don't know.

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Laurent Huber (ASH): I was exactly thinking the same thing yesterday when I saw the results. I don't know whether Martin or, uh...

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Laurent Huber (ASH): Francois want to comment on this, or, uh, we don't have, um, we don't have Cornell, or from NSP, or...

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Laurent Huber (ASH): or someone from the European Respiratory Society here. Maybe Joachim has some comments on that. Joachim, do you have any thoughts on that also?

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Laurent Huber (ASH): Do you see some possibilities in the context of the, uh, with this...

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Laurent Huber (ASH): new government in Hungary.

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Joachim Verheyen: hopes are definitely higher, but I do keep reading that the new government isn't per se suddenly super progressive. So, yeah, let's hope for the best, but not expect too much, I would think. But yeah, I'm not an expert on this matter.

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Laurent Huber (ASH): Okay. Um, I'd like to ask for another region, and Christian Monje, Si que es puerta usirlo parati, I would like to know.

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Laurent Huber (ASH): a little bit what you're hearing in the Latin American countries, and in Bolivia, for example, Christian and Bolivia, for example, or de America Latina.

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Laurent Huber (ASH): Ves algun interece en el tema de Endgame o politicas de contortabaca mas avanzadas.

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Christian Monje: Gracias bron buenas dias de vodivion salud, en la verdad que tema de Endgame.

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Christian Monje: Sobre todo region de bodivia, todavia es casa, lo que ahorita queremos nosotros ex justammente impulsar.

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Christian Monje: para y tambien con las instituciones publicas, no puesto que aqui nuestras regularmentaciones muy debil.

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Christian Monje: Y que de alguna manera iría de acuerdo a las políticas de End Game.

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Christian Monje: Entonces todavía falta mucho por trabajar a nivel.

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Christian Monje: Boliviano, y me animaría a decir también a nivel regional, sobre el tema.

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Laurent Huber (ASH): Perfecto.

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Christian Monje: Muchas gracias.

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Laurent Huber (ASH): Well, what he's saying is that in the context of Latin America, it's very much of a nascent topic, even though we know, as you may know, some countries in the Americas have been leaders in the area.

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Laurent Huber (ASH): of smoke-free policies in the early stages, and so on and so forth, but it's very much at the early stages in Latin America. And by the way, just for those who were Spanish speakers on the 23rd.

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Laurent Huber (ASH): We do have, with the government of Panama, um, um, ASH, corporate accountability.

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Laurent Huber (ASH): and other groups. We have a webinar in Spanish on the topic of Endgame for Spanish-speaking audience in the world.

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Laurent Huber (ASH): But things are moving little by little. And Cristian Espero que este a puntado esta pui minario.

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Laurent Huber (ASH): Um... are there any, anyone, any questions? I mean, again, this is, uh, this is your meeting.

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Laurent Huber (ASH): Uh, I'm talking a lot...

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Megan Manning: We're on... we have... Martin has his hand up.

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Laurent Huber (ASH): As you know, I cannot see. Thank you, Megan. Please, go ahead, uh, go ahead.

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Martin Drago: No, no, it was just a point because, um, uh, as, um, Ellen said, we had asked a professor on.

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Martin Drago: the compatibility of such a band with the European law. And I think one of the very interesting points from our point of view was that.

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Martin Drago: Um, this professor considered that.

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Martin Drago: Um, the members of the European Union could pass a tobacco ban without.

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Laurent Huber (ASH): Ah.

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Martin Drago: asking the permission to the European Commission, and that the actual directive that we are talking about in the European Union.

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Martin Drago: was okay with the tobacco ban, so that would be a huge...

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Martin Drago: Good point for us, because...

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Martin Drago: member states can do it, and we don't have to fight another battle at the European level to have.

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Martin Drago: a straight line in the new European directives on Tobacco- members can adapt to tobacco ban. So it was.

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Martin Drago: I think it's quite an interesting point, and something to debate maybe for the future.

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Laurent Huber (ASH): Very good point. Very good point, and the analogy for Americans, United States, uh, attendees.

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Laurent Huber (ASH): It, like, basically says there's no preemption. So basically, there was a concern within the European Union.

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Laurent Huber (ASH): that the, um, um, that the, uh, EU directives were basically preempting.

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Laurent Huber (ASH): member states, European countries, to independently go beyond the Tobacco product directive.

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Laurent Huber (ASH): And this legal analysis that Martin mentions and a number of lawyers that we work with really are certifying that, no, that is not the case.

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Laurent Huber (ASH): And that was a concern that was both for tobacco-free generation laws, cigarette filters also.

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Laurent Huber (ASH): Uh, that have been discussed. So, member states, European countries can and have the right to protect their citizens.

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Laurent Huber (ASH): And they can do it without having to ask permission from the European Commission and the European Union law. So that is a very important point.

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Laurent Huber (ASH): Um, that I think is worth mentioning. Um, um...

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Laurent Huber (ASH): Um, Joseph, Hayden, I know you always have a lot of good things to say, very good recommendations for others in the world, and from a place in California where a lot is happening.

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Laurent Huber (ASH): that has been a leader in the area of Endgame. Any recommendations and words of wisdom for us in other parts of the world?

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Joseph Hayden, JD: Oh, you're very kind, Laurent. Uh, well, uh, yes, actually, I am frantically working with the LGBTQ minus tobacco here in San Francisco.

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Joseph Hayden, JD: So, for those who don't know the geography of the Bay Area, San Jose and Oakland are the other large cities. In fact, San Jose actually has more people than San Francisco.

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Joseph Hayden, JD: And we have successfully, um, passed ordinances. Uh, San Jose is, uh, years old, but, uh, very, uh, like last year, we passed Smoking Housing and.

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Joseph Hayden, JD: A smoke-free bar patio law in, um, Oakland, so now we're vigorously trying to get that.

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Joseph Hayden, JD: Pass in San Francisco. However, there is a very strong.

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Joseph Hayden, JD: Group of, uh, lobbies, if you will, that are trying to convince some of the.

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Joseph Hayden, JD: Uh, city supervisors that...

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Joseph Hayden, JD: You know, it's part of the gay culture, and as a gay man, I take great offense to the fact that smoking is something.

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Joseph Hayden, JD: that is inherent in our culture, and some of the other advocates in the, um, gay community who are on our side have come up with some.

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Joseph Hayden, JD: clever comparisons. Uh, one of them is...

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Joseph Hayden, JD: If smoking is part of gay culture, does that mean meth is part of gay culture? I mean, is that something that's worth fighting? I mean, it's ridiculous.

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Joseph Hayden, JD: So, um, uh, being that...

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Joseph Hayden, JD: There are, uh, patios in San Francisco, which is a very dense city.

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Joseph Hayden, JD: It's only 7 square miles. It just has, um, become untenable for a lot of people, and.

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Joseph Hayden, JD: And we don't understand, especially from the perspective of employees, uh, why they should be subject to that, of course.

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Joseph Hayden, JD: Of course, and so it might be an uphill battle but, um.

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Joseph Hayden, JD: I think every day this week, I'm talking to a different San Francisco city supervisor.

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Joseph Hayden, JD: and trying to convince their staff and these supervisors that this is the right side of history, and given the momentum with Oakland, which is another large city right across the bay.

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Joseph Hayden, JD: They should do the right thing.

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Joseph Hayden, JD: So, stay tuned. But also, with Endgame, you know, we are also...

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Laurent Huber (ASH): Okay.

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Joseph Hayden, JD: still looking for a city called Livermore. The two cities that are now in Northern California that you mentioned, Tiburon and Ross, are very small cities. It's very...

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Joseph Hayden, JD: encouraging to see that, you know, some Northern California cities.

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Joseph Hayden, JD: are doing Endgame. But these are cities that have, you know, very few or no tobacco retailers. It was kind of a symbolic thing.

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Joseph Hayden, JD: I still encourage it, but the city that we're working on next, um, is Livermore. Livermore is a pretty sizable city.

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Joseph Hayden, JD: It's pretty rural, um, but they've had a TRL for years.

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Joseph Hayden, JD: And so, Endgame is possible, and we are discussing it with some of our champions on City Council.

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Joseph Hayden, JD: That would be a huge get.

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Joseph Hayden, JD: Um, so, that would be the largest Northern California city, um, that would, um, possibly be willing to do this. So, we're still actively working on that.

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Joseph Hayden, JD: But right now, the vote that's coming up that we're really concerned about is, uh.

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Joseph Hayden, JD: the smoke-free bar patios. It will be a real game changer for San Francisco.

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Joseph Hayden, JD: Um, if we're able to get that passed.

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Laurent Huber (ASH): Alright, thanks for sharing that. Uh, and see, Nick, you have your hand up, and then after Nick, also, if Helen Duffy would have... she may also have things to share.

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Laurent Huber (ASH): Uh, and I'm... because I know she posted some things in the, uh, in the chat. Nick, you wanted to comment something? Make another comment?

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Nick Hopkinson: Um, I mean, again, this is probably something that most of you have picked up already, but, but, but I...

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Nick Hopkinson: A key thing about the tobacco industry is that it says one thing in one place and a different thing in another place.

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Nick Hopkinson: And, um, what they've... what they've done about the generational sales ban in the UK is say, you know, why don't you just raise it to 21, that'll be fine.

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Nick Hopkinson: So... so we have the tobacco industry basically on record saying raising the age of sale to 21 is fine.

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Nick Hopkinson: Whereas in, you know, other jurisdictions where they're trying to raise it from 18 to 21, they're saying this is... this is stupid and terrible.

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Nick Hopkinson: So, um...

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Nick Hopkinson: You know, that sort of, you know, is hopefully a sort of a useful tool to, you know, to.

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Nick Hopkinson: To say, you know, even the industry is saying that, you know, it's not too bad to keep it away from children, and then it will just be properly adult smokers who want to take it up, so...

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Nick Hopkinson: Um, that's... that's another sort of small win, I think.

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Laurent Huber (ASH): Helen, did you... did you want to add something else on the litigation side? And as you put that... you put that comment, but uh...

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Laurent Huber (ASH): Do you wanna, uh...

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Helen Duffy: Yeah, I was just sharing some resources, so we won't be publishing the legal advice that we have.

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Helen Duffy: Receive, like, commissioned and received in full, um, because it would show far too much, kind of, case law lag.

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Helen Duffy: Um, for any, you know, upcoming litigation that does happen. Um, so we've just been kind of putting out bits and pieces and blogs and easily digestible, um, formats, which...

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Helen Duffy: Does seem to have, you know, kind of reassured parliamentarians as the bill has kind of gone through.

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Helen Duffy: Um, but yeah, it's just so interesting today to hear about, kind of, what's happening in France, and even that things are in train, you know, I know it's an uphill battle sometimes, but that things are in train and that they're happening, it provides so much reassurance to.

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Helen Duffy: Um, you know, our colleagues in Northern Ireland who are very worried about, you know, the kind of legal situation and.

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Helen Duffy: It's just, it's so helpful to be able to show that other EU countries are looking to do this, they want to do this, and I think.

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Helen Duffy: Um, often the kind of Brexit, post-Brexit legislative framework.

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Helen Duffy: has been used to block other things before, but they've always been things that Northern Ireland didn't want imposed on them. So, there was a very controversial immigration bill that Northern Ireland managed to push back on using this framework, and so.

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Helen Duffy: I think we always need to be clear that, you know, we're talking about policies that everyone, apart from the tobacco industry, wants to happen, and when these, you know, legal questions are coming around, it's when you have the support of all the member states who are kind of involved, it's very hard to see how they have a leg to stand on, even setting aside all the kind of, you know, case law and legal bits and pieces.

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Laurent Huber (ASH): Thank you so much. So listen, I want a big thank you to you, Helen, uh, Marta, and Francois.

01:05:13.000 --> 01:05:24.000

Laurent Huber (ASH): Uh, thank you so much, and thank you to all of you for joining this today. I encourage all of our colleagues, encourage your colleagues to sign up for the course and join those sessions. It's an opportunity for us to exchange information, communicate.

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Laurent Huber (ASH): among each other. This is not a webinar, again, this is our meeting. I hope that in the future, maybe I'll talk less, and uh...

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Laurent Huber (ASH): More of everyone can engage and participate more, because again, this is a meeting.

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Laurent Huber (ASH): uh, of advocates, of Endgame advocates. It's a platform we can use to share information.

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Laurent Huber (ASH): And to help each other in making this world a better place. I'm going to give the floor back to Megan.

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Laurent Huber (ASH): for some announcements she may have and others. But again, encourage your colleagues, no one from the tobacco industry, we do not want this to be infiltrated, so we obviously want to be careful.

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Laurent Huber (ASH): But this is a great place for us to communicate, talk to each other, and you're in a meeting, so you can open your hand, you can talk, you can share, you can ask questions, you can participate.

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Laurent Huber (ASH): Don't be shy. Megan, floor is yours.

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Megan Manning: Yeah, absolutely. Thank you, Laurent. Um, so I just want to make sure folks saw the two upcoming webinars I put in the chat. There's one that will be completely in Spanish on Tobacco Endgame for our Spanish-speaking community, so definitely share that with folks. That is happening next week.

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Megan Manning: Then, the following week, April 29th, we'll have another webinar in both English and French.

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Megan Manning: And that is the one that we will hear from the French parliamentarian talking about the TFG bill, um, that Martin was speaking about today. So that will also be.

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Megan Manning: A fantastic webinar to be a part of.

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Megan Manning: when it comes to this Endgame course, like Laurent said, uh, this is your time, so if there's speakers you want to hear from on different policies, questions you have, discussion topics you think we should have as a community.

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Megan Manning: feel free to email us. We want to make sure these are valuable for all of you to kickstart your Endgame campaigns, as well as if you're looking for resources, um, the different tools, fact sheets, things like that.

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Megan Manning: on Endgame implementation, let us know so that we can work on producing materials that folks would actually use.

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Megan Manning: Um, I think that's it for us.

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Laurent Huber (ASH): Great. Thanks, everyone, for joining us today, and I'm looking forward to continue this fight for health.

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Megan Manning: Thanks, everyone.

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Laurent Huber (ASH): Bye, everyone.

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Francois Topart: Bye.

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Laurent Huber (ASH): Congratulations to the UK and France for this.

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Laurent Huber (ASH): As well as the California communities, and all the ones you mentioned, Megan, in Massachusetts, and uh...

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Laurent Huber (ASH): Maldives, obviously, for implementing it. Bye, everyone.