ASH
ACTION ON SMOKING & HEALTH

Dedicated to ZERO Tobacco Deaths

Endgame is Here

Chris Bostic

October 23, 2025

20th Annual MD Tobacco Control Resource Center Best Practices Conference

Cape Town Declaration on Human Rights and a Tobacco-free World

A.1. We agree that the manufacture, marketing and sale of tobacco are incompatible with the human right to health.

17TH WORLD CONFERENCE ON TOBACCO OR HEALTH

Cape Town Declaration on
Human Rights and a Tobacco-free World

We, participants in the 17th World Conference on Tobacco or Health, meeting in Cape Town, South Africa, on 7-9 March 2018, and civil society organizations as well as individuals from across the globe, are firmly committed to promoting and protecting public health and human rights in relation to the tobacco epidemic, which kills 7 million people each year globally, and agree to the following general principles and call to action to achieve a tobacco-free world.

I. General Principles Relating to Human Rights and Tobacco Control

A. Human Rights Applicable to Tobacco Control

1. We agree that the manufacture, marketing and sale of tobacco are incompatible with the human right to health. In this regard, we reaffirm the value of the preamble of the WHO Framework Convention on Tobacco Control (FCTC), in which the Parties express their determination "to give priority to the right to protect public health," and to respect the right of everyone to the enjoyment of the highest attainable standard of physical and mental health, as expressed in Article 12 of the International Covenant on Economic, Social and Cultural Rights (ICESCR).

2. We reaffirm the position taken by the Committee on Economic, Social and Cultural Rights in its General Comment No. 14 that the "failure to discourage production, marketing and consumption of tobacco" constitutes a violation of the obligation to protect under Article 12 (right to health) of the ICESCR.

3. The concept of the right to a tobacco-free world as a component of human rights implies the obligation of States to address human rights implications over the whole life cycle of tobacco growing, manufacturing, marketing, distribution, consumption and post consumption, including child labor, violations of workers' rights and the rights of special populations as well as environmental destruction.

B. Human Rights Relevance of the FCTC

4. We further agree that the manufacture, marketing and sale of tobacco is incompatible with other human rights obligations States have accepted by ratifying the FCTC and various global and regional human rights treaties, as well as under their own constitutions, in particular the rights to life; to health, including safe and healthy working conditions; children's rights, including protection of children in tobacco production and from advertising; and women's rights, including protection from the impact of smoking on pregnancy.

5. We welcome COP7 Decision 7/6 on "International cooperation for implementation of the WHO FCTC, including on human rights" and efforts by States Parties to enhance cooperation on the basis of that decision.

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Global Forum for Human Rights and a Tobacco-Free World

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What a HRBA tells us

- Health equity is paramount
- Governments have a duty, as well as a right, to stop the tobacco industry.
- The tobacco industry is the perpetrator of the epidemic. Endgame is about supply, not demand.
- People who use tobacco are our clients, not our opponents.
- Cessation support is vital.

Project Sunset

Phase out the sale of commercial tobacco products

Project Sunset - Two Imperatives

- Target retail sales, not purchase, possession or use
- Access to cessation

What is Endgame?

- There is no one “correct” definition, but it is not just “checkmate”
- Endgame operationalizes our collective vision to end the death and disease caused by tobacco.
- Endgame is not simply pressing harder on accepted demand-side interventions, although those policies are still vital.
- Endgame has a deadline/due date. It will vary, but it is not “someday.”
- Endgame addresses tobacco as a systems issue, rather than a behavioral issue.
- Endgame shifts the focus of policy from demand to supply, and from the victim to the perpetrator.

Definitions

Project Sunset

"Phase out the sale of commercial tobacco products"

UCSF/California

"Initiatives designed to permanently change/eliminate the structural, political and social dynamics that sustain the tobacco epidemic, in order to end it within a specific time"

nofumadores.org
Por el derecho a vivir sin humo de tabaco

truth initiative

Truth Initiative

"A set of policies and strategies to move toward the end of commercial tobacco and nicotine use, with the exception of Food and Drug Administration-approved medications."

Nofumadores

"Make tobacco consumption disappear from Spanish society."

California surrenders control

2025
Global Tobacco
Endgame Summit
June 22, 2025 | Dublin, Ireland
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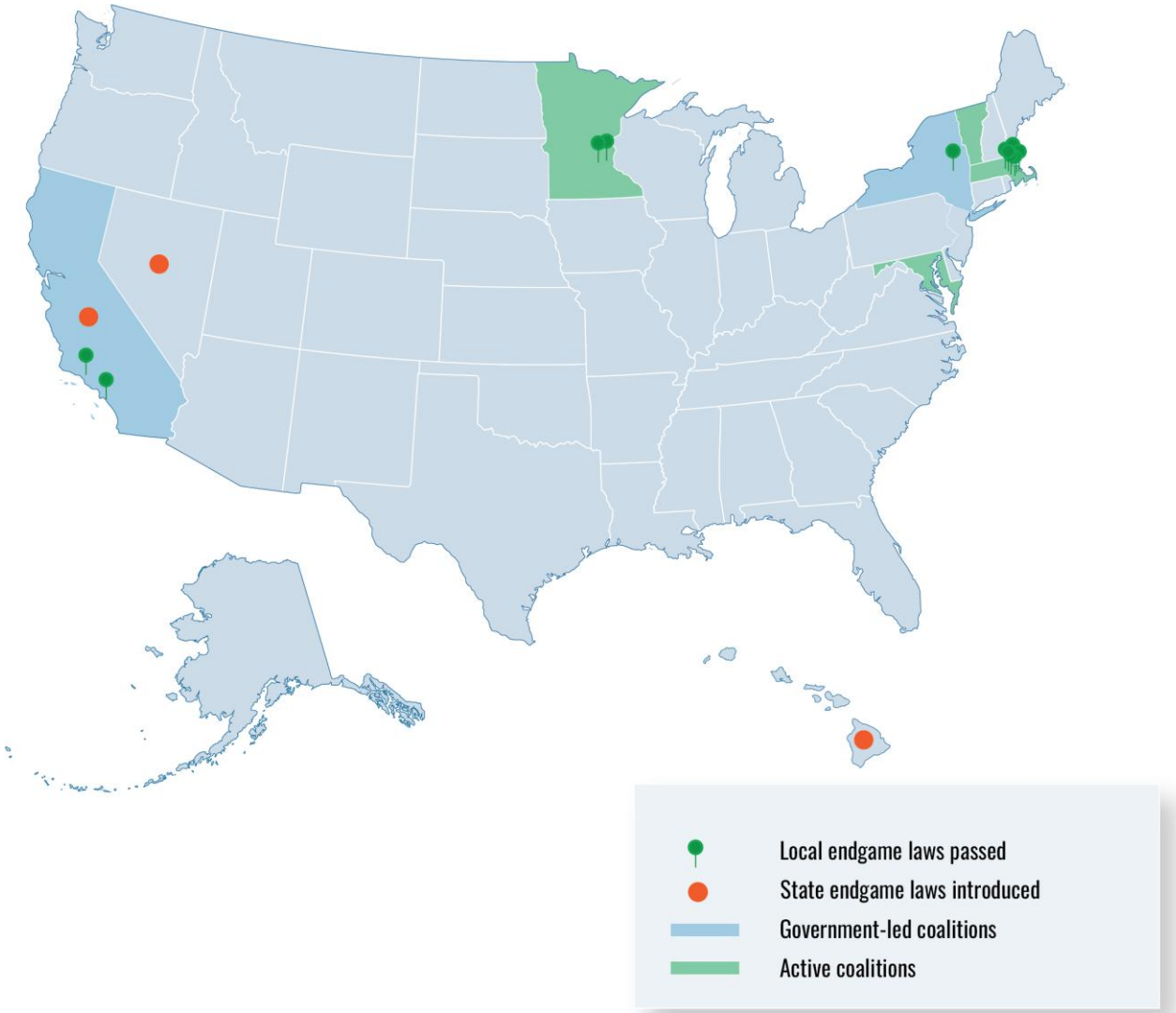
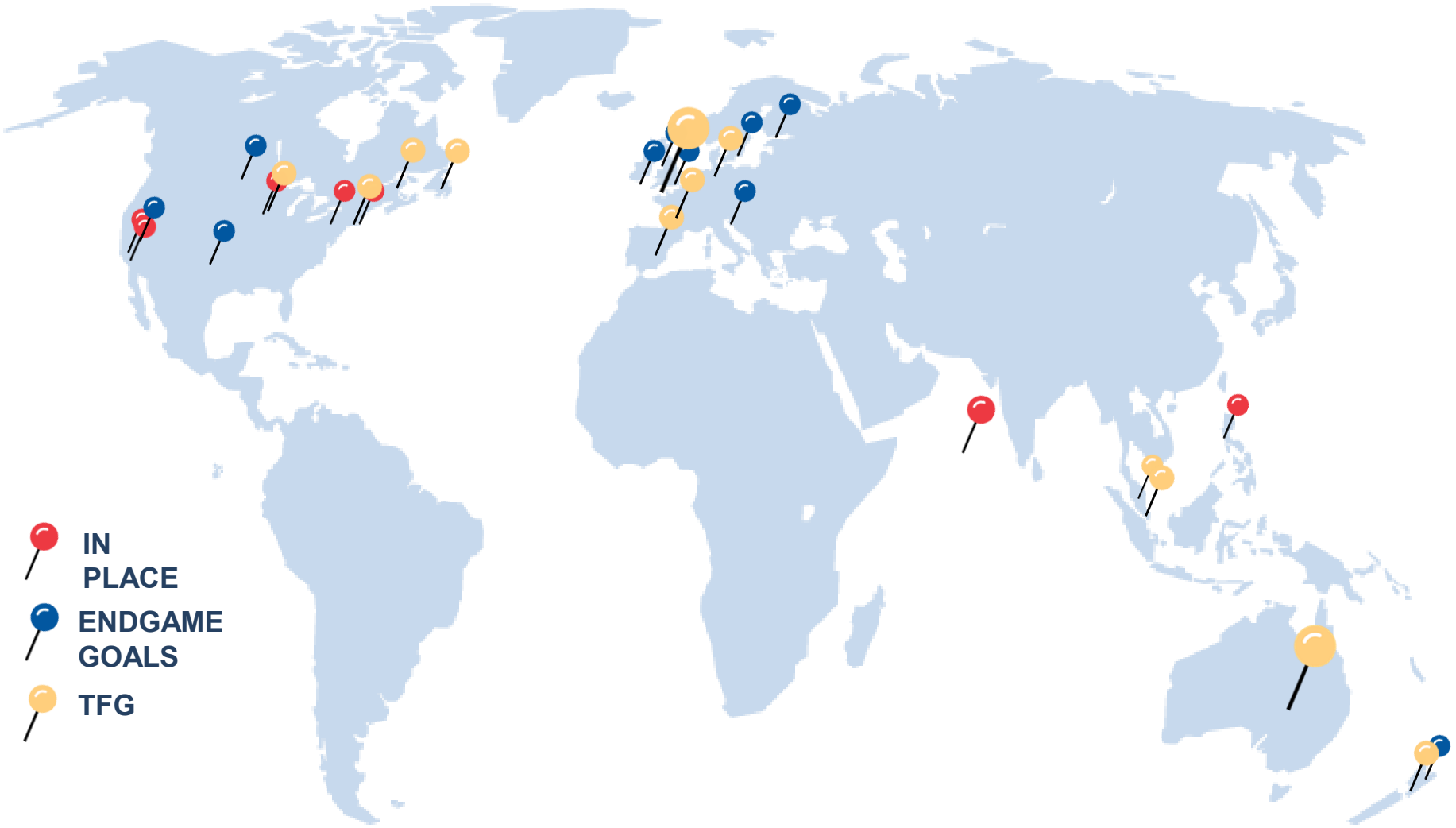

Local endgame laws passed
State endgame laws introduced
Government-led coalitions
Active coalitions

Tiburon City Council moves to ban tobacco sales

KTVU
Thu, October 16, 2025 at 7:13 PM EDT

Add Yahoo on Google


IN PLACE
ENDGAME GOALS
TFG

United Kingdom Pushes Ahead With 'Smoke-Free Generation' Tobacco Law

Briefs 23/04/2024 · Zuzanna Stawiska

South Australia may create a smoke-free generation, setting an example for the rest of Australia

JAT
JOINT ACTION ON
TOBACCO
CONTROL

WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL

Conference of the Parties to the WHO Framework Convention on Tobacco Control Eleventh session

Geneva, Switzerland, 17–22 November 2025

Provisional agenda item 4.1

FCTC/COP/11/5

29 August 2025

Forward-looking tobacco control measures (in relation to Article 2.1 of the WHO FCTC)

Report by the Expert Group

HEALTH POLICY | VOLUME 12, ISSUE 6, E1049-E1058, JUNE 2024

Download Full Issue

Which countries are ready for a tobacco endgame? A scoping review and cluster analysis

Sahaana Tamil Selvan, MPH • Xue Xin Yeo, MPH • Yvette van der Eijk, PhD

Open Access • Published: June, 2024 • DOI: https://doi.org/10.1016/S2214-109X(24)00085-8 •

JOURNAL ARTICLE CORRECTED PROOF

Commercial Tobacco Endgame Goals: Early Experiences From Six Countries

Janine Nip, MBChB, MD, PhD, Louise Thornley, MA, Robert Schwartz, PhD, Rob Cunningham, LLB, MBA, Mervi Hara, MSc, Luke Clancy, MD, David Evans, PhD, Fenton Howell, FFPHMI, Sheila Duffy, MA, Hons, Hans Gilljam, MD ... Show more

Nicotine & Tobacco Research, ntae069, https://doi.org/10.1093/ntr/ntae069

Special communication

Tobacco endgame goals and measures in Europe: current status and future directions

Hanna Ollila [1], Otto Ruokolainen [1], Tiina Laatikainen [1,2], Helena Koprivnikar [3] and JATC-2 WP9 co-authors

Opportunities and Challenges

- When asked, the public is way ahead of us

But

- Most are unaware of the possibility

- Several “proof of concept” examples

But

- Very little national media

- Endgame is normalized in tobacco policy conversations

But

- Still several national organizations not at the table

Tobacco Product Waste

Endgame Resources

Advancing Momentum for a Tobacco-Free California

Endgame Talking Points

Why do we need to phase out the commercial sale of all tobacco products?

1. Tobacco kills when used as intended. Cigarettes specifically cause more deaths than gun violence, AIDS, suicides, traffic accidents, alcoholism, and opioid and other drug addictions combined.
2. Consumer products containing chemicals proven to cause a severe threat to human health have been banned in the U.S. and are no longer marketable. Examples include lead, chlorofluorocarbons (CFCs), and polychlorinated biphenyls (PCBs), some of which are found in tobacco.
3. There is little consumer "choice" involved in cigarette smoking– cigarettes have been insidiously engineered to be as addictive as possible. Inhaled nicotine is as or more addictive than heroin and cocaine.
4. The vast majority of people who smoke want to quit, wish they had never started, and do not want their kids to start.
5. Banning the commercial sale of all tobacco products is not the same as prohibition. Posession and use will not be made illegal. Endgame's intent is to abolish the tobacco industry, not criminalize consumption of the product.
6. The results of cigarette smoking are devastating to the economy. The annual costs amount to roughly $1,000 for every person in the U.S.
7. Cigarette manufacturing and use are greatly detrimental to society. Cigarette butts are the number one form of litter, both by number and weight, and leach toxic chemicals into the environment. E-cigarette packaging and disposables are a growing refuse problem too.
8. The tobacco industry intentionally markets to youth in an effort to recruit replacement smokers to maintain their business model and ensure profits.
9. The tobacco industry's assertions of planning to "phase out" cigarettes are cynical marketing ploys that deceive the public into thinking that they will put an end to the harm they cause. The reality is that they will continue to sell cigarettes while they are profitable and we cannot wait for the tobacco industry to address this issue.

Visit us at **endtobaccoca.ash.org** for more information

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ASH ACTION ON SMOKING & HEALTH

https://endtobaccoca.ash.org/fact-sheets/

https://ash.org/sunset

PUBLIC HEALTH LAW CENTER
at Mitchell Hamline School of Law

CIGARETTE BUTT TOXIC BUTTS POLLUTION PROJECT

PHAI The Public Health Advocacy Institute
Big ideas for advancing public health and social justice

TOBACCO ENDGAME
NHMRC Centre of Research Excellence

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