

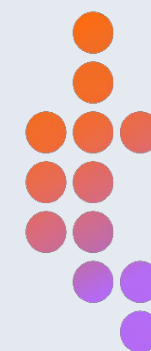
# World No Tobacco Day 2026

# Tobacco Industry Tactics Exposed

May 21, 2026



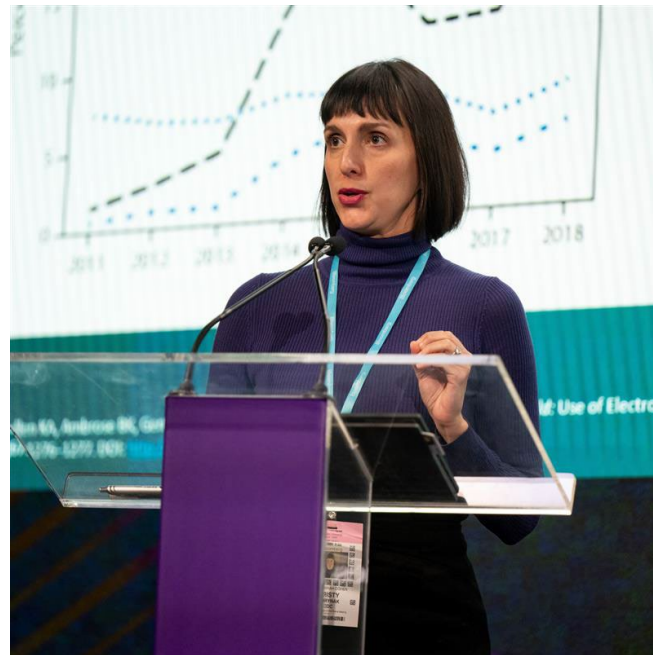
CDC Foundation



**truth  
initiative**  
freedom from  
nicotine addiction

*Disclaimer: The views and opinions expressed in this presentation are those of the speakers and do not necessarily reflect the views or positions of ASH.*

# SPEAKERS



**Kristy Marynak, PhD, MPP**

*Senior Director for Tobacco  
Control Initiatives, CDC  
Foundation*



**Dr. Jessica Rath**

*Senior Vice President, Truth  
Initiative*

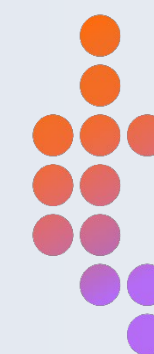


**Carol McGruder**

*Co-Chair, African American  
Tobacco Control Leadership  
Council*



**CDC Foundation**



**truth  
initiative**

freedom from  
nicotine addiction



# The Truth About Nicotine

**What science says—and what the industry isn't telling you**

Action on Smoking and Health | World No Tobacco Day

Kristy Marynak PhD MPP

Senior Director for Tobacco Control Initiatives

CDC Foundation, Atlanta, GA

May 21, 2026

# Disclosures


I have no relevant financial conflicts of interest to disclose and no ties to the commercial tobacco product, e-cigarette, nicotine, cannabis or pharmaceutical industries.

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The findings and conclusions are those of the authors and do not necessarily represent the official position of the CDC Foundation.

# Where we're headed

- What the industry and influencers are saying about nicotine
- What the science says about nicotine
- What we can do to protect health and promote facts



**What does the industry say  
about nicotine?**

# Nicotine is being rebranded as a beneficial substance



### 3. Nicotine Improves Your Focus

Ever noticed how you feel sharper after a cup of coffee? Nicotine works in a similar way, enhancing focus and mental clarity.

Nicokick website, 2025

Whether you use nicotine to enhance focus, boost your energy, or relax - there's a Lucy perfect for you.

Lucy Nicotine website, 2025

Athletic Nicotine inspires more than athletes. It's engineered to fuel any and everyone who understands the aspiration to be the absolute best version of themselves. The triumph we offer isn't just focus and physical achievement. We ship wins, straight to your doorstep.

Athletic Nicotine website, 2026

“Nicotine [...] is a naturally occurring and relatively harmless substance that has roughly the equivalent danger to the individual's health as caffeine.” Smokefree Alternatives Trade Association



Image created with Microsoft CoPilot by Kristy Marynak, September 2025

**“What started as a category for quitting smoking is now evolving into a performance product”**

*The images and brands shown are for educational purposes only.*



# Nicotine is also being positioned as a “natural” substance used for centuries – but products are heavily engineered to drive potency and appeal and circumvent regulation



E-cigarettes and nicotine pouches:

- Most feature nicotine treated with chemicals to increase potency (i.e., nicotine salts)
- Nicotine levels often differ substantially from those reported on labels
- Often contain artificial sweeteners, coolants and other undisclosed chemicals
- Can contain synthetic nicotine or nicotine analogs that circumvent regulation

# Messages equating nicotine and caffeine and promoting performance benefits are consistent with tobacco industry documents

## Action Steps:

- ◆ Define and choose attribute that are true benefits - e.g. performance enhancement, anxiety reduction, Alzheimer's and Parkinson's disease.
- ◆ Publish articles in scientific literature.
- ◆ Publish lay version of our articles in magazines, the press, etc.
- ◆ Determine if what we call benefits are termed in meaningful ways, i.e. do consumer understand performance enhancement or intellectual stimulation.
- ◆ Try to quantify creativity enhancement due to smoking. Determine if benefits exist which we don't know about., i.e. benefits of menthol, etc.
- ◆ Make more use of caffeine analogies. Caffeine use is socially accepted - might enhance social acceptance of nicotine.

## Tobacco companies have a history of engaging in misinformation about nicotine

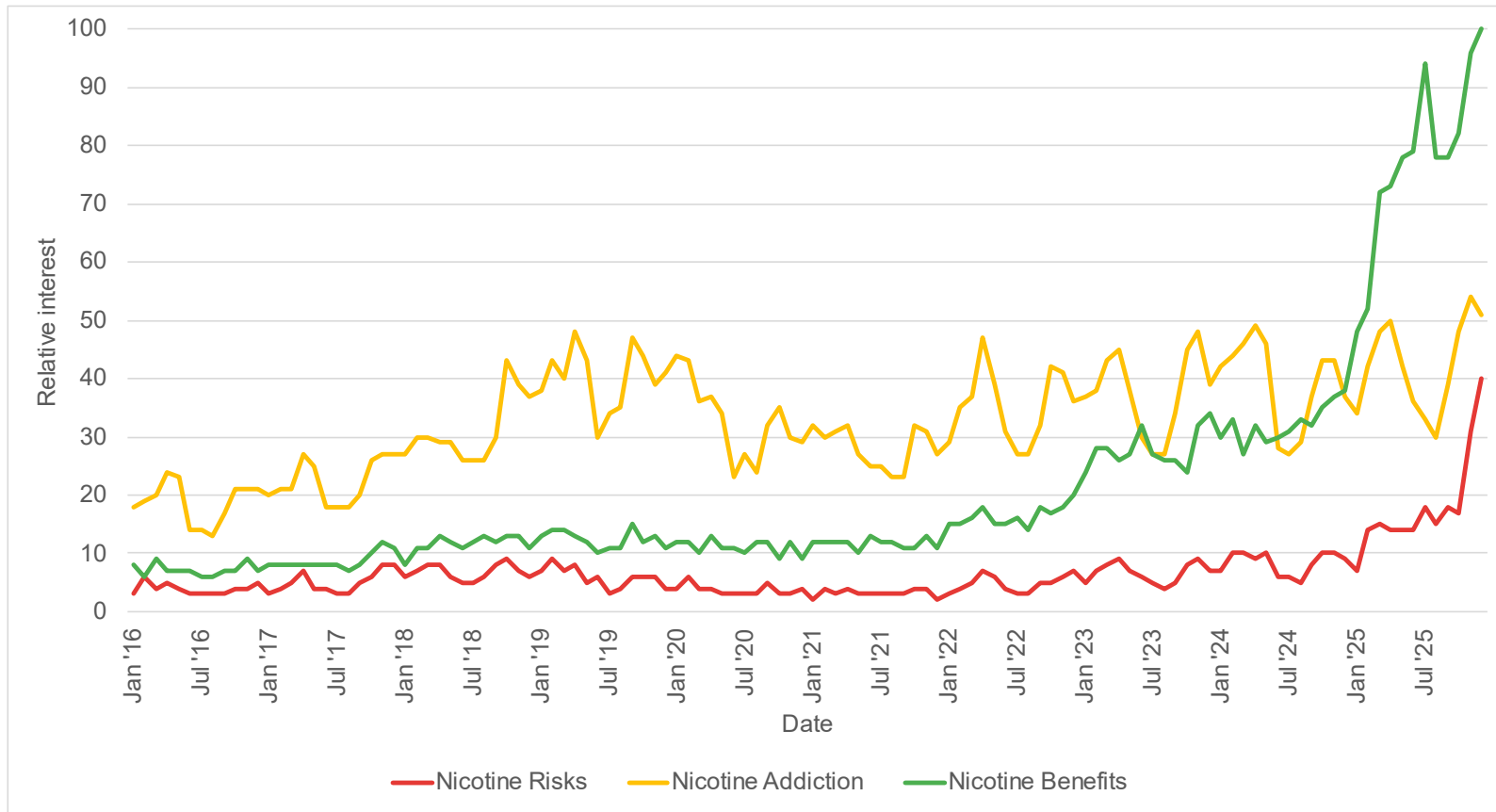
“I believe that nicotine is not addictive”

-CEOs of the 7 largest tobacco companies testifying before Congress in 1994



# Messages about nicotine’s “benefits” are reaching the public

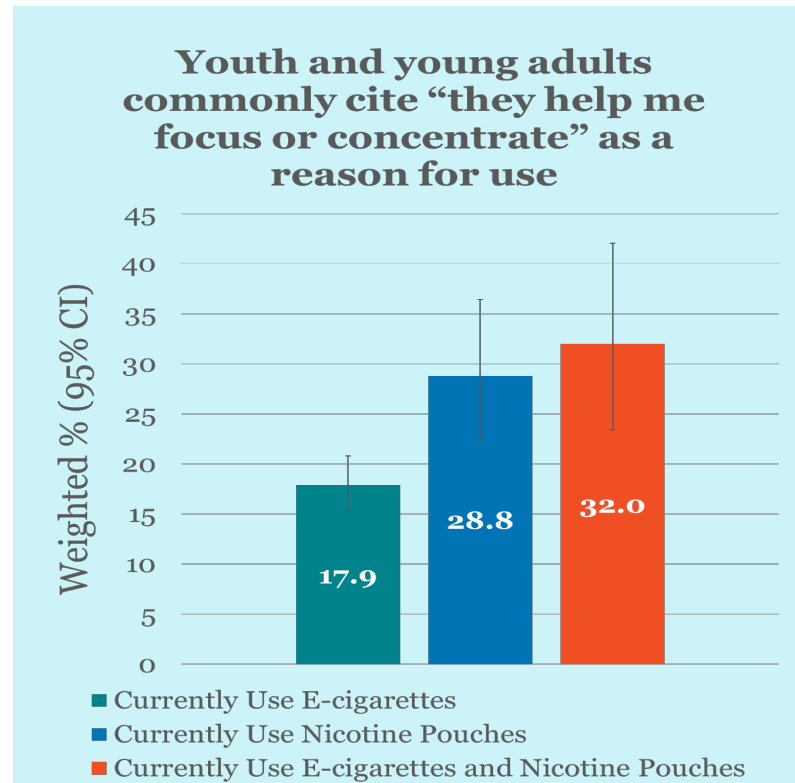
Google search interest in “nicotine benefits,” “nicotine risks” and “nicotine addiction” 2016-2025




*Note, numbers reflect search interest relative to the peak for the most-searched term in the query. A score of 50 means the term is half as popular compared to the peak.*

Source: CDC Foundation and Truth Initiative analysis of Google Analytics

# “They help me focus or concentrate” is a prominent reason for nicotine pouch and e-cigarette use among U.S. youth and young adults



**Source:** Marynak K, Hoffmeyer N, Caron K, Schillo B. Use of e-cigarettes and nicotine pouches “to focus or concentrate” among U.S. youth and young adults. Society for Research on Nicotine and Tobacco 2026 Annual Meeting. Poster presentation. Available at: [https://tobacconitoring.org/wp-content/uploads/2026/03/NicotineforFocus\\_Caron.pdf](https://tobacconitoring.org/wp-content/uploads/2026/03/NicotineforFocus_Caron.pdf)



# What does the science say about nicotine?

# Current marketing claims promote acute impacts without the full picture of long-term harms

- Nicotine is a central nervous system stimulant which may acutely produce short-term improvements in certain aspects of cognition
  - So do other stimulants such as cocaine and methamphetamine
- Need to weigh acute impacts against long-term harms, including addiction, which involves:
  - Tolerance (needing more nicotine for a similar effect)
  - Withdrawal (needing nicotine to feel normal)
    - Inability to concentrate is a known withdrawal symptom!

# Youth are uniquely susceptible to nicotine addiction

- Adolescent brain develops until the mid-20s
- Youth show signs of dependence **quickly**, sometimes before the onset of regular or daily use
- Nearly all tobacco use begins during adolescence and young adulthood

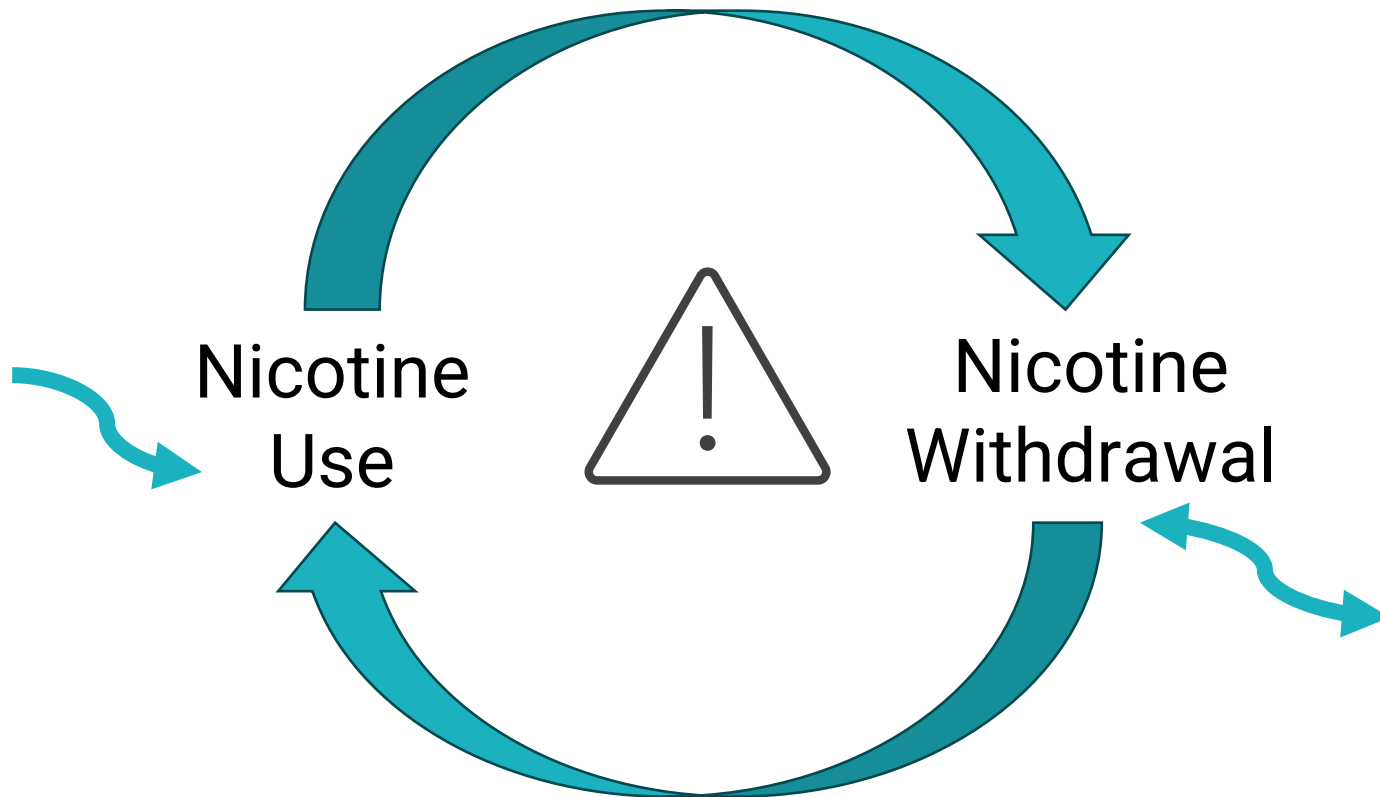
Sources:

- American Academy of Pediatrics. [https://downloads.aap.org/AAP/PDF/AAP\\_Youth\\_Tobacco\\_Cessation\\_Considerations\\_for\\_Clinicians.pdf](https://downloads.aap.org/AAP/PDF/AAP_Youth_Tobacco_Cessation_Considerations_for_Clinicians.pdf)
- US DHHS. *E-cigarette Use Among Youth and Young Adults: A Report of the Surgeon General*. Atlanta, GA: US DHHS, CDC; 2016

# Nicotine addiction is a harmful loop

Factors driving initial e-cigarette use among youth:

- Peer Use
- Curiosity
- Stress
- Flavors



Nicotine  
Use

Nicotine  
Withdrawal

Nicotine withdrawal symptoms driving continued use:

- Restlessness
- Anxiety and depression symptoms
- Decreased concentration
- Insomnia
- Irritability

# Nicotine is powerfully addictive, and quitting is hard

<b>68%</b>	Proportion of adults who <b>smoke and want to quit</b>
<b>Fewer than 1 in 10</b>	Proportion of adults who smoke and were able to <b>successfully quit smoking</b> in the past year
<b>Up to 30</b>	Average number of quit attempts it may take before <b>successfully quitting</b> smoking
<b>57%</b>	Proportion of 1,000 alcohol- and drug-dependent adults who said <b>quitting smoking is harder than quitting their drug of choice</b>
<b>65%</b>	Proportion of middle and high school students who use tobacco and <b>want to quit</b>
<b>60%</b>	Proportion of middle and high school students who use tobacco and have tried to quit

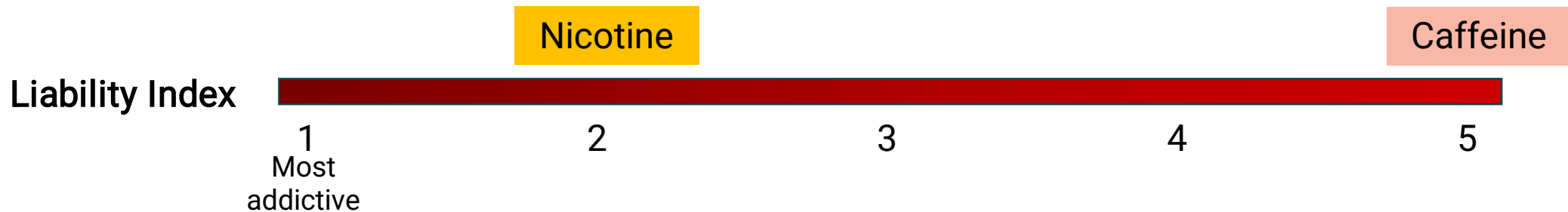
**Sources:**

- <https://www.cdc.gov/tobacco/php/data-statistics/smoking-cessation/index.html>
- Chaiton M et al. Estimating the number of quit attempts it takes to quit smoking successfully in a longitudinal cohort of smokers. *BMJ Open*. 2016 Jun 9;6(6):e011045. Kozlowski LT, Wilkinson DA, Skinner W, Kent C, Franklin T, Pope M. Comparing Tobacco Cigarette Dependence With Other Drug Dependencies: Greater or Equal 'Difficulty Quitting' and 'Urges to Use,' but Less 'Pleasure' From Cigarettes. *JAMA*. 1989;261(6):898–901

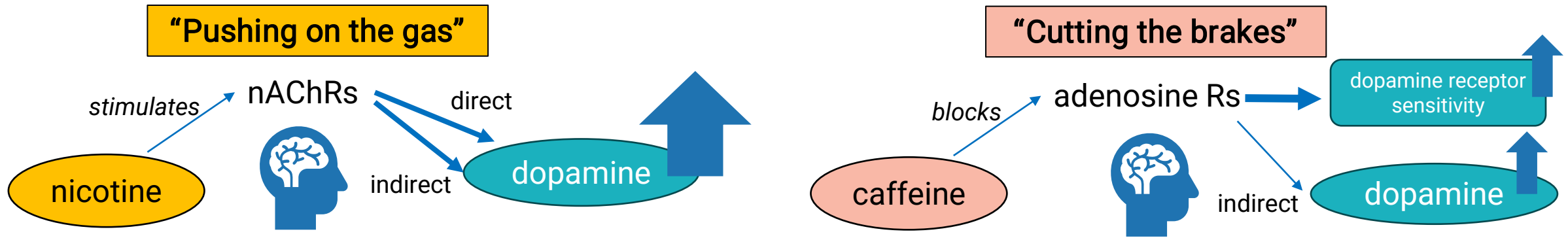
# Nicotine is much more addictive than caffeine

Table 11.7 Addiction risk of major psychoactive drugs

Drug	Liability index
Cocaine, amphetamine	1
Nicotine	2
Opiates (e.g., morphine, heroin)	2
CNS depressants (e.g., alcohol, barbiturates, benzodiazepines)	3
Cannabis	4
Caffeine	5
Hallucinogens (e.g., LSD, PCP)	5



# Nicotine and caffeine affect the brain through different mechanisms



## Sources:

- Dani JA. *Int Rev Neurobiol*. 2015;3-19. doi:10.1016/bs.irn.2015.07.001
- Ribeiro JA, Sebastião AM. *J Alzheimers Dis*. 2010;20(s1):S3-S15. doi:10.3233/JAD-2010-1379
- Dager SR, Friedman SD. *Ann Med*. 2000;32(9):592-599. doi:10.3109/07853890009002029
- Hollinger MA. *Introduction to Pharmacology Third Edition*. 2007

# Nicotine has known and potential risks beyond addiction

- Nicotine exposure during adolescence
  - Can harm the developing brain, including parts that control learning, mood and attention
  - May prime the brain for addiction to other drugs
- Acute nicotine exposure at high doses can be toxic, particularly to children
- Nicotine withdrawal can cause temporary increases in depression and anxiety symptoms
  - After quitting smoking, people report lower depression, anxiety and stress and better psychological quality of life
- Nicotine harms multiple body systems apart from the nervous system, contributing to impaired fetal lung development, immune dysfunction and increased cardiovascular disease risk

# **We are still learning the full picture of nicotine's long-term impacts—but we know enough to caution against initiation**

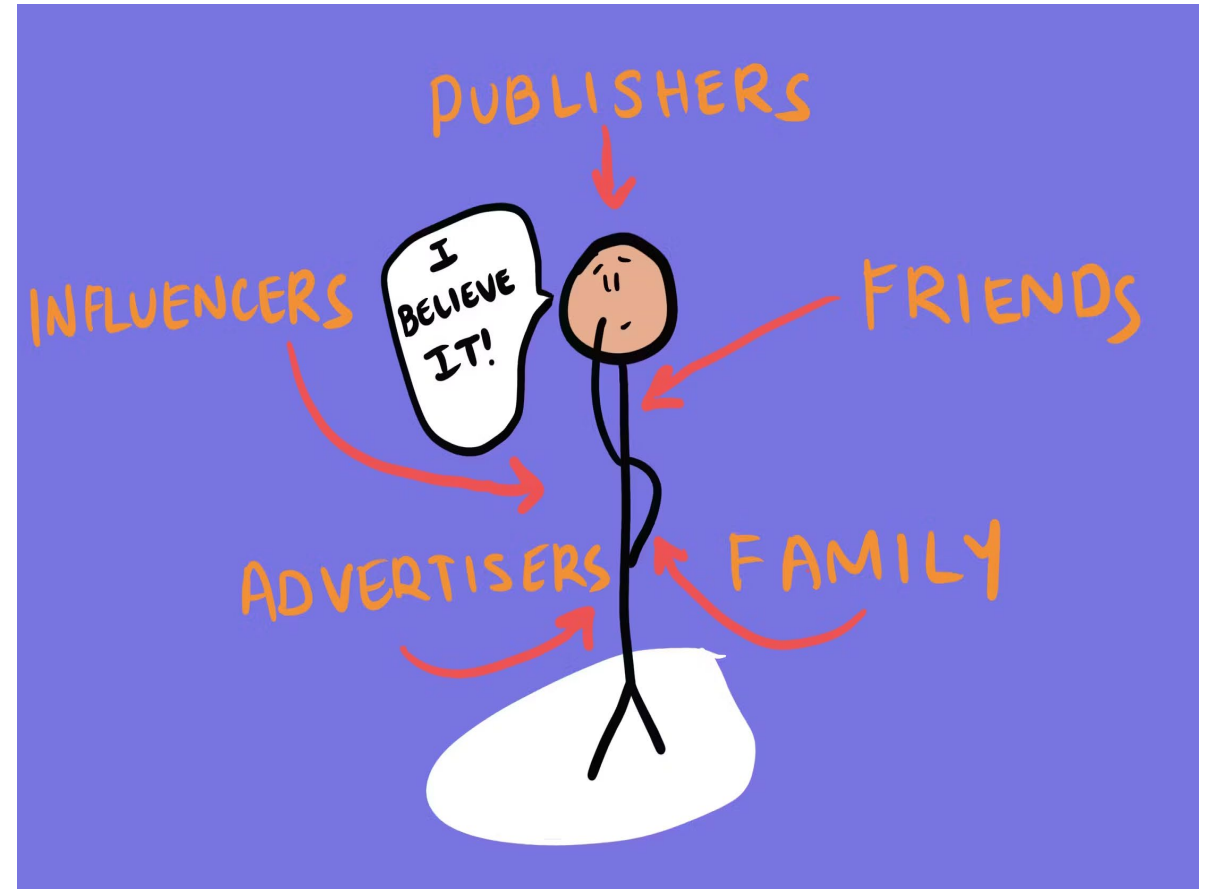
- We are still learning how nicotine impacts our immune, metabolic and cardiovascular disease risk, and we have more to learn about the long-term impact of nicotine on cognition
  - We know that long-term cigarette smoking negatively impacts cognition, and that nicotine exposure harms brain development
- The toxic mix of chemicals in cigarette smoke—not nicotine—cause the overwhelming burden of death and disease caused by smoking
  - But we know enough to caution against nicotine initiation, regardless of whether consumed via cigarettes, e-cigarettes, pouches, or other tobacco products



**What can we do about it?**

# We can counter misleading claims with scientific facts

- People tend to believe false information after repeated exposure (the “illusory truth effect”)
- Repetition of a claim doesn’t make it true – but it can make it stick!
- To counter this, messengers need to be credible, consistent and ubiquitous – without repeating misinformation



Sources:

Udry J, Barber SJ. The illusory truth effect: A review of how repetition increases belief in misinformation. *Curr Opin Psychol.* 2024 Apr;56:101736. doi: 10.1016/j.copsyc.2023.101736. Epub 2023 Nov 14. PMID: 38113667.

Image source: <https://thedecisionlab.com/biases/illusory-truth-effect>

# What we can do

- Lean into the facts
  - Nicotine is powerfully addictive and has known harms
- Take action to stop unproven nicotine claims
  - Report marketing claims to FDA or your state Attorney General Office
- Promote what works to prevent youth tobacco product initiation
  - Price increases that make it harder for youth to afford products
  - Smokefree policies that make being tobacco-free the norm
  - Counter-marketing campaigns that reach young people with resonant messages on platforms they use
  - Restrictions on sales, such as for flavored tobacco products

# Key Take-Aways

- Nicotine is being marketed as a beneficial substance
  - Nicotine-naïve populations appear to be targets of some marketing
- Current marketing claims promote acute impacts without the full picture of long-term harms
  - There is *no scientifically proven benefit of initiating nicotine at any age*, and many known harms
- Comprehensive tobacco control tools are still effective, including counter-marketing



**Thank you!**

Contact: [kmarynak@cdcfoundation.org](mailto:kmarynak@cdcfoundation.org)

Acknowledgements: Brenna VanFrank, MD MSPH

# Tobacco Industry Tactics: Branded and Unbranded

May 21, 2026

Jessica M. Rath, PhD, MPH, CHES

Senior Vice President, Truth Initiative

President, American Academy of Health Behavior



# Acknowledgements

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Rebecca Goyette<sup>1</sup>

I would also like to acknowledge members of the **Tobacco Science Integrity Steering Committee** for their continued collaboration and efforts in furthering this important work.

<sup>1</sup>Truth Initiative, Washington, DC, USA

<sup>2</sup>Mowery Communications, LLC, St. Paul, MN, USA

# A Long History of Interference

1946

1952

1953

1954

Physician Endorsements

'Cancer by the Carton'

Establishment of Tobacco Industry Research Centers

'Frank Statement'

"I'm going to grow a hundred years old!"

...and possibly she may—for the amazing strides of medical science have added years to life expectancy

It's a fact—a woman, wonderful fact—than that for her husband. Think your doctor will do much longer than was her mother's, and a good 15 to 20 years longer than that of her grandmother. Not only the expectation of a longer life, but also for her husband.



According to a recent Nationwide survey:

## More Doctors smoke Camels than any other cigarette!

NOTE: We have chosen our physicians for our research organizations confident this survey had been asked and just a few thousand, but 113,000, doctors were used to make the cigarette they themselves preferred to smoke.

Answers came in by the thousands... from general practitioners, diagnosticians, surgeons, nose and throat specialists too. The most-named brand was Camel. If you are not sure smoking Camels try them. Let your "LIZON" tell you (see page).

**THE "LIZON" TEST WILL TELL YOU**

The "LIZON" test is the sure way to find out if you are getting the most out of your cigarette. Only one brand will give you the "LIZON" test. Only one brand will give you the "LIZON" test. Only one brand will give you the "LIZON" test.

**CAMELS** *Coastal* **Tobacco**

Recent medical research on the relationship of smoking and lung cancer

## Cancer by the Carton

Condensed from *Christian Herald*  
Roy Nier

**I**NTUITIVELY DEARNS the medical controversy over the part played by smoking in the rise of bronchogenic carcinoma, better known as cancer of the lung, has largely been kept from public notice. More than 25 years ago the late Dr. James Ewing, distinguished pathologist and leading spirit in the organization of the American Association for Cancer Research (now the American Cancer Society), pleaded for a public educational campaign.

One may hardly aim to eliminate the tobacco habit," he wrote in his famous essay on cancer prevention, "but cancer propaganda should emphasize the danger signs that go with it."

No one questions that tobacco smoke irritates the mucous lining of the mouth, nose and throat, or that it aggravates hoarseness, coughing, chronic bronchitis and tonsillitis. It is accepted without argument that smoking is forbidden in cases of gastric and duodenal ulcers; that it interferes with normal digestion; that it contracts the blood vessels,

increases the heart rate, raises the blood pressure. In many instances of heart disease, the first order from the doctor is to cut out smoking immediately.

But what gives grave concern to public-health leaders is that the increase in lung-cancer mortality shows a suspicious parallel to the enormous increase in cigarette consumption (now 2500 cigarettes per year for every human being in the United States).

The latest study, which is published in *The Journal of the American Medical Association* (May 27, 1952), by a group of noted cancer workers headed by Dr. Alton Ochsner, former president of the American Cancer Society and director of the famous Ochsner Clinic in New Orleans, discloses that, during the period 1920 to 1948, deaths from bronchogenic carcinoma in the United States increased more than any other, from 1.1 to 11.1 per 100,000 of the population. From 1938 to 1948, lung-cancer deaths increased 144 percent. At the present time

*Christian Herald (Chicago), 5/21, copyright 1952 by Christian Herald Assn., Inc., 47 E. Wacker Drive, Chicago 4, Ill.*

**THE TOBACCO INSTITUTE**

**Center for Indoor Air Research**

**THE COUNCIL FOR TOBACCO RESEARCH - U.S.A., INC.**

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A Frank Statement to Cigarette Smokers

RECENT reports on experiments with mice have given wide publicity to a theory that cigarette smoking is more responsible than lung cancer in human beings.

Although isolated by dozens of published scientific, medical experiments are not regarded as conclusive in the field of cancer research. However, it is not before that any serious medical research, even though its results are inconclusive should be disregarded or lightly dismissed.

At the same time, we feel it is in the public interest to call attention to the fact that recent news and research studies have publicly questioned the claimed significance of these experiments.

Distinguished authorities point out:

1. The medical research of mouse lung tumors indicates many possible causes of such tumors.
2. There does not seem to be any agreement among the authorities regarding the true cause.
3. There does not seem to be any agreement among the authorities regarding the true cause.

A. The scientific papers in fact appear to show that the disease could appear with equal force in any one of many other species of animals. In fact, the validity of the statistics themselves is questioned by numerous authorities.

"We accept an interest in people's health as a basic responsibility, particularly in every other consideration in our business. We believe the products we make are not injurious to health.

We always have and always will cooperate closely with those who believe it is to safeguard the public health.

This statement is being issued because in the people are entitled to know where we stand on the matter and what we intend to do about it.

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## SPINNING A NEW TOBACCO INDUSTRY

HOW BIG TOBACCO IS TRYING  
TO SELL A DO-GOODER IMAGE  
AND WHAT AMERICANS  
THINK ABOUT IT

# Industry Strategies

1

**Expanding** product portfolios to attract new customers and retain existing ones

2

**Marketing** new products to youth and young adults who have rejected cigarettes

3

**Changing the Narrative** to improve industry reputation among influential audiences and the general public

4

**Lobbying and Cultivating influence** with policy makers against policies that strengthen tobacco control efforts

# Big Tobacco Has Expanded

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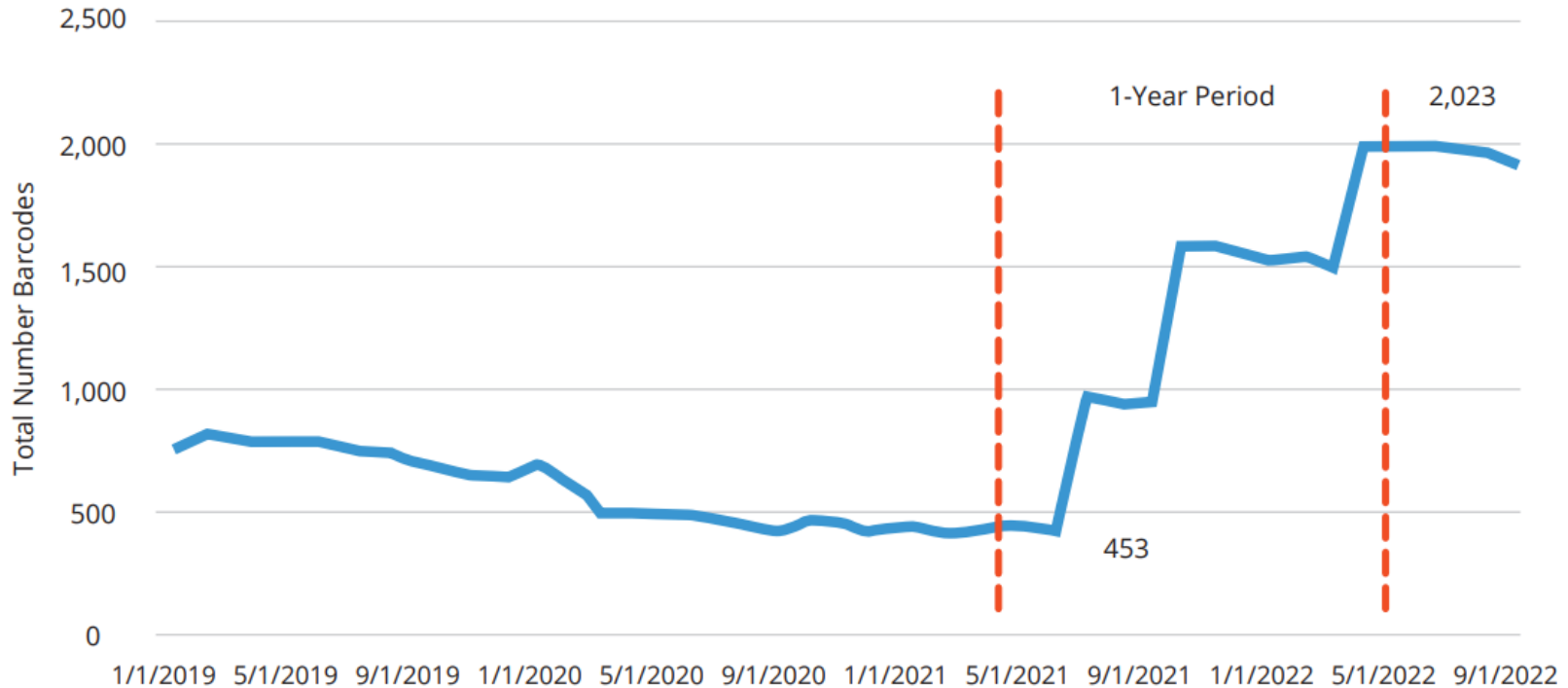
INNOKIN<sup>®</sup>



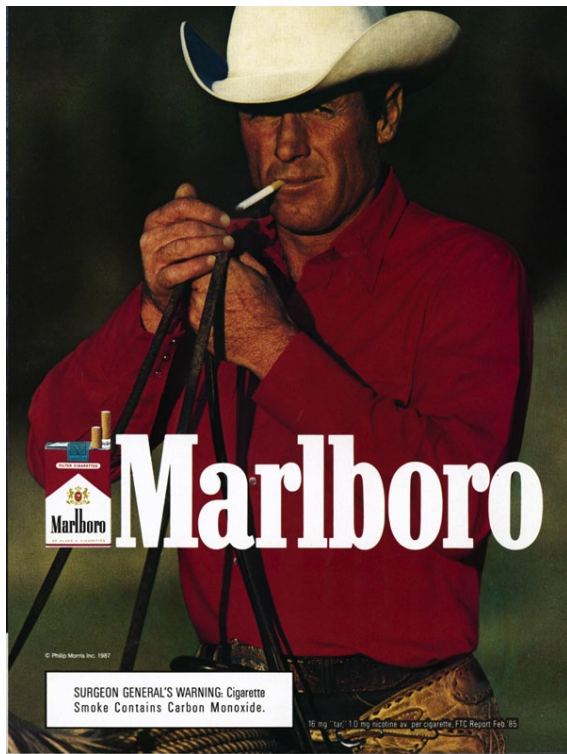
INTERNATIONAL  
VAPOR GROUP<sup>®</sup>

IVPS

# E-cigarette Manufacturer and Brand Proliferation



# Tobacco Brands Then...



A man in a cowboy hat and red shirt is lighting a cigarette. A pack of Marlboro cigarettes is visible in the bottom left corner.

**Marlboro**

© Philip Morris Inc. 1987

**SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.**

16 mg. "tar," 1.0 mg. nicotine av. per cigarette. FTC Report Feb. 85



The Camel mascot is wearing sunglasses and a leather jacket, holding a cigarette and a Ticketmaster gift certificate.

**SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.**

*Cash in at Ticketmaster® with Camel Cash.*

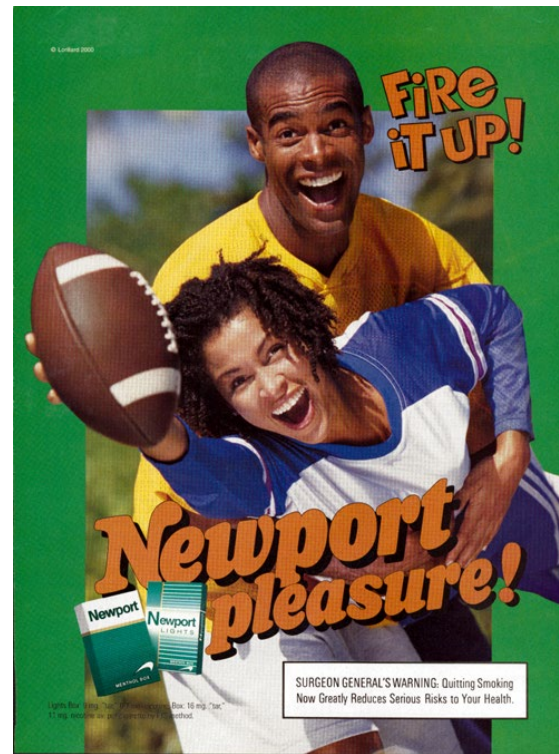
**Save \$25 on Ticketmaster® tickets.** (Not just talkin' concerts. With these \$25 gift certificates, you could save on tickets to just about any Ticketmaster® event. And it only takes 100 Camel Cash C-Notes to get one. You can only find this deal in the Rockin' Road Trip Catalog, the latest from Camel Cash. To get it free, go to wherever you buy your smokes, or call 1-800-CAMEL-CASH. (That's 1-800-226-3522.)

**CAMEL**

**TICKETMASTER**

OFFER RESTRICTED TO SMOKERS 21 YEARS OF AGE OR OLDER. POINTS VALUE SUBJECT TO RESTRICTIONS. SEE DEAL CARD FOR RULES AND REGULATIONS. 11 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC method.

© 1994 R.J. REYNOLDS TOBACCO CO.



A man and a woman are smiling and playing with a football. Two packs of Newport Lights cigarettes are shown in the bottom left corner.

**FiRE IT UP!**

**Newport pleasure!**

**SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.**

Light & Mild. 11 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC method. 16 mg. "tar," 1.1 mg. nicotine av. per cigarette by FTC method.

© 1994 R.J. REYNOLDS TOBACCO CO.

# Tobacco Brands Now

**WARNING:** This product contains nicotine. Nicotine is an addictive chemical.

**COFFEE, KEYS, WALLET,  
ZYN SOCIAL**

We know you've got a lot going on in your morning. How about adding ZYN Social to the mix to get a calm start before the rush of the day?

We can give you:

- ☺ A laugh
- 🔥 Some motivation
- 📸 Good-looking pictures

[ADD US TO YOUR ROUTINE](#)



**JUUL**



**VAPORIZED**

#SMOKINGEVOLVED



JUULvapor.com

# Industry Influence in Scientific Spaces

**JUUL LABS INC.**  
02/24/2021 | Press release | Distributed by Public on 02/24/2021 13:00

## JUUL LABS SHARES FINDINGS FROM 11 SCIENTIFIC STUDIES AT THE 2021 ANNUAL MEETING OF THE SOCIETY FOR RESEARCH ON NICOTINE & TOBACCO

JUUL LABS SHARES FINDINGS FROM 11 SCIENTIFIC STUDIES AT THE 2021 ANNUAL MEETING OF THE SOCIETY FOR RESEARCH ON NICOTINE & TOBACCO

RESEARCH & ANALYSIS  
FEBRUARY 24, 2021

Juul Labs today announced findings from its science and research program at the 2021 Annual Meeting of the Society for Research on Nicotine & Tobacco (SRNT), which was held virtually. The studies presented covered a wide range of topics that contribute to the growing body of scientific evidence on ENDS products, including information about their harm reduction potential as well as rates of complete switching to ENDS among adult smokers.

## AMERICAN JOURNAL OF HEALTH BEHAVIOR™

VOLUME 45 NUMBER 3 MAY/JUNE 2021

SPECIAL ISSUE ON JUUL

Introduction to the Special Issue on JUUL Use  
Saul Shiffman, Erik M. Augustson

Prevalence of ENDS and JUUL Use, by Smoking Status, in National Samples of Young Adults and Older Adults in the U.S.  
Sriwant Prakash, Cameron Hatcher, Saul Shiffman

The Adult JUUL Switching and Smoking Trajectories (ADJUST) Study: Methods and Analysis of Loss-to-Follow-Up  
Saul Shiffman, Mark A. Sembower, Erik M. Augustson, Nicholas I. Goldenson, Farhana Hasen, Neil Patrick McKeown, Christopher Russell

Switching away from Cigarettes across 12 Months among Adult Smokers Purchasing the JUUL System  
Nicholas I. Goldenson, Saul Shiffman, Cameron Hatcher, Deb Lamichhane, Arzo Gagge, Gen M. Le, Sriwant Prakash, Erik M. Augustson

# AJPH

A PUBLICATION OF THE AMERICAN PUBLIC HEALTH ASSOCIATION

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## Transformation of the Tobacco Industry

Derek Yach MBChB, MPH



# Lights, Camera, Addiction!

Persistent on-screen tobacco imagery continues to fuel nicotine addiction among young audiences

# What We Know

- Youth and young adults are **3x** more likely to start vaping when exposed to tobacco imagery in shows.
- Exposure to tobacco use in movies is associated with **2x** greater likelihood of smoking initiation.
- Reducing onscreen tobacco can prevent tobacco use initiation.



Preventive Medicine  
Volume 139, October 2020, 106169



## Exposure to tobacco content in episodic programs and tobacco and E-cigarette initiation


Morgane Bennett <sup>a, b</sup>, Elizabeth C. Hair <sup>a, c</sup>  , Michael Liu <sup>a</sup>, Lindsay Pitzer <sup>a</sup>, Jessica M. Rath <sup>a, c</sup>,  
Donna M. Vallone <sup>a, c, d</sup>

**BMJ** Journals

**Tobacco Control**

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## Content analysis of tobacco in episodic programming popular among youth and young adults

Jessica Miller Rath, <sup>1,2</sup> Morgane Bennett , <sup>1,3</sup> Donna Vallone , <sup>1,2,4</sup>  
Elizabeth C Hair <sup>1,2</sup>



# Lights, Camera, Addiction?

## Smoking Dominates Oscar "Best Picture" Nominees

Peer-reviewed research shows exposure to tobacco imagery can make young people up to three times more likely to start vaping nicotine.

**3X**

**8 out of 10**

"Best Picture" nominees in 2025 feature characters who smoke, and 3 are youth-rated (PG/PG-13). However, well-established research shows that smoking on screen influences young people to start smoking and vaping.

80% of Oscar best picture nominees in 2025 included tobacco imagery

And it's not just background characters. **Oscar favorites and social media stars** popular with youth are normalizing smoking on screen:

**Timothée Chalamet**, a favorite to win "Best Actor," smokes in "A Complete Unknown"



**Selena Gomez** – the most followed woman on Instagram – sleeps next to an ashtray in "Emilia Pérez," the **most nominated film**



**Mikey Madison**, a favorite to win "Best Actress," smokes in "Anora"



# What can you do?

---

- **Speak out** and remain vigilant to industry interference
- **Advocate** for stronger COI policies at journals, conferences, and organizations
- Use and share **model** framework
- Share resources and **educate peers**

<https://truthinitiative.org/TSI>

# Thank You

[jrath@truthinitiative.org](mailto:jrath@truthinitiative.org)



2025

A CALL FOR  
HEALTH JUSTICE

25

CALL FOR  
JUSTICE

25

CALL FOR  
JUSTICE

5

CALL FOR  
JUSTICE

**Let's END It Once and For ALL!!**

**September 15, 2025**

**Carol McGruder, Co-Chair**  
**[cmcgruder@usa.net](mailto:cmcgruder@usa.net)**  
**[www.SavingBlackLives.org](http://www.SavingBlackLives.org)**



Formed in 2008. We educate the African American community about tobacco use and cessation, partner with community stakeholders and public health agencies to inform and affect the direction of tobacco control policy, practices, and priorities, as it affects the lives of Black American and African immigrant populations. We work at the intersection of public health and social injustice.

# AATCLC



Advocacy



Pushing Back Against the Tobacco Industry



Education and Community Engagement



Building Community POWER



Providing Technical/Tailored Assistance



Leadership Development



Litigation







Who will protect  
our Old people!!

---



# Charles Brown





# April 27, 2024



U.S. Department of  
**Health and Human Services**

Enhancing the health and well-being of all Americans

## Secretary Becerra Statement on the Proposed Menthol Cigarette Rule

This rule has garnered historic attention and the public comment period has yielded an immense amount of feedback, including from various elements of the civil rights and criminal justice movement. It's clear that there are still more conversations to have, and that will take significantly more time.

###



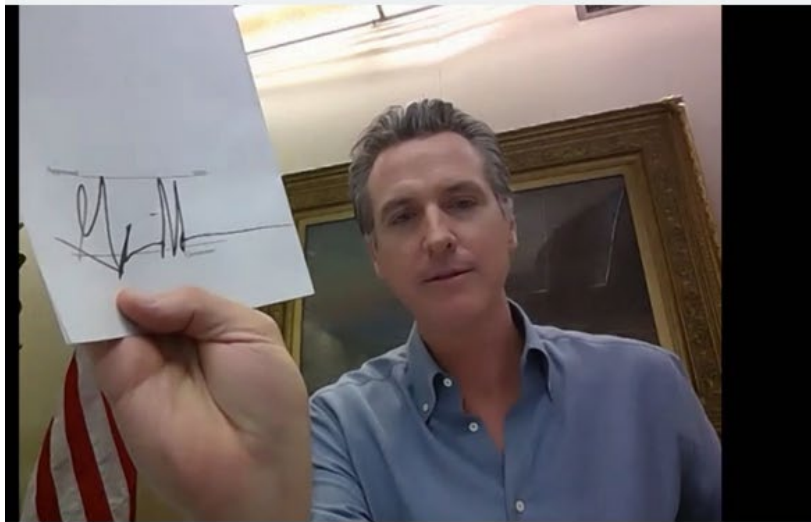
# POLITICO



---

# Trickle Down Public Health Policy

# Virtual Signing August 28, 2020




Governor Newsom Signs Landmark Bill to End the Sale of Flavored Tobacco Products in Stores

A screenshot of a Zoom meeting grid with 20 participants. The participants are arranged in a 5x4 grid. The participants are: Matthew Myers, Carol McGruder, Bonnie Halpern-Fels..., Lisa Lu, Kellie Hawkins, Phil Gardiner, Annie Tegen, Lindsey Freitas, Kimberly Bankst..., Eric Batch, Jano Dekermenji..., Jamie Morgan, Agamroop Kaur, Amanda Staples, Valerie Yerger, Candace Barger, Edward Sanders, Twlia Laster, Primo Castro (He/Hi...), AWei, Jennyfer Cortez, greg, Connor Lam, Jim Knox, and meredithberkman. There are also some icons and text overlays in the grid, such as a yellow hand icon for Kimberly Bankst... and a yellow sign for Valerie Yerger that reads "END SALE OF CANDY-FLAVORED TOBACCO INCLUDING MENTHOL.".

# NEW LAW TO SAVE THOUSANDS OF BLACK LIVES

Finally, the day has come. Beginning 1/1/2021, menthol cigarettes and other flavored tobacco products will no longer be sold in stores. That means the tobacco industry gets no more free passes to prey on the Black community with their deadly products, predatory product discounts and backdoor deals with community leaders to profit from our demise. It's a huge step toward protecting the lives of our community. [Learn more about the law and how it affects you.](#)

 SOURCES



<https://tobaccofreeca.com/we-are-not-profit/>

News

# Community Leaders Come Together Against Racism and Discrimination Protesting Senate Bill 793

By [blackandmagazine](#) - August 17, 2020

100 0



**Black & Magazine Newswire**

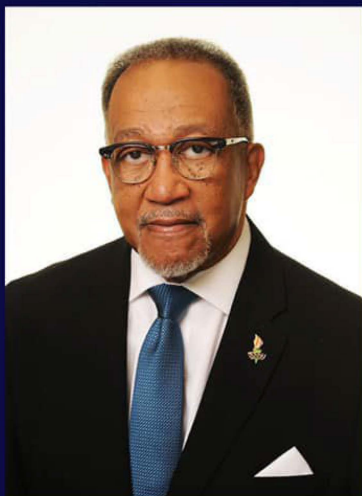


What Black  
Leadership  
Looks Like!  
Dr. Shirley  
N. Weber,  
Former  
Chair of  
California  
Legislative  
Black  
Caucus

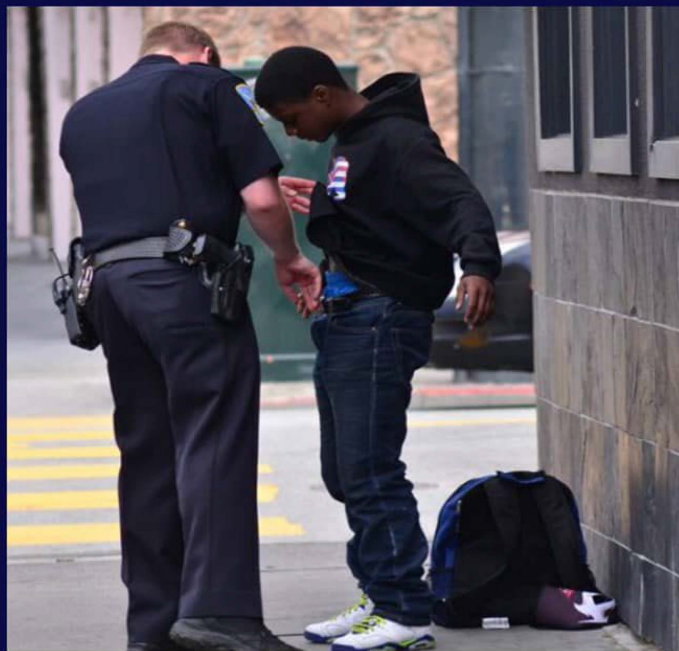




## FORMER MAYOR ANDRE WALLACE PRESENTS



**Dr. Ben Chavis.  
Moderator**





African  
Americans Are  
Used As A Tool  
To Blunt Public  
Health For  
Everybody



# The Tobacco Industry Cartel Cynically Exploits Legitimate Grievances of the African American Community

---

Racism

Police Brutality

Officer Involved Killings

WORLD & NATION

# How Big Tobacco used George Floyd and Eric Garner to stoke fear among Black smokers



## Subscribers are Reading

CALIFORNIA

[FOR SUBSCRIBERS](#)

Feds say he masterminded an epic Cal water heist. Some farmers say he's the Hood

COMPANY TOWN

[FOR SUBSCRIBERS](#)

After scandal, movie producer Randal Emmett is flying under the radar with name

CALIFORNIA

# African Americans constitute 12% of the total US population. BUT menthol cigarettes are responsible for...

157,000  
smoking-related  
premature  
deaths

- 41% of the total menthol-related harm

1.5 million life-  
years lost among  
African  
Americans

- 50% of the total menthol-related harm

1.5 million new  
smokers

- 15% of the total menthol-related harm

“Consequences of a match made in hell: The harm caused by menthol smoking to the African American population over 1980-2018, w

Mendez D and Le TTT (2021). *Tob Control* - 2021-056748

# *What More Evidence is Needed?*

---

The disproportionate toll of menthol cigarettes among African Americans compared to the general population is a social injustice...

---

There is simply no ethically acceptable reason to allow the tobacco industry to continue using a flavoring that makes it easier to start smoking and harder to quit."

---

The time to remove menthol cigarettes from the marketplace is NOW.

"Now the evidence is irrefutable: menthol cigarettes are killing our people at a rate unmatched by any other assaults on our community."



Dr. Valerie Yerger  
Co-Founder AATCLC



**YES** ON **31**



**PROTECT KIDS**

**FROM CANDY-FLAVORED TOBACCO**

[https://www.voteyeson31.com/?utm\\_source=Coalition%20Social%20Toolkit](https://www.voteyeson31.com/?utm_source=Coalition%20Social%20Toolkit)

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# CALIFORNIA, WE'VE GOT YOU COVERED

CIGARETTES

SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.

# NON-MENTHOL

*Now Available*

**NON-MENTHOL**

**NON-MENTHOL**



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**SURGEON GENERAL'S WARNING:** Smoking By Pregnant Women May Result In Fetal Injury, Premature Birth, And Low Birth Weight.

**ONLY IN CALIFORNIA**

**L GREEN & BLUE**

**OTH**

assertive taste, and a  
ade with rich  
intense smoking





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TILL SMOOTH**

Available in a bold and assertive taste, and a smooth, mellow taste. Made with rich premium tobacco for an intense smoking experience.

[Get Coupons](#)



**STILL KILLING BLACK FOLKS**



## **Family Smoking Prevention and Tobacco Control Act, 2009**

Granted the FDA the authority to regulate tobacco products to protect the public health

---

# AATCLC and ASH File Lawsuit Against The FDA

JUNE 19, 2020

## The Complaint Highlights the Lack of Action to Protect Thousands of African Americans From Tobacco-Related Deaths

**JUNE 17, 2020** – Today, The African American Tobacco Control Leadership Council (AATCLC) and Action on Smoking and Health (ASH) held a virtual press conference announcing their joint complaint against the FDA. The complaint requests that the court compel the FDA to fulfill its mandate to take action on FDA's own conclusions that it would benefit the public health to add menthol to the list of prohibited characterizing flavors and therefore ban it from sale.



[Read the full complaint here.](#)

"We stand before you today to announce that we are suing the United States Food and Drug Administration for their failure to implement public health policy that protects the health and

Plaintiffs vs.  
FDA

African American Tobacco  
Control Leadership Council

Action on Smoking and Health

American Medical Association

National Medical Association

# FDA Commits to Evidence-Based Actions Aimed at Saving Lives and Preventing Future Generations of Smokers

*Efforts to ban menthol cigarettes, ban flavored cigars build on previous flavor ban and mark significant steps to reduce addiction and youth experimentation, improve quitting, and address health disparities*



For Immediate Release: April 29, 2021

**\*\*FDA Commitment is only to start the “rule-making” process. No timeline given on when they will start. The “rule-making” process is long and will be fraught with tobacco industry interference including lobbying and potential lawsuits.\*\***

# Press Conference: Leaders Respond to White House Delay in Issuing Menthol Cigarette Rule



Campaign for Tobacco-Free Kids

784 subscribers

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Clip

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Press Conference: Leaders Respond to White House Delay in Issuing Menthol Cigarette Rule

Campaign for Tobacco-Free Kids

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...

HEALTH

# Lawsuit seeks to force ban on menthol cigarettes after months of delays by Biden administration



eb2.3lift.com

Second lawsuit filed, April 2, 2024

# Kujichagalia- Self Determination

---

## The Right of Any Group

- To Define Themselves
- Name Themselves
- Create For Themselves
- To Participate



To  
Define and Advocate  
For Their Own Interests

African  
Americans  
Used As A Tool  
To Blunt Public  
Health For  
Everybody



# The Tobacco Industry Cartel Cynically Exploits Legitimate Grievances of the African American Community

---

Racism

Police Brutality

Officer Involved Killings

# Detroit Free Press

MICHIGAN

## Detroit pastor says he was offered \$250,000 to oppose menthol cigarette ban

Ben Stockton The Bureau of Investigative Journalism

Published 6:04 a.m. ET Aug. 25, 2022 | Updated 9:13 p.m. ET Aug. 25, 2022

View Comments



A pastor was offered hundreds of thousands of dollars to lead a campaign against banning the sale of menthol cigarettes in the U.S., the [Bureau of Investigative Journalism](#) has learned.

The Rev. Horace Sheffield, a prominent Black civil rights campaigner in Detroit, was told the money was coming from RJ Reynolds, the tobacco giant behind America's most popular brand of menthol cigarettes, Newport.

His exclusive interview with the Bureau gives a rare insight into how companies attempt to influence the menthol debate via Black-led organizations, which are often in desperate need of more funds.

A 2020 report published by the Bridgespan Group, a Boston nonprofit, in the Stanford Social Innovation Review on [overcoming racial bias in philanthropy](#), said Black-led organizations trail their white

Rev. Horace Sheffield on May, 16, 2013.



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available in a bold and assertive taste, and a smooth, mellow taste. Made with rich premium tobacco for an intense smoking experience.

[Get Coupons](#)



**STILL KILLING BLACK FOLKS**



copyright © Bill Frymire

Justice Has Never  
Been Blind and  
Neither Has  
Tobacco Industry  
Targeting

# Our “Big” Wins in Tobacco Control

---

**California’s Proposition 99 – (1988)**

**The Master Settlement Agreement – (1996)**

**Framework Convention on Tobacco Control (2005)**

**DOJ RICO- Tobacco Industry are Racketeers- (2006)**

**Prop 56-California Tobacco Tax**

**The Family Smoking and Prevention Act (2009)- FDA  
Regulation of Tobacco Industry**

**Chicago...Beverly Hills....Massachusetts....California**

**Over 100 Cities/Counties**

# The Tobacco Industry is Stronger Than Ever...

---

**They are fluid**

**They frame the issue**

- **Adult product, legal, civil right to smoke**

**They have unlimited resources**

**They simply morph into...**

- **New territories**
- **New products**

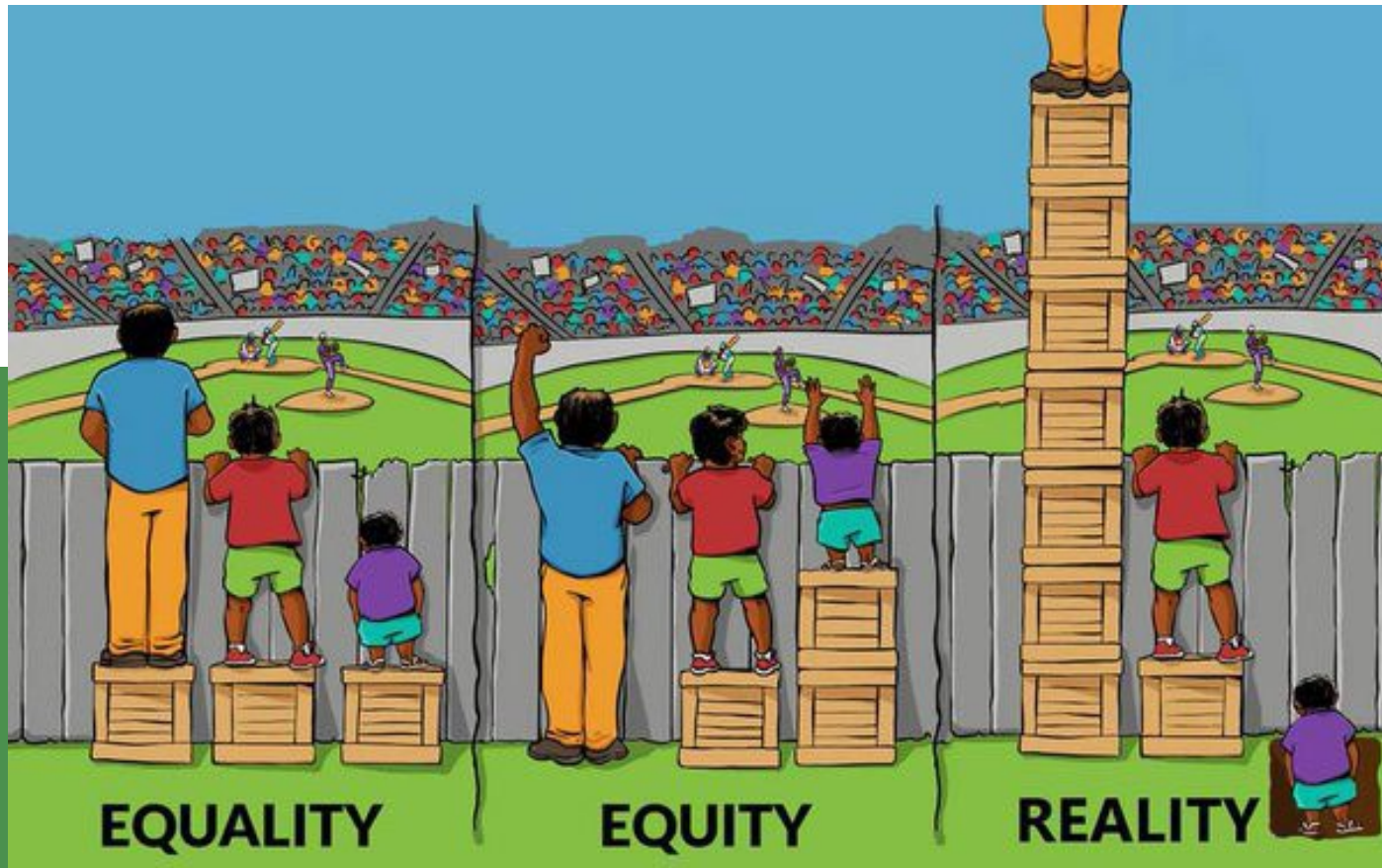


# *THE END GAME*

**“BEGIN WITH THE END IN  
MIND”**



# Health Equity vs. Health Equality



# Health Equity Requires a Redistribution

---

**Of** social, economic, and  
environmental conditions...  
of Control and POWER

# OUR GOVERNMENT SAYS

- Adults can choose for themselves
- Adults have rights
- Tobacco is a legal product
- And we believe that
- But many things have been legal that were wrong...

# INDENTURED SERVITUDE

---

**A** SERVANT Girl's Time to be disposed of, having about two Years and four Months to serve, is very fit for coarse Work ; spins exceeding well, and would do for Country Business. For Terms apply to **JAMES PLUNKET**, at the Sign of **Æsop** in the Shades, in Walnut-street, Philadelphia. †

---

**To be S O L D,**

**A** Scotch Servant Girls Time, who has almost four Years to serve : She has had the Small-Pox, and is remarkably strong and healthy, fit for Town or Country Business. Enquire at the New-Printing Office, Market-street, Philadelphia. ⊕

---

# SLAVERY

NINETY-FOUR  
PRIME, HEALTHY

NEGROES,

CONSISTING OF


Thirty-nine MEN, Fifteen Boys,  
Twenty-four WOMEN and

# CHILD LABOR






# WHAT IS THE END GAME???

- TOBACCO CONTROL IS BIG BUSINESS
    - We are very BUSY
  - GOVERNMENT AGENCIES
    - CDC/NIH/FDA/TCORS
  - VOLUNTARIES
  - RESEARCHERS
  - ADVOCATES
  - DAVID AND GOLIATH BATTLE
    - Do we really believe we can WIN!!
- 



# WHAT IS WINNING???

- An all out ban on cigarettes-prohibition??
  - Prohibition of Alcohol  
War on Drugs
  - Acceptable limits of use
  - Acceptable populations that smoke??
- 

---

## PLANTING THE SEED OF “BELIEVING”







A portrait of Nelson Mandela, an elderly man with white hair, smiling broadly. He is wearing a patterned, light-colored shirt. The background is a yellow patterned fabric. The text is overlaid on the right side of the image.

**NELSON  
MANDELA**  
1918-2013



# AMERICANS AND THE WORLD PLAYED A BIG ROLE IN THE FALL OF APARTHEID

- Protested
- Went to jail
- Divestment
- Social Isolation
- Cultural Isolation



WEDNESDAY, APRIL 27, 1990

# NELSON MANDELA FREED



Nelson Mandela is embraced by supporters after his release from prison in Cape Town, South Africa.

## 50,000 Celebrate in Cape Town

South Africa Embraces  
New Age of Hope

CAPE TOWN, South Africa (AP) — A massive crowd of 50,000 people gathered in Cape Town today to celebrate the release of Nelson Mandela from prison, marking the beginning of a new era of hope for South Africa.

Mandela, the anti-apartheid leader, was freed after 27 years of imprisonment. The crowd, which included many children, sang and danced in the streets. The atmosphere was one of joy and relief.

The release of Mandela is seen as a significant step towards ending the apartheid system. It has inspired people across the country to demand change and reform.

South African leaders have expressed optimism about the future. They believe that the country is moving towards a more democratic and inclusive society.

**Look  
at your heart**



**ISOPROVAT**

Additional text in the bottom left column, likely part of an advertisement or a secondary article.



# THE 44<sup>th</sup> PRESIDENT

52%  
349


47%  
159

IN HISTORIC RUN, OBAMA WINS WHITE HOUSE





# NICOTINE ADDICTION IS A SOCIAL JUSTICE ISSUE

- SANCTIONS ARE NOT DESIGNED TO STOP THE NUMBER ONE PREVENTABLE CAUSE OF DEATH, THIS WOULD BE POLITICAL SUICIDE
  - TOBACCO INDUSTRY SHOULD BE FRAMED AS A “PRO-CRACK OR PRO-METH” FORCE IN OUR COMMUNITY
  - AFRICAN AMERICANS AND OTHER MARGINALIZED COMMUNITIES ARE OFTEN THE “BARGAINING CHIP” IN POLICY NEGOTIATIONS
  - SMOKING/TOBACCO IS A PROBLEM OF POLITICAL WILL
- 

# Banning Menthol Is An End Game Strategy

**Former Surgeon Generals and HHS Secretaries are champions of the movement to ban menthol.**



# International Movement To Ban Menthol

As An Endgame Strategy

Save Lives: Ban Menthol

Delta Sigma Theta Sorority, Inc.

NAACP

Brazil has banned it

European Union has banned it

Ethiopia

Canada

Citizens Commission to Protect the Truth



# End Game Strategies

---

## Must be relevant

- Not seen as something that middle class whites do to “help” us
- Messaging and MESSENGER

## Must be compelling

- Compete with “louder” issues

## Must build capacity

## Must share power

# African Americans-Menthol

- Perniciously targeted by all major tobacco companies
- “Urban” programs included
  - Co-optation of Black leadership, heavy media campaigns, free giveaways to children, van programs, retailers programs, event sponsorship
- Over 80% of African Americans smoke mentholated cigarettes
- Over 90% of Black youth initiate with menthol cigarettes
- Addiction is about science and opportunity
- Menthol is a Human Rights and Social Justice Issue

## THE LEAST OF THESE: U.S. TOBACCO CONTROL POLICY, MENTHOLATED CIGARETTES, AND AFRICAN AMERICANS

Carol McGruder, BA; Phillip Gardiner, DrPH; and Valerie B. Yerger, ND  
African American Tobacco Control Leadership Council, USA

World Conference on Tobacco or Health  
Singapore 2012

### Background

In June 2009, U.S. President Barack Obama signed the historic Family Smoking Prevention and Tobacco Control Act (The Act), which gave the U.S. Food and Drug Administration (FDA) the authority to regulate tobacco products in the United States. One of the provisions of the Act was the banning of all flavors in cigarettes, all flavors, that is, except menthol. Other flavors like chocolate, vanilla, cinnamon, strawberry and others were banned because it was widely recognized that these flavors attracted and encouraged young people to begin smoking.



And though 95% of young African American smokers initiate smoking with mentholated cigarettes, the health and welfare of these young people were not a priority of the initial legislation. Menthol's exclusion from the list of banned flavors prompted seven former Secretaries of Health, including Drs. Joseph Califano and Louis Sullivan, and a former Surgeon General to write a joint letter with the National African American Tobacco Prevention Network that vehemently opposed the exclusion of menthol from the list of banned flavors.

With Dr. Califano further stating that The Act as written relegated, “Black children to the back of the [public health] bus.” This public outcry led to an eleven hour amendment (initiated and co-authored by Congresswoman Donna Christensen and the U.S. Congressional Black Caucus) being added to the legislation.

This amendment mandated that the issue of mentholated cigarettes be given top priority by the newly formed FDA Tobacco Products Scientific Advisory Committee (TPSAC).

### Violence and Concerted Action Led To Menthol Amendment

- > African American Scholars and Researchers
- > National African American Tobacco Prevention Network
- > National Print and Video Media Outlets (New York Times)
- > Former Secretaries of Health U.S. Surgeon General
- > United States Congressional Black Caucus

### Tobacco Products Scientific Advisory Committee

#### Progress

- > Convened Hearings
- > Issued Report March 2011
  - “Banning menthol would be in the interest of Public Health.”
- > The FDA has decided to conduct further study on menthol

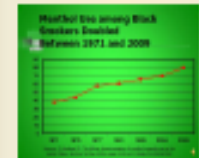
### Predatory Tobacco Industry Targeting Doubled Menthol Smoking Prevalence Among U.S. African Americans

#### Predatory Tobacco Industry Activities Included

- > Programs targeted at African Americans in inner cities
- > FREE product giveaways
- > Co-Opting Black Leadership Groups
- > Targeted Media Campaigns



Starting in the late 1950's, Lorillard enticed Black children to smoke menthols by distributing free Newport cigarettes in urban neighborhoods. Marie Evans, one of those children, began smoking at age 13 and smoked for 40 years before dying of lung cancer at 54.



### CONCLUSIONS

Though African Americans and other marginalized populations are the most burdened by tobacco-related diseases and the accompanying health inequalities, they are usually the last to benefit from public health policies that are designed to safeguard and/or improve public health. Public health policies that in theory should be designed to protect those who are the most afflicted, “the least of these.” These policies often sacrifice the needs of minority populations to protect the needs of the healthier majority population. Sometimes the health interests of minority populations are used as a bargaining chip in the negotiations.

This becomes a social justice issue as minority populations must defend their community from the predatory activities of the tobacco industry, while at the same time they must fight for parity and inclusion of their health interests in the public health arena.

### ACKNOWLEDGMENTS

National African American Tobacco Prevention Network

# The "Inner City" Youth Marie Evans

- Grew up in Boston public housing
- Given free Newports at the age of nine
- Addicted to cigarettes at age 13
- Dead at 54
- Family awarded \$152 million judgment
- Family Settled for \$79 million





# LIFEBOATS!!!

- **Addressing SDOH**
- **Changing Social Norms**
  - **People self-correct**
- **Through Policies**
  - **Binding and Non-Binding**
- **Through Ordinances**
  - **Laws with enforcement mechanisms**
- **Through Relevant Education**
- **Through Services**
  - **Smoker's Quit Lines**
  - **Mental Health Services**
  - **Stress Reduction**

What Should the Role  
of the International  
Community Be In All  
of THIS??

---



# COMMUNITIES UNDER SIEGE

HOME

STOP CAMEL #9

POWERPOINT PRESENTATION

C.U.S. ARTICLES

C.U.S. PETITION

JOIN

GLOBAL DVD

AMERICAN LEGACY HONORS  
Carol McGruder

LINKS

PROJECT STAFF



This man is a Nigerian sharecropper employed by British American Tobacco.

United Against the Globalization of the Big Tobacco

## One Goal! One Fight! One Victory!

Communities Under Siege-United is dedicated to exposing and eradicating the predatory activities of Multi-National Tobacco companies at home and abroad.

**Project Director Carol McGruder interviewed on Black Renaissance**  
<http://www.youtube.com/user/CUSUnited>

UNITED AGAINST THE GLOBALIZATION OF BIG TOBACCO  
CUS-Communities Under Siege\*The URSA Institute\* 390 Fourth Street\* San Francisco\* USA \* 94107

## CUS-united.org





## The African American Tobacco Control Leadership Council



### International Press Briefing: What's Menthol Got To Do With It? Everything! (Still!)

The briefing will be live streamed  
[click here to register.](#)

#### When

Thursday, May 23, 2019 from  
9:00 AM to 10:30 AM EDT  
[Add to Calendar](#)

#### Where

The National Press Club-  
Zenger Room  
529 14th Street, NW, 13th Floor  
Washington, DC 20045

\*\*\*Media Advisory\*\*\*

"What's Menthol Got to Do with It? Everything (Still)!"  
The Plight of African Americans and Mentholated Tobacco  
Products:  
The Time is Now

#### [Full Media Advisory](#)

Tobacco use remains the number one preventable cause of death for African Americans, claiming more than 45,000 lives annually. Due to decades of racialized targeting of mentholated tobacco products by the tobacco industry, over 80% of Black smokers use mentholated tobacco products. These targeted campaigns included manipulation of African American leadership groups, elected officials, Black media, ethnic specific advertising campaigns, and the free distribution of mentholated cigarettes to inner city children as young as nine years old. Many of these pernicious and racist

# "Protected Class"

## Speakers

Hon. Karen Bass, U.S. House of Representatives, 37th District (CA)

Hon. Malia Cohen, Fmr. President of San Francisco Board of Supervisors, Chair, California State Board of Equalization

Carol McGruder, Co-Chair, African American Tobacco Control Leadership Council

Dr. Phillip Gardiner, Co-Chair, African American Tobacco Control Leadership Council

Dr. Valerie Yerger, Founding Member, African American Tobacco Control Leadership Council

Sharon Eubanks, Former Lead Prosecutor, U.S. Department of Justice  
Laurent Huber, Executive Director, Action on Smoking and Health (ASH)

Natasha Phelps, Staff Attorney/Lead Minnesota Policy, Public Health Law Center

Channte Keith, Director of Programs, National African American Tobacco Prevention Network, Inc.

Flavia Senkubuge, President College of Medicine South Africa/VP African Federation of Public Health Associations



What are human rights? ▾

Topics ▾

Countries ▾


Instruments & mechanisms ▾

Latest ▾

About us ▾

# International Convention on the Elimination of All Forms of Racial Discrimination: 50 years of fighting racism

Committee on the Elimination of Racial Discrimination



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**Healthy communities  
facilitate the  
individual's ability to  
make healthy choices**

[www.savingblacklives.org](http://www.savingblacklives.org)



Lifeboats!!!

## Addressing SDOH and PDOH

### Changing Social Norms

- People self-correct

### Through Policies

- Binding and Non-Binding

### Through Ordinances

- Laws with enforcement mechanisms

### Through Relevant Education

## Building Community Capacity Building and ENGAGEMENT

### Through Services

- Smoker's Quit Lines, Mental Health Services, Stress Reduction
- On Demand Culturally Tailored Cessation

- **PUBLIC HEALTH LAW!!!**

Passing Laws  
to Protect  
Black People  
marks the  
**BEGINNING**  
of real  
change. It is  
not magic.

**We must work on the  
demand side**

**We need health equity  
reparations**

**We need all of our  
community supporting  
smokers**

**Culturally tailored smoking  
cessation that addresses  
SDOH and PDOH**

**Innovation**

**REJECTION of Tobacco  
Industry**

**-including research  
funding**

# SCLC wants 1965 Voting Rights Act fully restore

The Atlanta Voice Apr 13, 2021 Updated Apr 14, 2021



President Lyndon Johnson shakes hands with civil rights activists, including Dr. Martin Luther King Jr., after signing the Voting Rights Act of 1965./LBJ Presidential Library



# New Zealand is banning smoking for the next generation

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MIGHTY MAORI PEOPLE





*The African American Tobacco  
Control Leadership Council*

Saving Black Lives

[www.savingblacklives.org](http://www.savingblacklives.org)

**888.881.6619**



**THANK YOU**

# STAY INVOLVED



Please complete our survey. Thank you!



CDC Foundation



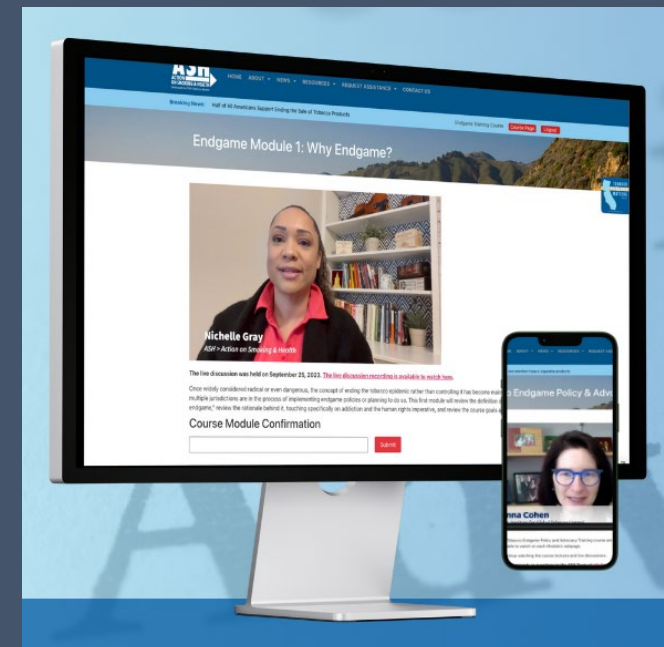
## Next Webinar – 4 Part Series

The Global Tobacco Endgame Council Presents – Preparing for Tobacco Endgame: Global Perspectives on Treatment, Nicotine Addiction Care, and Health System Readiness

### Webinar #1

[Preparing for Tobacco Endgame: Treatment, Innovation, and the Global Nicotine Landscape](#)

June 25, 2026



## Tobacco Endgame Policy and Advocacy Training Course

June 22<sup>nd</sup> Live Discussion

<https://ProjectSunset.ash.org>