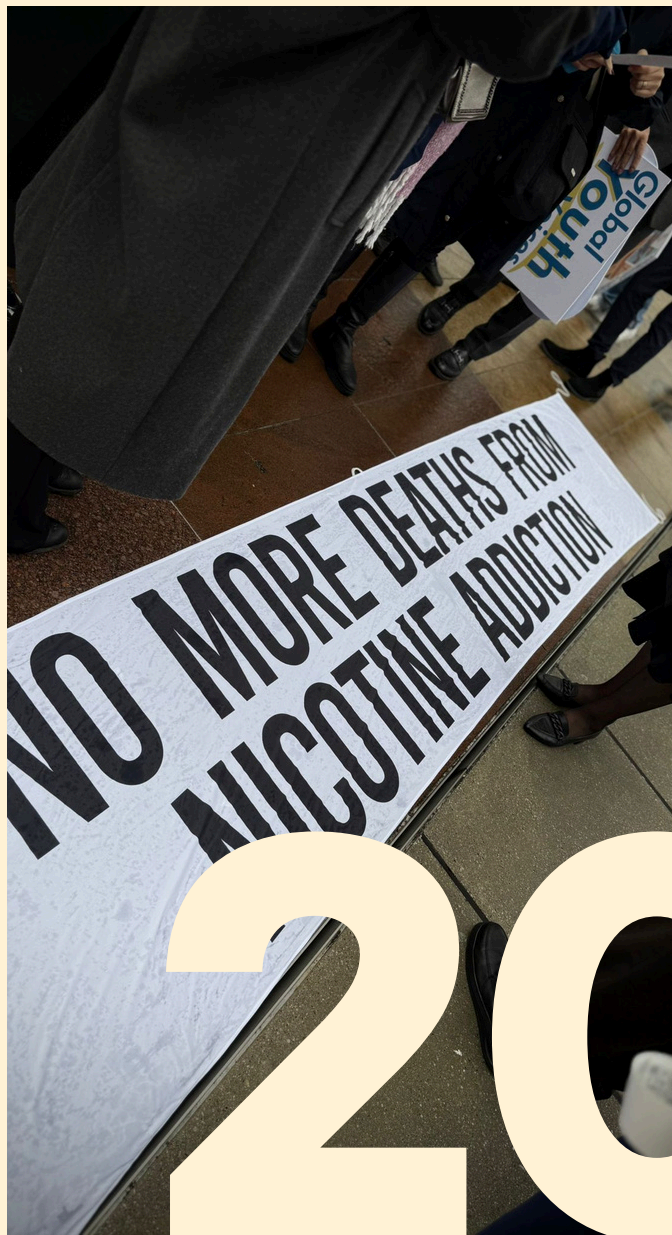
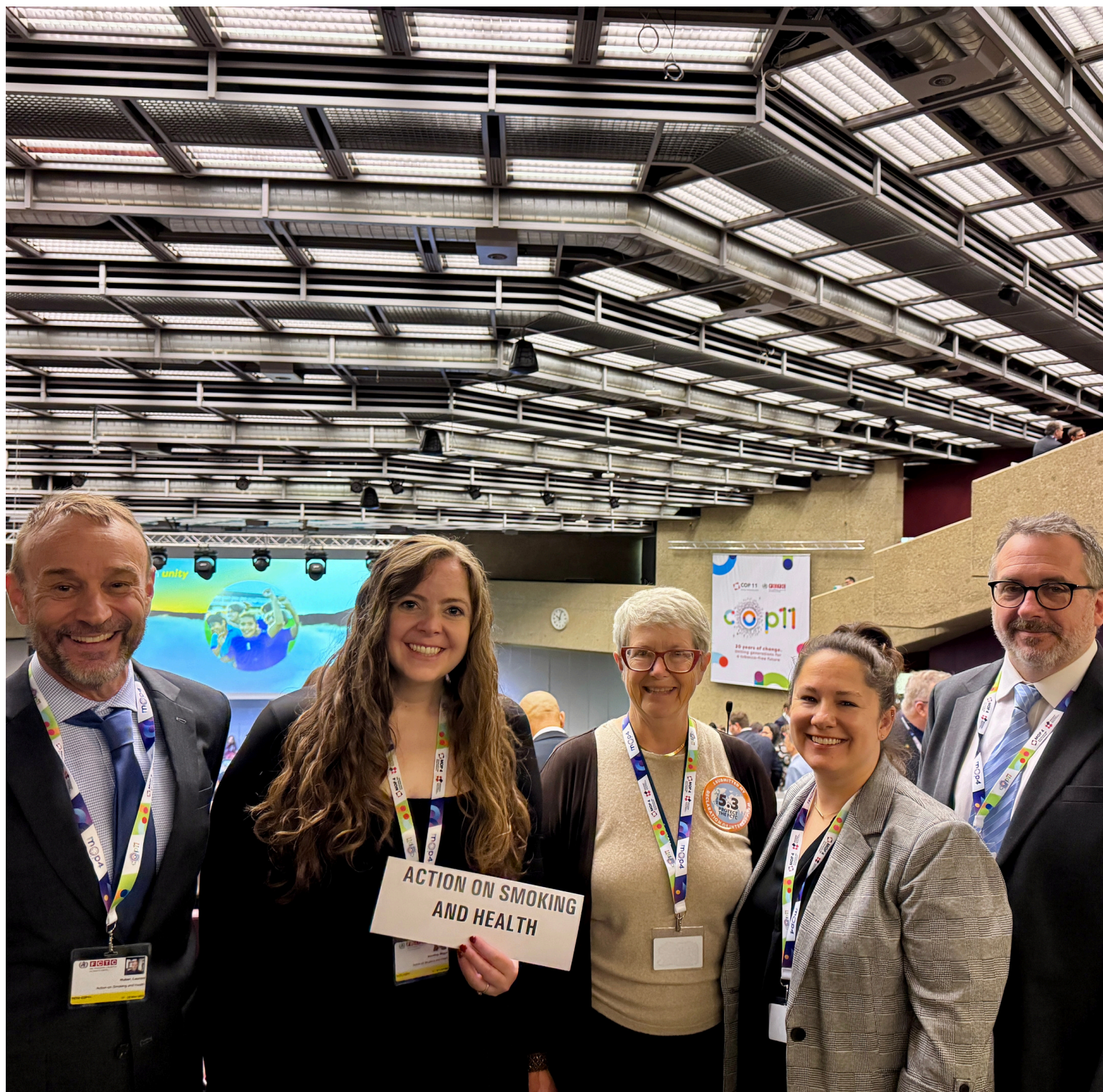




2025

Action on Smoking and Health
Annual Report

ASH.ORG



Vision

A world free from the harm caused by tobacco.

Mission

To advocate for innovative legal and policy measures to end the global tobacco epidemic.



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Executive Director's Message

In 2025, ASH proved once again that a small, focused team—guided by a clear strategy and unwavering commitment—can shape global policy and accelerate progress toward ending the tobacco epidemic. This year, our work spanned local city councils, national governments, global treaty negotiations, and United Nations human rights bodies. At the last round of negotiations of the global treaty to end the tobacco epidemic – the 11th Conference of the Parties to the World Health Organization Framework Convention on Tobacco Control (FCTC COP11) – ASH helped secure landmark Decisions advancing forward-looking endgame measures, environmental protections, and stronger use of liability avenues.

ASH reinforced a powerful principle: the tobacco industry must be held accountable for the harms it causes.



We extended that accountability agenda beyond the FCTC—engaging with the World Health Organization, the Pan American Health Organization, the UN Environment Program, and UN human rights bodies to embed tobacco control within environmental and human rights frameworks. From advancing recognition of tobacco harms before the Committee on the Elimination of Discrimination against Women (CEDAW) and the Committee on the Rights of the Child (CRC), to coordinating advocacy at UN Plastics Treaty negotiations to address cigarette filter pollution, ASH ensured tobacco is no longer siloed as a health issue—but recognized as a matter of justice, sustainability, and human rights.

Domestically, we strengthened our tobacco industry watchdog function by shining a light on tobacco industry practices through the 2025 U.S. Tobacco Lobbyist and Lobbying Firm Registration Tracker and the 2025 U.S. Tobacco Industry Interference Index—equipping advocates with data to counter industry influence. At the same time, our endgame strategy supported concrete policy wins at the local level like sales bans, Nicotine-Free Generation measures and cigarette filter bans, while mobilizing support for bold federal measures such as reducing nicotine in cigarettes to non-addictive levels. What seemed impossible just a few years ago is now becoming a reality with huge long-term public health, environmental, and economic benefits for these communities.

Our communications amplified every facet of this work. With dozens of publications, webinars, campaigns, and national media placements, including coverage in *CNN* and *Bloomberg News*. ASH translated complex legal and regulatory developments into actionable momentum for change.

What distinguishes ASH is not size, but strategy. We focus on structural change: phasing out commercial tobacco sales, embedding liability into policy frameworks, exposing tobacco industry interference, and leveraging international law to drive domestic reform.

Each initiative reinforces the others, creating cumulative pressure for transformation.

Looking ahead, we will accelerate this integrated approach—expanding endgame implementation, advancing global liability strategies, strengthening environmental accountability, and deepening human rights engagement. **The tobacco epidemic is not inevitable. With clarity of purpose, disciplined strategy, and sustained collaboration, its end is within reach.**

In 2025, our small team delivered outsized impact. In the years ahead, we will build on this momentum to move from breakthrough to permanence—until ending the tobacco epidemic is not an aspiration, but a reality.





Goal 1

Serve as an incubator and catalyst for interventions that phase out the sale of commercial tobacco products (i.e. Project Sunset)

ASH's Project Sunset initiative translated the tobacco endgame vision into measurable policy progress in the United States and globally.

Internationally, ASH convened the first Global Tobacco Endgame Summit, bringing together advocates, researchers, and policymakers from more than 25 countries to accelerate collaboration and align strategies. The Summit informed global policy discussions and contributed to landmark progress, including adoption of the Maldives' Tobacco-Free Generation law. Through technical assistance and strategic leadership within the Global Alliance for Tobacco Control (GATC), ASH advanced forward-looking endgame measures under the WHO Framework Convention on Tobacco Control and supported momentum for stronger policies across the European Union through the Joint Action on Smoke and Aerosol-Free Environments (JA-SAFE) program.

In the United States, ASH hosted the second U.S. Tobacco Endgame Summit, convening more than 150 leaders in health to coordinate strategy and expand state and local endgame campaigns. The Tobacco Endgame Policy and Advocacy Training Course continued to build global capacity, providing structured training and quarterly live discussions for advocates, policymakers, and researchers.

ASH's rapid-response technical assistance and expert testimony directly supported the passage of multiple local policies. By the end of 2025,

tobacco endgame policies included Nicotine-Free Generation laws in 10 Massachusetts cities; retail tobacco phase-out measures in Minnesota; comprehensive tobacco sales bans in two California cities; and cigarette filter bans that catalyzed adoption of a countywide law. ASH also strengthened statewide endgame efforts in Massachusetts and Nevada. At the federal level, ASH mobilized broad national support for the FDA's proposed nicotine reduction rule, reinforcing the case for product standards that reduce addiction and accelerate declines in tobacco use.

Collectively, these efforts shifted endgame policy from concept to implementation. By combining global leadership, strategic convenings, capacity building, and direct policy support, Project Sunset delivered concrete progress in 2025 toward phasing out commercial tobacco sales and advancing a tobacco-free future.



Goal 2

Hold the tobacco industry accountable through the rule of law

ASH strengthened global tobacco industry accountability by converting strategic advocacy and thought leadership into concrete policy outcomes at both international and national levels.

In the lead-up to the Eleventh Conference of the Parties (COP11) for the World Health Organization Framework Convention on Tobacco Control, ASH co-chaired the Article 19 Working Group of the Global Alliance for Tobacco Control. Article 19 of the treaty addresses liability, providing a framework for holding the tobacco industry legally and financially accountable for the harms it causes. Through coordinated advocacy, technical input, and alliance-building, ASH helped secure a pivotal COP11 decision that strengthens the role of liability as a policy tool. This outcome reinforces the responsibility of governments to pursue legal and regulatory measures that recover health costs, deter misconduct, and prevent future harm.

ASH also elevated tobacco as a social justice issue on the global stage. At the 2025 World Conference on Tobacco Control in Dublin, ASH highlighted the disproportionate impact of menthol cigarettes on Black communities in the United States and underscored the importance of



regulatory accountability. ASH's presentation examined ongoing litigation against the U.S. Food and Drug Administration for its delay in finalizing a rule to remove menthol from tobacco products. By connecting regulatory delay with preventable harm, ASH reinforced the principle that timely government action is central to protecting public health and advancing equity.

Together, these efforts positioned liability and accountability as core components of the tobacco endgame. By shaping international treaty implementation, strengthening global civil society coordination, and spotlighting the intersection of regulation and social justice, ASH helped ensure that tobacco industry accountability remains central to our public health movement.



Goal 3

Use global norms to move local communities toward a zero tobacco-use prevalence

ASH leveraged international treaties, human rights mechanisms, and tobacco industry monitoring to accelerate progress toward zero tobacco-use prevalence at local and national levels.

At the Eleventh Conference of the Parties (COP11) to the World Health Organization Framework Convention on Tobacco Control (FCTC), ASH played a leadership role in shaping landmark Decisions on forward-looking endgame measures, environmental protection, and tobacco industry liability. Serving as both an expert reviewer and strategic communications partner, ASH helped ensure that COP11 outcomes were not merely aspirational, but structured to translate into stronger, enforceable national policies. These COP11 Decisions reinforced the integration of liability, sustainability, and accountability into global tobacco control implementation – setting a new global standard.



Beyond the FCTC, ASH advanced tobacco control within broader environmental and human rights frameworks. During negotiations toward a global Plastics Treaty under the United Nations Environment Programme, ASH coordinated advocacy to position cigarette filters as a source of toxic plastic pollution and to advance support for a global ban. ASH also secured explicit recognition of tobacco harms within UN human rights processes, including groundbreaking concluding observations to Luxembourg by the Committee on the Elimination of Discrimination against Women (CEDAW) and reviews conducted by the Committee on the Rights of the Child (CRC). These outcomes strengthened the framing of tobacco control as integral to protecting women’s rights, children’s rights, and environmental health.

Domestically, ASH intensified tobacco industry accountability efforts. The 2025 U.S. Tobacco Lobbyist and Lobbying Firm Registration Tracker and the 2025 U.S. Tobacco Industry Interference Index documented rising tobacco industry influence and provided advocates with actionable data and policy solutions to counter tobacco industry interference. ASH also supported DC Tobacco-Free Coalition–led advocacy to advance local protections.

Through sustained engagement with the World Health Organization, the Pan American Health Organization, the United Nations Economic and Social Council (ECOSOC), and global civil society partners, ASH transformed international policy frameworks into practical tools. In 2025, this integrated strategy strengthened accountability systems, elevated tobacco within environmental and human rights agendas, and equipped governments and communities to move decisively toward a tobacco-free future.

Goal 4

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

ASH expanded its global influence through high-impact strategic communications and its influential voice in global health—amplifying policy change efforts far beyond the size of its small team. Over the year, ASH produced 12 press statements, 12 global advocacy campaigns, 54 educational and advocacy blog posts, 12 global webinars, and 10 major publications. This sustained output ensured consistent visibility across media, policymaking, and civil society spaces, reinforcing ASH’s leadership on tobacco endgame strategy, tobacco industry accountability, human rights protections, and public health innovation.

ASH’s expertise was featured in leading outlets including *CNN*, *Bloomberg News*, *The Christian Science Monitor*,

MedPage Today, and *The Hill*. These placements elevated key policy priorities into mainstream policy debate and public discourse, including nicotine reduction, menthol regulation, tobacco endgame policies, environmental accountability, and tobacco industry interference.

Throughout the year, ASH translated complex developments—such as global treaty negotiations, human rights determinations, and tobacco industry monitoring data—into accessible, action-oriented content. By distilling technical issues into clear policy implications and advocacy pathways, ASH equipped stakeholders with timely analysis and practical tools to advance reform in their jurisdictions.

ASH’s webinars and publications further strengthened global coordination, providing forums for policymakers, advocates, and researchers to exchange strategies and accelerate implementation of forward-looking measures. Campaigns were strategically timed to align with major policy milestones, maximizing engagement and reinforcing accountability at local, national, and international levels.

Collectively, this communications strategy transformed expertise into measurable influence.

In 2025, ASH demonstrated that a focused, agile team can drive outsized impact—shaping media narratives, informing decision-makers, mobilizing civil society, and accelerating momentum toward bold, endgame-level tobacco policies worldwide.

Conclusion

Dedicated to Zero Tobacco Deaths

ASH is proud of what our small team accomplished in 2025, but we are even more determined by what remains to be done.

This year, we helped secure landmark decisions under the World Health Organization Framework Convention on Tobacco Control (FCTC), strengthened global use of liability to hold the tobacco industry accountable, advanced environmental protections tied to cigarette filter pollution, and elevated tobacco as a human rights issue before UN bodies. We supported endgame policies at the local and national levels, mobilized support for bold federal measures, and exposed tobacco industry interference through rigorous tracking and analysis. Our communications reached global audiences and shaped debates in major media and policymaking forums.



These are not incremental steps. They are structural shifts that move the world closer to phasing out commercial tobacco sales and embedding accountability into law.

And yet, tobacco remains the leading cause of preventable death worldwide. Tobacco industry interference persists. Regulatory delays cost lives. Population growth threatens to outpace reductions in prevalence. The scale of the tobacco epidemic demands urgency equal to our ambition.

What distinguishes ASH is our clarity of purpose. We are not managing the tobacco epidemic—we are working to end it. Our human rights-based approach recognizes that the ultimate expression of the right to health is eliminating the commercial sale of the most lethal consumer product ever made. Our endgame strategy is no longer theoretical; it is being implemented. Our accountability framework is no longer aspirational; it is shaping global norms.

But progress at this scale requires sustained, independent civil society leadership. Governments shift. Political winds change. Tobacco industry tactics evolve. ASH remains steady, focused, strategic, and relentless.

If we are to accelerate the end of the tobacco epidemic, we need partners who believe that ZERO tobacco deaths is not an abstract ideal, but an achievable goal.

Your support fuels treaty advocacy, strengthens local reforms, exposes industry interference, and transforms bold ideas into enforceable policy. It enables a small, expert team to continue delivering outsized global impact.

With your partnership, we can move closer to the day when the tobacco epidemic is no longer a defining public health crisis, but a chapter in history. Join us. Support ASH. Help end the tobacco epidemic for good.



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

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

ACTION ON SMOKING AND HEALTH

STATEMENTS OF FINANCIAL POSITION DECEMBER 31, 2025 AND 2024

	2025	2024 (As Restated)
ASSETS		
Current Assets		
Cash and cash equivalents	\$ 212,704	\$ 220,412
Grants and contributions receivable	18,853	42,631
Prepaid expenses	11,209	10,176
Investments	1,899,106	60,548
Total Current Assets	2,141,872	333,767
Property and Equipment, net	-	570
Other Assets		
Security deposit	5,085	5,085
Restricted cash	86,634	106,182
Restricted investments	1,191,946	3,609,019
Total Other Assets	1,283,665	3,720,286
Total Assets	<u>\$ 3,425,537</u>	<u>\$ 4,054,623</u>
LIABILITIES AND NET ASSETS		
Current Liabilities		
Accounts payable	\$ 70,648	\$ 43,739
Accrued expenses and other liabilities	155,579	153,423
Total Current Liabilities	226,227	197,162
Net Assets		
Without donor restrictions		
Undesignated	1,920,731	142,260
Board-designated	540,415	3,006,074
Total Without Donor Restrictions	2,461,146	3,148,334
With donor restrictions	738,164	709,127
Total Net Assets	3,199,310	3,857,461
Total Liabilities and Net Assets	<u>\$ 3,425,537</u>	<u>\$ 4,054,623</u>



Get Involved

Share this report

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

Share your story with ASH

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

Sign up for newsletters

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

Follow us on social media

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

Make a gift

You are the reason we can stand up to big tobacco every day. Your generosity and dedication allow ASH to be the catalyst for innovative concepts and groundbreaking programs which improve health for all.

Without your help, we would not be the incubator pushing for a tobacco-free future. www.ash.org/donate





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