



Global action for *everyone's* health.

Project Sunset

April 21, 2022

***TOBACCO-FREE PARTNERSHIP OF
BROWARD COUNTY***

- Formed in 1967
- 501(c)(3) Nonprofit Organization
- Board of Trustees Currently 8 members
- 8 full time staff (6 in DC, 2 in CA)



Vision & Mission

VISION

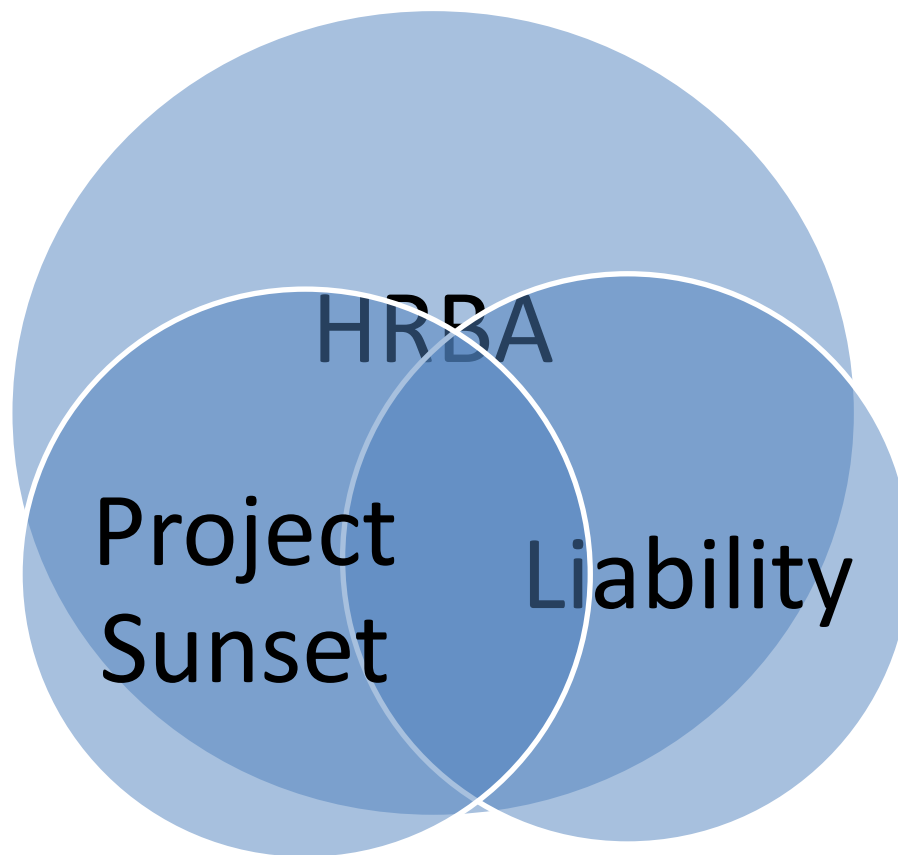
A world **free** from the harm caused by tobacco.

MISSION

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



Human Rights and Tobacco



“Tobacco is deeply harmful to human health, and there can be no doubt that the production and marketing of tobacco is irreconcilable with the human right to health. For the tobacco industry, the UNGPs [Guiding Principles] therefore require the cessation of the production and marketing of tobacco.”



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.



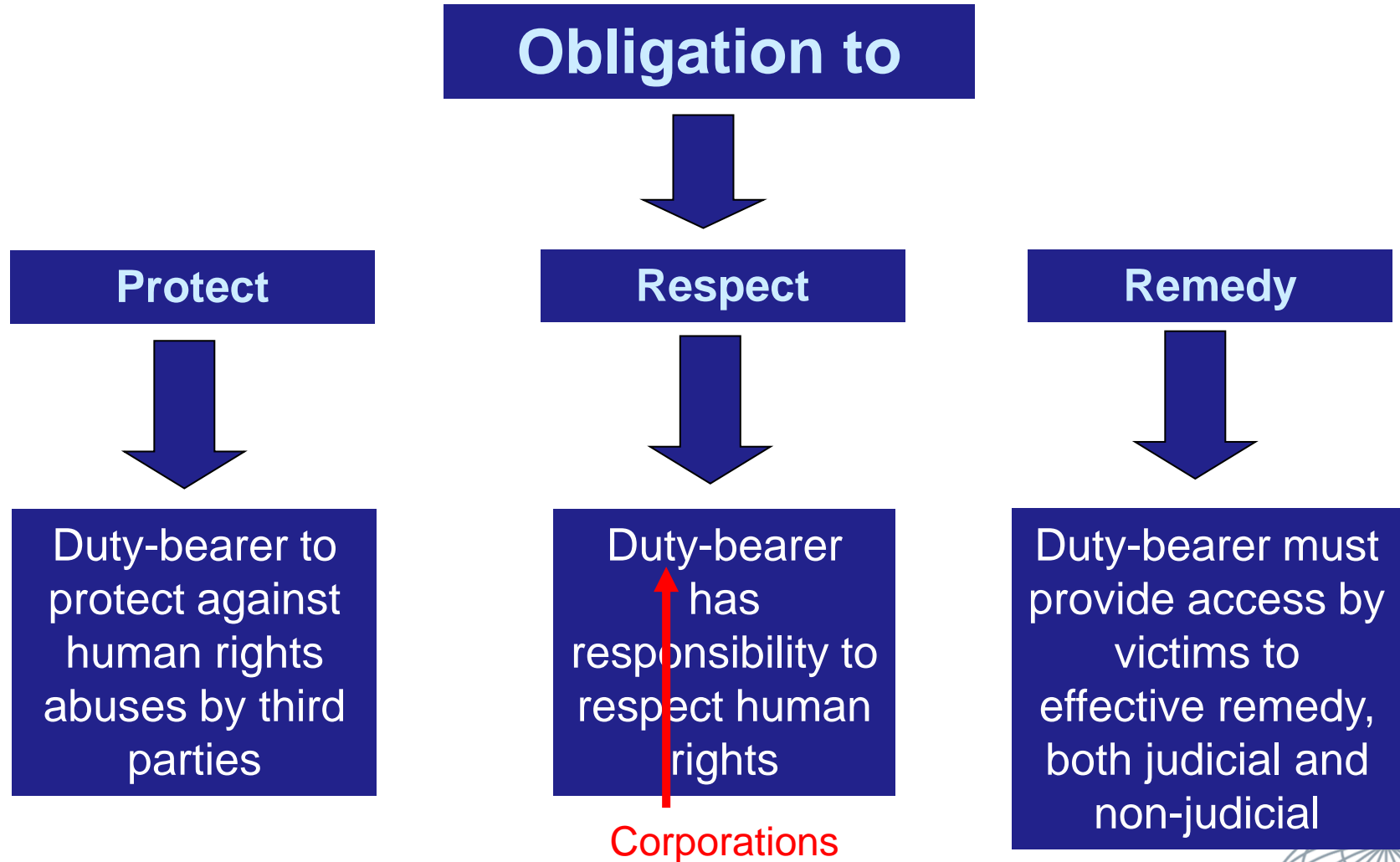
Human Rights

OK, tobacco is a human rights issue, and human rights is central to ending the tobacco epidemic.

So What?



Ruggie Principles on Business and HR



Phase out the sale of
commercial combustible
tobacco products



Sunset - Two Imperatives

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



Sunset Core Values

- Human rights, equity, dignity & respect in all things
- Our opponent is the tobacco industry, not tobacco users
- “Operationalize” our vision
- Think and act locally, nationally, and globally
- Integrate our work into broader conversations
- Collaboration is a force multiplier
- Seek consensus, but no fear in leading the way
- Seek broad input, include all stakeholders (except the tobacco industry)
- Science and fact-based



Sunset Development

- “Eyes on the Prize”
- Survey colleagues - COP/WCTOH etc.
- US steering committee
- Global steering committee
- Polling
- Research
- Publish
- Sign-on letter



Sunset Challenges

- Retail licensing
- Who enforces?
- Use and possession laws
- Illicit market
- Nearby jurisdictions
- Internet sales
- Half measures
- Cautionary tale – COVID and South Africa



Sunset is Happening

TIME

How One Massachusetts Town Could Shape the
Future of Tobacco



Beverly Hills and Manhattan Beach, California Make History for Public Health

🕒 January 5, 2021 🗨️ 1

Beverly Hills and Manhattan Beach, California Make History for Public Health Their Ordinances to Ban the Sale of Commercial Tobacco are in Effect Today Media Contact: Megan Arendt (202) 390 – 9513 SACRAMEN...



Global Progress



Chris Bostic

Policy Director

Action on Smoking & Health (ASH)

BosticC@ash.org



Twitter

@ASHorg



Facebook

[www.facebook.com/
ASHglobalAction](http://www.facebook.com/ASHglobalAction)

