

GLOBAL MEDIA COMPETITION 2024

Social Reels Challenge: Expose Tobacco Industry Tactics Targeting Young People

LIST OF FACTS

The tobacco industry's marketing tactics

The tobacco industry has adapted its tactics to lure a new generation of consumers: the youth and children. It continues to employ manipulative strategies and multifaceted approaches to target the youth, from "cool" branding to sophisticated digital media campaigns and greenwashing.

Guiding fact no.	Sub-topic	Text
I.1	<p>Tobacco industry's marketing tactics</p> <p>Masking e-cigarette risks with flavors and trendy packaging</p> <p>[Protect Young Lungs Prize]</p>	<p>Claim: E-cigarettes are a safer alternative to conventional cigarettes and can help smokers switch.</p> <p>Fact: E-cigarettes are sold as consumer goods and marketed aggressively to young people; promoted to children via social media and influencers, featuring over 16,000 appealing flavors. Many products utilize cartoon imagery designed to look sleek or mimic toys and games, attracting a younger audience.¹</p> <p>Even short-term exposure to e-cigarette promotions on social media can increase interest and more favorable views toward these products.²</p> <p>The rise in e-cigarette users among youths surpasses adult usage rates in several countries. Currently, 88 countries lack age restrictions for purchasing e-cigarettes, and 74 countries do not regulate these harmful products.³</p> <p>For more information, see:</p> <p>World Health Organization, news: "New WHO campaign highlights tobacco industry tactics to influence public health policies" (November 2023).ⁱ</p> <p>Global Center for Good Governance in Tobacco Control (GGTC)</p>

¹ "E-cigarettes target children through social media and influencers, with at least 16 000 attractive flavours. Some of these products use cartoon characters and have sleek designs, which appeal to the younger generation." Tobacco: E-cigarettes, World Health Organisation. Available at: <https://www.who.int/news-room/questions-and-answers/item/tobacco-e-cigarettes>

² "Even brief exposure to e-cigarette content on social media is associated with greater intention to use these products, as well as more positive attitudes toward e-cigarettes." Tobacco: E-cigarettes, World Health Organisation. Available at: <https://www.who.int/news-room/questions-and-answers/item/tobacco-e-cigarettes>

³ "Currently, 88 countries have no minimum age at which e-cigarettes can be bought and 74 countries have no regulations in place for these harmful products." Tobacco: E-cigarettes, World Health Organisation. Available at: <https://www.who.int/news-room/questions-and-answers/item/tobacco-e-cigarettes>

		<p>Factsheet “Tobacco Industry: Manipulating the Youth into a Lifelong Addiction” (April 2022).</p> <p>European Respiratory Journal, “World No Tobacco Day: smoking, nicotine and children” (2020).ⁱⁱ</p> <p>World Health Organization, “Technical Note on Call to action on electronic cigarettes” (December 2023)ⁱⁱⁱ</p> <p>European Respiratory Journal, “Statement on Tobacco 21 from the European Respiratory Society Tobacco Control Committee” (2023)^{iv}</p> <p>European Respiratory Journal, “European Respiratory Society statement on novel nicotine and tobacco products, their role in tobacco control and ‘harm reduction’” (2024).^v</p>
1.2	<p>Tobacco industry’s marketing tactics</p> <p>Presenting cigarette filters as a safety feature</p>	<p>Claim: Filtered cigarettes are safer than unfiltered cigarettes.</p> <p>Fact: Cigarette filters provide no health advantages, and filtered cigarettes are just as harmful as unfiltered ones for both active and passive smokers. Despite the tobacco industry’s efforts to make filters appear safer, they mainly focus on enhancing flavors and addiction potential, targeting young consumers.⁴ Relying on filters can lead to deeper inhalation and more frequent puffs, increasing exposure to harmful chemicals. The use of filters is linked to an increase in a more aggressive form of cancer.⁵ It has also been suggested that smokers may ingest these plastic fibres.⁶</p> <p>For more information, see:</p> <p>Tobacco Tactics, “Cigarette Filters” (July 2023).^{vi}</p> <p>GGTC Factsheet “WHO Supports an Immediate Ban on Cigarette Filters” (September 2023).</p> <p>GGTC brief “Why the Zero Draft of the UN Plastics Treaty Should Deal with Tobacco’s Toxic Plastics” (April 2024).^{vii}</p>

⁴ “Despite common perception, research has shown that cigarette filters do not offer any health benefit and filtered cigarettes are not less harmful than unfiltered cigarettes, for either smokers or passive smokers. The compensatory behaviour exhibited by smokers using filtered cigarettes not only negates any potential reduction in health risks but can actually increase health risks.”

“White filter tips reinforce this perception of reduced harm. Young people in particular perceive cigarette packs with references to filters as significantly less harmful than packs without references to filters.”

Cigarette Filters. Tobacco Tactics. Available at: <https://tobaccotactics.org/article/cigarette-filters/>

⁵ “The 2014 US Surgeon General’s Report on smoking and health concluded that cigarette filter ventilation, found in ‘light’ brand variants, has caused an increase in lung adenocarcinomas (cancers found in peripheral areas of the lungs) among smokers, due to altered puffing and inhalation associated with ventilated filters. Cigarette Filters. Tobacco Tactics. Available at: <https://tobaccotactics.org/article/cigarette-filters/>

⁶ “there are also suggestions that these plastic fibers can be ingested by smokers.” Plastic Tobacco filters, A problematic and unnecessary plastic impacting the environment, and human health, UNEP. Available at: https://wedocs.unep.org/bitstream/handle/20.500.11822/44764/issue45_Plastic_Tobacco_Filters_2024-01-29_V2.pdf

1.3	<p>Tobacco industry's marketing tactics</p> <p>Utilizing pharmaceuticals to advance interests</p>	<p>Claim: The tobacco industry is expanding into non-tobacco and non-nicotine products, evolving into a broader “wellness and healthcare business.”</p> <p>Fact: The tobacco industry acquired a range of pharmaceutical companies. Some specialize in developing medication to treat diseases commonly associated with smoking,⁷ while others involve innovative ways of delivering nicotine or other drugs.⁸ During the COVID-19 pandemic, British American Tobacco and Philip Morris International aggressively advertised their efforts to create a COVID-19 vaccine. Such tactics allow the tobacco industry to portray itself as a socially responsible “wellness-seeking” entity and be prominently featured in tobacco companies' Environmental, Social, and Governance (ESG) reports, masking the harms caused.⁹</p> <p>These activities convey to children and youth that although tobacco manufacturers display a deadly product at their eye level at retail stores, they actually care for their customers. Studies show that “the belief that tobacco companies are benefiting society gives it the credibility and legitimacy it needs to sell to a younger market.”¹⁰</p> <p>The so-called socially responsible activities of the tobacco industry fall under Tobacco Advertising, Promotion and Sponsorship (TAPS), which are mandated to be prohibited under Article 13 of the WHO FCTC. 116 countries have already banned the so-called CSR of tobacco¹¹ companies, but such policies may have overlooked these evolving practices.</p> <p>For more information, see:</p> <p>Stopping Tobacco Organizations and Products (STOP) Issue Brief: “Big Tobacco's Investments in and Acquisitions of Pharmaceutical</p>

⁷ “News articles and commentators have pointed out that when the pharmaceutical company acquired by tobacco treats any of the myriad diseases caused or worsened by tobacco, then the tobacco companies' transformation into a wellness business essentially allows them to profit from the poison and the sale of the cure. The most glaring of these examples is Vectura, which sells inhalers to patients suffering from Chronic Obstructive Pulmonary Disorder (COPD), a tobacco-induced disease”. Deborah Sy, 'Tobacco Industry's 'Wellness' Tactic: Ethical Dilemma and Solutions' (2023). Available at: <https://ggtc.world/library/tobacco-industrys-wellness-tactic-ethical-dilemma-and-solutions>

⁸ “Big Tobacco's acquisitions are aimed at increasing its portfolio of recreational drugs and drug delivery devices, part of a strategy to increase profits.” STOP Issue Brief 'Big Tobacco's Investments in and Acquisitions of Pharmaceutical Companies', (2022). Available at: <https://exposetobacco.org/wp-content/uploads/STOP-Pharma-Brief-3.15.22.pdf>

⁹ “A number of news outlets around the world reported on PMI's October 2020 statement, lauding the partnership and contributing to the controversial “normalization” of such a partnership. Such news reports mentioned PMI and vaccines in the same breath. In some articles, the company is described as “Medicago, backed by cigarette maker Philip Morris International, is Canada's most advanced COVID-19 vaccine project,” giving the impression that PMI is leading Canada's vaccine development. Additionally, statements by Medicago on the progress of the vaccine's development clearly mention its ownership by the Japanese company Mitsubishi Tanabe Pharma as well as PMI.”

¹⁰ GGTC Fact sheet, 'Tobacco Industry: Manipulating the youth into a Lifelong addiction'. Available at: <https://ggtc.world/knowledge/sustainability-and-human-rights/tobacco-industry-manipulating-the-youth-into-a-lifelong-addiction-1>

¹¹ GGTC Factsheet, 'Tobacco Industry's “Corporate Social Responsibility” Ban: Global Status as of March 2024'. Available at: <https://ggtc.world/knowledge/marketing-pr-so-called-corporate-social-responsibility/tobacco-industrys-corporate-social-responsibility-ban-global-status-as-of-march-2024>

		<p>Companies” (October 2021).^{viii}</p> <p>GGTC “Tobacco industry’s ‘wellness’ tactic: Ethical dilemma and solutions”(April 2023).^{ix}</p> <p>STOP Industry Brief “Philip Morris International and Medicago’s COVID-19 Vaccine” (March 2022).^x</p> <p>GGTC Factsheet Tobacco Industry: Manipulating the Youth into a Lifelong Addiction (April 2022).</p>
1.4	<p>Tobacco industry’s marketing tactics</p> <p>Concealing harms with social responsibility activities</p> <p>[Global Tobacco Index Prize]</p>	<p>Claim: Tobacco companies engage in corporate social responsibility (CSR) activities like charity and environmental clean-ups to benefit people and the environment.</p> <p>Fact: CSR activities undertaken by tobacco companies (or those working to further their interests), such as contributions to community, health, or environmental organizations, tend to improve their public image, overshadowing the adverse health effects of their products.¹²</p> <p>Even brief encounters with tobacco advertising can significantly influence adolescents.¹³ The tobacco industry's CSR initiatives are often criticised as another marketing tactic that creates positive associations with tobacco among youth.¹⁴</p> <p>Further, tobacco companies use their positive image from so-called CSR efforts to influence policies and policymakers, which undermines important tobacco control measures.¹⁵</p> <p>For more information, see:</p> <p>GGTC factsheet “Tobacco Industry’s COVID Donations vs Economic Cost of Tobacco” (April 2021).^{xi}</p> <p>World Health Organization Framework Convention on Tobacco Control “Tobacco industry tactics: advertising, promotion and</p>

¹² “Some tobacco companies make financial or in-kind contributions to organizations, such as community, health, welfare or environmental organizations, either directly or through other entities.” Guidelines for implementation Article 13, WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL. Available at: <https://fctc.who.int/publications/m/item/tobacco-advertising-promotion-and-sponsorship>

¹³ “TAPS increase smoking initiation among youth, and even brief exposure to can influence adolescents. The more aware and appreciative young people are of tobacco advertising, the more likely they are to smoke or say they intend to.” Enforcing tobacco advertising, promotion & sponsorship bans, World Health Organisation. Available at: <https://www.who.int/activities/enforcing-tobacco-advertising-promotion-sponsorship-bans>

¹⁴ “The tobacco industry uses CSR to give a positive impression about a company and their products, including to youth, by portraying the “positive” elements of their business practices (such as good employee–employer relations or environmental stewardship) and providing “financial or in-kind contributions to organizations, such as community, health, welfare or environmental organizations, either directly or through other entities”. Tobacco industry tactics: advertising, promotion and sponsorship, World Health Organisation. Available at: <https://applications.emro.who.int/docs/FS-TFI-202-2019-EN.pdf?ua=1>

¹⁵ “The tobacco industry uses corporate social responsibility (CSR) activities to access policy-makers, and utilizes its advertising budget to entice the entertainment and media sector to support voluntary codes or self-regulation.” Tobacco industry tactics: advertising, promotion and sponsorship, World Health Organisation. Available at: <https://applications.emro.who.int/docs/FS-TFI-202-2019-EN.pdf?ua=1>

		<p>sponsorship” (2019).^{xii}</p> <p>Tobacco Tactics, CSR Strategy (September 2021).^{xiii}</p> <p>GGTC, “Tobacco Industry’s Corporate Social Responsibility Ban: Global Status as of October 2023”.^{xiv}</p> <p>GGTC, “Global Tobacco Industry Interference Index” (2023)^{xv}</p>
1.5	<p>Tobacco industry’s marketing tactics</p> <p>Are they going green, or is it just a facade?</p> <p>[<i>Global Tobacco Index Prize</i>]</p>	<p>Claim: The tobacco industry is moving towards producing sustainable, plastic-free products, exemplified by initiatives like Greenbutts, aimed at reducing the environmental impact caused by cigarette butts.</p> <p>Fact: The Extended Producer Responsibility (EPR) approach mandates producers to manage their products’ environmental impact throughout their lifecycle, offering a solution to plastic pollution.¹⁶ However, its application to the tobacco industry is problematic because there are no safe recycling methods for cigarette butts.¹⁷ Also, making cigarette filters look “eco-friendly” could appeal to young people who care for the environment and are drawn to environmentally friendly products.¹⁸</p> <p>For genuine social responsibility, tobacco companies must cease all product marketing, compensate for the damages to human health and the environment, and must not have the same EPR regulations as other industries.¹⁹</p> <p>For more information, see:</p> <p>Deborah Sy and Lilia Olefir, “COP 10: Action needed to prevent tobacco industry interference in environmental solutions” (February 2024).^{xvi}</p> <p>Stop Tobacco Pollution Alliance (STPA) “Biodegradable Filters: a Health and Environmental Hazard for the Secretariat of the Second Session of the Intergovernmental Negotiating Committee (INC-2)” (May 2023).^{xvii}</p>

¹⁶ “Based on the draft negotiating text, Extended Producer Responsibility (EPR) is deemed a recognised approach to the plastic pollution problem.” Deborah Sy and Lilia Olefir, COP 10: Action needed to prevent tobacco industry interference in environmental solutions. Available at: <https://blogs.bmj.com/tc/2024/02/05/cop-10-action-needed-to-prevent-tobacco-industry-interference-in-environmental-solutions/>

¹⁷ “This poses a challenge because unlike other plastic products, there is currently no feasible or scalable means to safely recycle cigarette butts due to their hazardous nature.” Deborah Sy and Lilia Olefir, COP 10: Action needed to prevent tobacco industry interference in environmental solutions. Available at: <https://blogs.bmj.com/tc/2024/02/05/cop-10-action-needed-to-prevent-tobacco-industry-interference-in-environmental-solutions/>

¹⁸ “efforts by the tobacco industry to replace cigarette filters with eco-friendly or biodegradable alternatives or other so-called innovations also present a risk of making cigarettes more appealing to adolescences and youth that tend embrace environmentally-friendly innovations.” Deborah Sy and Lilia Olefir, COP 10: Action needed to prevent tobacco industry interference in environmental solutions. Available at: <https://blogs.bmj.com/tc/2024/02/05/cop-10-action-needed-to-prevent-tobacco-industry-interference-in-environmental-solutions/>

¹⁹ “Make the tobacco industry pay for the harms its products cause on human health and the environment. The tobacco industry should not be included in or treated like any other industry in extended producer responsibility mechanisms and corporate sustainability regulations.” Global Tobacco Industry Interference Index 2023. Available at: <https://globaltobaccoindex.org/report-summary>

		GGTC “ Global Tobacco Industry Interference Index ” (2023) ^{xviii}
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Tobacco industry’s harmful impact

The tobacco industry exacts a toll on future generations on multiple fronts through its decades-long strategies to maximize profits, often at the expense of public health, environmental sustainability, and the well-being of marginalized communities.

Guiding fact no.	Sub-topic	Text
2.1	<p>Tobacco industry’s harmful impact</p> <p>Second-hand smoke and its adverse effects</p> <p>[Protect Young Lungs Prize]</p>	<p>Claim: Smoke-free regulations in public places are sufficient to protect non-smokers.</p> <p>Fact: With the introduction of smoke-free regulations in public places,²⁰ people’s homes have become a major source of exposure to second-hand smoke, particularly for children.²¹</p> <p>Second-hand smoke contains 7,000 chemicals, including 70 carcinogens, increasing the risk of harmful health effects for pregnant women, children, and adults.²² Second-hand aerosol from electronic cigarettes also contains harmful chemicals that pose health risks to those exposed.</p> <p>For more information, see:</p> <p>European Lung Foundation, “Passive smoking” (2023).^{xix}</p> <p>World Health Organization Framework Convention on Tobacco Control: “Guidelines for the implementation of Article 8” (2017).^{xx}</p> <p>World Health Organization, “Smokefree Homes” (2023).^{xxi}</p> <p>European Lung Foundation, ‘Raising tobacco taxes linked with a lower number of infant deaths’ (2022)^{xxii}</p>
2.2	<p>Tobacco industry’s harmful impact</p>	<p>Claim: The tobacco industry is actively striving to minimize post-consumer waste and embracing new technologies to enhance recyclability, thus aiming to curb environmental pollution.</p> <p>Fact: Cigarette butts, frequently found in harbors and seabeds, are</p>

²⁰ “The tobacco industry uses “accommodation policies”, such as designated smoking areas, to promote the “social acceptability” of smoking and encourage smoking or smoking initiation.” World Health Organisation, ‘Tobacco industry tactics: smoke-free environments’ (2019). Available at: <https://applications.emro.who.int/docs/FS-TFI-203-2019-EN.pdf?ua=1>

²¹ “With the introduction of smokefree regulations in public places, peoples’ homes have become a major source of exposure to secondhand smoke (SHS), particularly for children. According to new WHO data, in some countries of the WHO European Region, up to 60% of children are exposed to SHS at home, making it a significant public health concern.” World Health Organisation, ‘Secondhand smoke: the invisible killer that continues to cause death and disease’ (2023). Available at: <https://www.who.int/europe/news/item/04-05-2023-secondhand-smoke-the-invisible-killer-that-continues-to-cause-death-and-disease>

²² “In children, these include sudden infant death syndrome, lower respiratory infections, ear infections, and more severe asthma. Pregnant women may experience harm to the fetus, preterm birth, and low birth weight.” World Health Organisation, ‘Secondhand smoke: the invisible killer that continues to cause death and disease’ (2023). Available at: <https://www.who.int/europe/news/item/04-05-2023-secondhand-smoke-the-invisible-killer-that-continues-to-cause-death-and-disease>

	<p>Damaging the environment and stealing from our future</p> <p>[<i>Stop Tobacco Pollution Prize</i>]</p>	<p>the most prevalent plastic debris collected during beach clean-ups, posing a challenge for recycling due to their large-scale presence.²³ Laden with hazardous chemicals such as nicotine, carcinogens, and metals, they present a significant threat to aquatic environments²⁴ and health²⁵ when improperly discarded. This contamination jeopardizes water quality, affecting drinking water and sources for irrigation and fishing.²⁶</p> <p>Opting for so-called "biodegradable" solutions is not viable. These filters still turn into toxic waste and merely mask real health risks.²⁷ Enhancing cigarette filters for better recyclability violates product regulations, preventing tobacco companies from making youth-targeted designs.²⁸</p> <p>For more information, see:</p> <p>World Health Organization publication: "Tobacco Poisoning our Planet" (29 May 2022).^{xxiii}</p> <p>GGTC Report: "Tobacco's Toxic Plastics, A Global Outlook" (June 2022).^{xxiv}</p> <p>STPA Brief: "Why the Zero Draft of the UN Plastics Treaty Should Deal with Tobacco's Toxic Plastics" (April 2024).^{xxv}</p>
2.3	<p>Tobacco industry's harmful impact</p>	<p>Claim: Tobacco companies have reduced water usage in production compared to tea and chocolate manufacturing, aiming for environmental sustainability and resource conservation.</p> <p>Fact: Tobacco farming contaminates drinking water supplies, harming staple crop production.²⁹ This, in turn, limits income</p>

²³ STPA Brief, 'Why the Zero Draft of the UN Plastics Treaty Should Deal with Tobacco's Toxic Plastics' (2024). Available at: <https://ggtc.world/library/why-the-zero-draft-of-the-un-plastics-treaty-should-deal-with-tobaccos-toxic-plastics-2>

²⁴ "A large proportion of tobacco product waste, which consists mostly of cigarette butts, finds its way into bodies of water and water sources, primarily through storm water systems, seepage from landfills, or direct littering into water or area near water (for example, beaches or parks). If we conservatively assume that one cigarette butt can pollute as much as 100 L of water, even if only 25% of the global 4 trillion littered butts per year make into bodies of water, this would result in another 100 trillion litres of water consumed by the tobacco product life cycle" World Health Organization, 'Tobacco: Poisoning our Planet' (2022). Available at: <https://ggtc.world/knowledge/sustainability-and-human-rights/tobacco-poisoning-our-planet>

²⁵ "These microplastics enter the food chain and are associated with serious human health impacts, which can include changes to genetics, brain development, respiration rates and more." WHO FCTC, 'UNEP, Secretariat of the WHO FCTC partner to combat microplastics in cigarettes' (2022). Available at: <https://fctc.who.int/newsroom/news/item/01-02-2022-unep-secretariat-of-the-who-fctc-partner-to-combat-microplastics-in-cigarettes>

²⁶ "Plastic pollution found in the ocean and coastal states have adversely affected fishing... the loss of marine capital due to plastics is USD 3,300 to 33,000 per tonne per year, or about 2.5 trillion USD per year" GGTC brief, 'Tobacco's Toxic Plastics: A Global Outlook' (2022). Available at: <https://ggtc.world/knowledge/all-topics/tobaccos-toxic-plastics-a-global-outlook>

²⁷ "The choice to turn to so-called "biodegradable" solutions cannot be considered a viable option: these filters, after consumption, become particularly toxic waste, they have no sanitary justification and blur the real risks incurred for health." Biodegradable Filters: a Health and Environmental Hazard for the Secretariat of the Second Session of the Intergovernmental Negotiating Committee (INC-2), STPA. Available at: [https://files.ggtc.world/uploads/2023-05-16/21-27-21-345154/CNCT-%20STPA%20-%20Biodegradable%20filters%20brief%20-%20CNCT%20\(en\).pdf.pdf](https://files.ggtc.world/uploads/2023-05-16/21-27-21-345154/CNCT-%20STPA%20-%20Biodegradable%20filters%20brief%20-%20CNCT%20(en).pdf.pdf)

²⁸ "Tobacco companies disguised their environmental harms, which will deprive the future generation of marine resources (for example, anti-litter programs to wash its hands off the environmental harms of cigarette butts as a toxic single use plastic)". Statement of the Youth on The Intergenerational Responsibility of the Tobacco Industry (2022). Available at: <https://ggtc.world/library/statement-of-the-youth-on-the-intergenerational-responsibility-of-the-tobacco-industry>

²⁹ "the environmental impacts, due to deforestation and soil degradation from tobacco growing as well as water and soil pollution from pesticide use and cigarette littering, are of growing concern" World Health Organization, Framework Convention on Tobacco Control Discussion Paper: '[The WHO Framework Convention on Tobacco Control: An Accelerator for Sustainable](#)

	<p>Endangering water supply and crop production for future generations</p>	<p>generation opportunities for future generations.³⁰</p> <p>The water utilized in tobacco farming operations inevitably becomes tainted with harmful chemicals and pollutants, leading to adverse consequences for surrounding ecosystems.³¹ Further, most tobacco-producing countries are low- and middle-income countries,³² where the primary income source is through agriculture. The contamination of groundwater and associated resources implies that the land may not sustain cultivation in the near future.</p> <p>For more information, see:</p> <p>World Health Organization publication: "Tobacco Poisoning our Planet" (29 May 2022).^{xxvi}</p> <p>World Health Organization, Framework Convention on Tobacco Control Discussion Paper: "The WHO Framework Convention on Tobacco Control: An Accelerator for Sustainable Development." (26 May 2017).^{xxvii}</p> <p>GGTC Fact Sheet. -Truth Initiative: Tobacco and the Environment. (March 2018)</p> <p>STOP Issue brief: 'The Tobacco Industry and the Environment' (July 2021).^{xxviii}</p>
2.4	<p>Tobacco industry's harmful impact</p> <p>Protecting own interest than public health</p>	<p>Claim: Tobacco companies operate under a strict code of conduct that includes guidelines for anti-corruption, anti-bribery, responsible marketing, and conflict of interest strategies.</p> <p>Fact: Efforts to protect public health policies from tobacco industry interference have deteriorated around the world. Tobacco companies often seek to bypass regulations,³³ advocate for lower taxes on new tobacco products marketed as less harmful or smoke-free³⁴ , and persuade non-health departments to support their</p>

[Development](#).' Available at: <https://www.undp.org/publications/who-framework-convention-tobacco-control-accelerator-sustainable-development>

³⁰ "These chemicals escape into the aquatic environment, contaminating lakes, rivers and drinking water. Land used for growing tobacco then has a lower capacity for growing other crops, such as food, since tobacco depletes soil fertility." World Health Organization, 'Tobacco: Poisoning our Planet' (2022). Available at: <https://ggtc.world/knowledge/sustainability-and-human-rights/tobacco-poisoning-our-planet>

³¹ "Use of agrochemicals is causing poisoning and water pollution, as evidenced by agrochemical residues in waterways adjacent to tobacco farming communities, causing severe detrimental impacts on hydrological systems and sediment yield in wetlands, riparian zones and steep slopes." STOP Issue Brief, 'The Tobacco Industry and the Environment' (2021). Available at: <https://ggtc.world/knowledge/sustainability-and-human-rights/the-tobacco-industry-and-the-environment-2021>

³² "Tobacco companies have largely shifted manufacturing to low- and middle-income countries where the bulk of tobacco is grown and produced, to escape accountability and avoid strict environmental regulations" STOP Issue Brief, 'The Tobacco Industry and the Environment' (2021). Available at: <https://ggtc.world/knowledge/sustainability-and-human-rights/the-tobacco-industry-and-the-environment-2021>

³³ "The tobacco industry has a long history of systematic, aggressive, sustained and well-resourced opposition to tobacco control measures, including efforts to subvert life-saving tobacco control measures. It does this by deploying a wide variety of tactics to obstruct, delay, weaken or undermine political commitments and tobacco control measures taken by countries at international, regional, national and subnational levels. While some strategies are public and others more covert (be they directed at governments, the public, or the media), all have the goal of weakening tobacco control." World Health Organization, 'WHO Report on the Global Tobacco Epidemic' (2019). Available at: <https://www.who.int/publications/i/item/9789241516204>

³⁴ WHO stands with young people globally who have demanded governments protect them against a deadly industry that targets them with new harmful products while outright lying about the health impacts" World Health Organization, 'New WHO Campaign Highlights Tobacco Industry Tactics to Influence Public Health Policies' (2023). Available At: <https://ggtc.world/library/new-who-campaign-highlights-tobacco-industry-tactics-to-influence-public-health-policies>

	<p>[Global Tobacco Index Prize]</p>	<p>agenda.³⁵</p> <p>The WHO's recent campaign, 'Stop the Lies,' aims to protect young people from the tobacco industry and its deadly products by advocating for an end to tobacco industry interference in health policy. Governments are obligated under the WHO FCTC Article 5.3 and its guidelines to protect public health policies from commercial and vested interests of the tobacco industry and those who further its interests.³⁶</p> <p>For more information, see:</p> <p>World Health Organization publication, "WHO Report on the Global Tobacco Epidemic" (July 2019).^{xxix}</p> <p>World Health Organization News, "New WHO campaign highlights tobacco industry tactics to influence public health policies" (November 2023).^{xxx}</p> <p>GGTC Resource "Tobacco Industry Interference at COP10 of the WHO FCTC" (February 2024).^{xxxi}</p> <p>WHO FCTC, "Good country practices in the implementation of WHO FCTC Article 5.3 and its guidelines" (January 2018)</p> <p>GGTC, "Global Tobacco Industry Interference Index" (2023)^{xxxii}</p>
<p>2.5</p>	<p>Tobacco industry's harmful impact</p> <p>Undermining human rights through child labor practices</p>	<p>Claim: Tobacco companies pledge to significantly reduce or eliminate child labor from their supply chains, exemplified by sponsored initiatives like the Eliminating Child Labour in Tobacco Growing Foundation, founded by British American Tobacco.</p> <p>Fact: In practice, tobacco companies purchase tobacco from leaf companies, thereby shifting the responsibility for preventing child labor onto these suppliers further down the supply chain. This tactic is part of the tobacco industry's attempt to obscure the ongoing involvement of children in tobacco farming globally.³⁷</p> <p>For more information, see:</p>

³⁵ "It is best when these protective measures are applied government-wide as some countries have done, either through national legislation or a circular. This government-wide approach stops the industry from utilizing non-health departments to represent its interests to undermine or weaken tobacco control" WHO FCTC Technical Document, 'Good country practices in the implementation of WHO FCTC Article 5.3 and its guidelines' (2018). Available at: <https://fctc.who.int/publications/m/item/good-country-practices-in-the-implementation-of-who-fctc-article-5.3-and-its-guidelines>

³⁶ "many Parties have made progress and established measures to protect their policies from interference by the tobacco industry. However, many Parties continue to report that tobacco industry interference persists and is the single biggest challenge to tobacco control efforts." WHO FCTC Technical Document, 'Good country practices in the implementation of WHO FCTC Article 5.3 and its guidelines' (2018). Available at: <https://fctc.who.int/publications/m/item/good-country-practices-in-the-implementation-of-who-fctc-article-5.3-and-its-guidelines>

³⁷ "In reality, tobacco companies buy tobacco from leaf companies, transferring the burden of ensuring that child labour does not occur to these companies, further down the supply chain. This is another effort of the tobacco industry to whitewash the fact that children around the world are still involved in tobacco farming." Dr. Adriano Blanco Marquizo, 'Tobacco Industry and Child Labor'. Available at: <https://fctc.who.int/newsroom/speeches/item/tobacco-industry-and-child-labor>

		STPA The Tobacco Industry: A Hindrance to the Elimination of Child Labor (June 2021)
		World Health Organization Framework Convention on Tobacco Control webinar, " Tobacco Industry And Child Labor " (June 2021)

How your country's tobacco control law protects children

Some countries and governments have successfully implemented measures to protect young people from the tactics and harm of the tobacco industry. From policy regulations to outright bans, it's crucial to spotlight these efforts as exemplary models that others may follow.

Guiding fact no.	Sub-topic	Text
3.1	<p>How your country's tobacco control law protects children</p> <p>Ban and regulation of e-cigarette sale</p> <p>[Youth-first Policy Prize and Global Tobacco Index Prize]</p>	<p>E-cigarettes are marketed as cessation devices for adults and habitual smokers.³⁸ However, it could also increase the potential for initiation and dependence, particularly among the youth and young adults.³⁹ Therefore, many countries ban the sale of e-cigarettes and other tobacco products to children.⁴⁰</p> <p><i>"Sale of all types of e-cigarettes is banned in 39 countries/jurisdictions. Argentina, Bahrain, Brazil, Brunei Darussalam, Cabo Verde, Cambodia, Chile, Colombia, Democratic People's Republic of Korea, Egypt, Ethiopia, Gambia, India, Iran (Islamic Republic of), Iraq, Jordan, Kazakhstan, Kuwait, Lao People's Democratic Republic, Lebanon, Mauritius, , Mexico, Nicaragua, Norway, Oman, , Panama, Qatar, , Singapore, Sri Lanka, Suriname, Syrian Arab Republic, Thailand, Timor-Leste, Türkiye, Turkmenistan, Uganda, and Uruguay, Vanuatu, Venezuela."⁴¹</i></p> <p><i>"Four countries prohibit the sale of nicotine-containing e-cigarettes. Jamaica, Japan, Mexico, and Switzerland."⁴²</i></p> <p>For more information, see:</p> <p>GGTC, "Global Tobacco Industry Interference Index" (2023)</p> <p>World Health Organization, 'Technical note on call to action on electronic cigarettes' (December 2023)^{xxxiii}</p> <p>European Respiratory Journal, 'Tobacco control and the ERS: new</p>

³⁸ "E-cigarette products are marketed with a variety of unsubstantiated health and cessation messages, with some websites featuring videos of endorsements by physicians." E-Cigarette Use Among Youth and Young Adults, A Report of the Surgeon General. Available at: [E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General \(cdc.gov\)](#)

³⁹ "Studies consistently show that young people that use e-cigarettes are almost three times more likely to use cigarettes later in life." Urgent action needed to protect children and prevent the uptake of e-cigarettes, World Health Organisation. Available at: <https://www.who.int/news/item/14-12-2023-urgent-action-needed-to-protect-children-and-prevent-the-uptake-of-e-cigarettes>

⁴⁰ Urgent action needed to protect children and prevent the uptake of e-cigarettes, World Health Organisation. Available at: <https://www.who.int/news/item/14-12-2023-urgent-action-needed-to-protect-children-and-prevent-the-uptake-of-e-cigarettes>

⁴¹ Global Center for Good Governance in Tobacco Control, 'E-Cigarette Ban & Regulation: Global Status as of October 2023' (2023). Available at: <https://ggtc.world/knowledge/novel-emerging-tobacco-products-and-product-regulation/e-cigarette-ban-regulation-global-status-as-of-october-2023>

⁴² Country Laws Regulating E-Cigarettes, Global Tobacco Control. Available at: <https://www.globaltobaccocontrol.org/en/policy-scan/e-cigarettes/sale>

		<p>problems and old foes' (November 2020).^{xxxiv}</p> <p>The Lancet, "Lung-function trajectories: relevance and implementation in clinical practice" (April 2024).^{xxxv}</p>
3.2	<p>How your country's tobacco control law protects children</p> <p>Ban on flavors for e-cigarettes and other tobacco products</p> <p>[Youth-first Policy Prize and Global Tobacco Index Prize]</p>	<p>Flavored cigarettes and tobacco products, such as menthol, increase their appeal to young users and make quitting more difficult. In low- and middle-income countries, particularly, youths are being targeted with new flavors and gimmicks like flavored capsules.⁴³</p> <p>Source: Flavors (Including Menthol) in Tobacco Products</p> <p>"Brazil, Canada, Ethiopia, Mauritania, Moldova, New Zealand, Niger, Nigeria, Senegal, Singapore, Turkey, the United Kingdom, the United States, Uganda, and all 27 EU member states have policies that regulate the use of flavors in tobacco products. The official reasons for enacting these bans vary, but many governments cited the protection of young people."⁴⁴</p> <p>For more information, see:</p> <p>GGTC, "Global Tobacco Industry Interference Index" (2023)</p> <p>World Health Organization, "Technical note on call to action on electronic cigarettes" (December 2023)^{xxxvi}</p>
3.3	<p>How your country's tobacco control law protects children</p> <p>Ban on advertising</p> <p>[Youth-first Policy Prize and Global Tobacco Index Prize]</p>	<p>The tobacco industry, driven by the need to replace the millions of users who die or quit each year, invests heavily in advertising, promotion, and sponsorship to attract new customers, mainly targeting young people and women. These efforts not only increase tobacco use initiation and continuation but also falsely portray tobacco as a socially acceptable product. The industry's substantial spending also reinforces its influence over various sectors, including media, sports, and entertainment.⁴⁵</p> <p>Article 13 of the WHO FCTC seeks Parties to implement a complete ban on advertising for tobacco products, as a partial ban would force the tobacco industry to expend its resources on other types of advertisement.⁴⁶</p>

⁴³ "Adding flavors, including menthol, to cigarettes and tobacco products makes them more appealing to young users and harder to quit. Young people in low- and middle-income countries (LMICs) in particular are being targeted with new, enticing flavors and gimmicks such as flavor capsules." *Flavors (Including Menthol) in Tobacco Products*, STOP. Available at: <https://exposetobacco.org/resource/menthol-flavors/>

⁴⁴ Why Ban Flavored Tobacco? STOP. Available at: <https://exposetobacco.org/news/why-ban-flavored-tobacco/>

⁴⁵ "Studies show that both direct (advertising) and indirect (promotion and sponsorship) approaches increase the likelihood of people beginning or continuing tobacco use. Such approaches also mislead the public by depicting tobacco as no different from any other legal consumer product, thereby increasing its social acceptability." *Banning tobacco advertising, sponsorship and promotion*, World Health Organisation. Available at: https://www.who.int/europe/health-topics/tobacco/banning-tobacco-advertising-sponsorship-and-promotion#tab=tab_3

⁴⁶ "Therefore, the effect of a partial advertising ban on tobacco consumption is limited. This is recognized in Article 13 of the Convention, which lays down the basic obligation to ban tobacco advertising, promotion and sponsorship. According to Article 13.1 of the Convention, "Parties recognize that a comprehensive ban on advertising, promotion and sponsorship would reduce

		<p>There is a ban on tobacco companies or the tobacco industry sponsoring or publicizing CSR activities in 116 countries.^{47, 48}</p> <p>Article 11 of the WHO FCTC underscores the importance of labeling and packaging regulations to deter the tobacco industry from enticing minors to experiment with their products. It advocates for implementing robust health warnings and standardized packaging for tobacco items.⁴⁹</p> <p>Countries like Australia,⁵⁰ Botswana,⁵¹ Mauritius,⁵² and India⁵³ have robust packaging and labeling requirements.</p> <p>For more information, see:</p> <p>GGTC, "Global Tobacco Industry Interference Index" (2023)</p>
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the consumption of tobacco products". Guidelines for implementation Article 13, WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL. Available at: <https://fctc.who.int/publications/m/item/tobacco-advertising-promotion-and-sponsorship>

⁴⁷ Ban on tobacco companies/the tobacco industry publicizing their CSR activities (Tobacco control: Enforce bans), The Global Health Observatory, World Health Organisation. Available at: <https://www.who.int/data/gho/data/indicators/indicator-details/GHO/gho-tobacco-control-enforce-bans-e17b-csr-promo-self>

⁴⁸ Ban on tobacco companies/the tobacco industry publicizing their CSR activities (Tobacco control: Enforce bans), The Global Health Observatory, World Health Organisation. Available at: <https://www.who.int/data/gho/data/indicators/indicator-details/GHO/gho-tobacco-control-enforce-bans-e17b-csr-promo-self>

⁴⁹ "Article 11.1(b) of the Convention requires each Party to adopt and implement effective measures to ensure that each unit packet or package of tobacco products and any outside packaging and labelling of such products carry health warnings and messages." Guidelines for implementation Article 11, WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL. Available at: [https://fctc.who.int/docs/librariesprovider12/default-document-library/who-fctc-article-11.pdf?sfvrsn=4bd09e13_21&download=true#:~:text=Article%2011.1\(a\)%20of%20the,likely%20to%20create%20an%20erroneous](https://fctc.who.int/docs/librariesprovider12/default-document-library/who-fctc-article-11.pdf?sfvrsn=4bd09e13_21&download=true#:~:text=Article%2011.1(a)%20of%20the,likely%20to%20create%20an%20erroneous)

⁵⁰ "World Trade Organization (WTO) reaffirmed Australia's plain packaging laws which require the tobacco industry to use generic text in drab plain cigarette packs with large graphic warnings." GGTC applauds WTO's reaffirmation of Australia's plain packaging, GGTC. Available at: <https://ggtc.world/knowledge/marketing-pr-so-called-corporate-social-responsibility/ggtc-applauds-wtos-reaffirmation-of-australias-plain-packaging>

⁵¹ "Tobacco advertising, promotion and sponsorship are now banned, as well as the display of tobacco products, including at point of sale. Regarding packaging and labelling, the law establishes that pictorial health warnings should cover not less than 70% of each principal display area and be written in the official languages. The inclusion in the packaging and labelling of deceptive terms such as "light", "ultra light" and "slim", among others, is banned." Botswana adopts a comprehensive tobacco control law, WHO FCTC. Available at: <https://extranet.who.int/fctcapps/fctcapps/fctc/implementation-database/news/botswana-adopts-comprehensive-tobacco-control-law>

⁵² "The new Regulations are ground-breaking, introducing standardized plain packaging for tobacco products, implementing a set of bold new combined graphic health warnings which will now cover 70- 100% of available display areas on tobacco packaging." WHO commends Mauritius on lifesaving tobacco regulations, World Health Organisation. Available at: <https://www.who.int/news/item/31-05-2022-who-commends-mauritius-on-lifesaving-tobacco-regulations>

⁵³ "Health warning labels are pictorial and text; cover 85 percent of the front and back panels of the tobacco product package parallel to the top edge; and are rotated every 12 months. Misleading packaging and labeling, including terms such as "light," and "low-tar" and other signs, is prohibited." LEGISLATION BY COUNTRY/JURISDICTION, INDIA, Tobacco Control Law. Available at: <https://www.tobaccocontrolaws.org/legislation/india#:~:text=Tobacco%20Packaging%20and%20Labeling&text=Misleading%20packaging%20and%20labeling%2C%20including,and%20other%20signs%2C%20is%20prohibited.>

References

ⁱ *Menthol and flavoured cigarettes and candy-flavored e-cigarettes with eye-catching designs have further contributed to the popularization of these products among the young generation, all while leaving many consumers largely unaware of the negative effects on their health."*

ⁱⁱ *"Some of the tobacco industry's past tactics seem almost absurd today; Camel's "Old Joe" character was clearly invented to appeal to children and in 1991 this brand logo was as well-recognized by 3–6 year-olds as, for example, the logo of the Disney Channel. Advertising like this has long been banned in most countries in Europe, but the tobacco industry knows how to bypass it. As an example, RJ Reynolds has engaged with thousands of consumers through their Camel brand website to design new cigarette packages, and Big Tobacco's Instagram hashtags associated with companies' tobacco products have been viewed a staggering 25 billion times; a very effective way to get around existing laws to restrict advertising to young people."*

ⁱⁱⁱ *"Once the information is on a smartphone, it could become accessible and potentially be transmitted to the producer for marketing purposes. Many e-cigarettes are also designed to allow discreet use, marketed as such, and some can be integrated into hoodies, or resemble lipsticks and watches, so they can be hidden, especially from teachers and parents. E-cigarettes are particularly marketed in ways that are inconsistent with public health goals, leading to marked increases in their use among adolescents in many countries that often exceed adult use." "Disposable" (non-rechargeable and non-refillable) e-cigarettes sold in the USA have nearly tripled in nicotine strength (dubbed as the "nicotine strength arms race"), quintupled in e-liquid capacity, and dropped in price by nearly 70% between 2017 and 2022. The current generation of disposable e-cigarettes in the USA contain nicotine levels comparable to several cartons of cigarettes."*

^{iv} *"Although tobacco smoking among adolescents continues to decline in most EU countries, and in some other European countries such as Ukraine, it still remains a major problem. Across EU countries, more than one in six (18%) 15-year-olds reported having smoked cigarettes at least once in the past month in 2018. The brains of children and adolescents are uniquely vulnerable to the effects of nicotine and nicotine addiction."*

^v *"Despite their diverse forms, many novel products contain high levels of nicotine and toxic substances, posing risks and contributing to initiation and dependence of use among young individuals. Exposure to nicotine, which is highly addictive and detrimental to brain development until age 25 years, may lead to addiction and dependency-related outcomes in the younger population."*

^{vi} *"Despite common perception, research has shown that cigarette filters do not offer any health benefit and filtered cigarettes are not less harmful than unfiltered cigarettes, for either smokers or passive smokers. The compensatory behaviour exhibited by smokers using filtered cigarettes not only negates any potential reduction in health risks, but can actually increase health risks. The 2014 US Surgeon General's Report on smoking and health concluded that cigarette filter ventilation, found in 'light' brand variants, has caused an increase in lung adenocarcinomas (cancers found in peripheral areas of the lungs) among smokers, due to altered puffing and inhalation associated with ventilated filters." "White filter tips reinforce this perception of reduced harm. Young people in particular perceive cigarette packs with references to filters as significantly less harmful than packs without references to filters."*

^{vii} *"The tobacco industry initially invested in efforts to use the filter to make cigarettes appear safer (i.e., reduce health harm) but abandoned this idea because filtering out important components, such as nicotine and flavors, would defeat its objective of making cigarettes more attractive and/or addictive. The tobacco industry has continued to innovate filter designs to market the product to young people by adding flavors, capsules, colors, and chemicals that would allow the filter to stain when used to give the impression that toxins are filtered out."*

^{viii} *"Health/scientific sector networks of the subsidiary or acquired company can be exploited by tobacco executives through revolving door situations, 16 where the tobacco executive can be assigned to work in the subsidiary company, or vice versa, resulting in a conflict of interest. Scientists funded by subsidiaries may be submitting policy positions that are favorable to tobacco companies."*

^{ix} *"News articles and commentators have pointed out that when the pharmaceutical company acquired by tobacco treats any of the myriad diseases caused or worsened by tobacco, then the tobacco companies' transformation into a wellness business."*

^x *"A number of news outlets around the world reported on PMI's October 2020 statement, lauding the partnership and contributing to the controversial "normalization" of such a partnership.²⁰ Such news reports mentioned PMI and vaccines in the same breath.²¹ In some articles, the company is described as "Medicago, backed by cigarette maker Philip Morris International, is Canada's most advanced COVID-19 vaccine project," giving the impression that PMI is leading Canada's vaccine development"*

^{xi} *"Tobacco industry's so-called CSR activities allow it to market its dangerous and addictive products and undermine governments' credibility and commitment to implement the global tobacco control treaty, WHO FCTC which, under Article 5.3, provides that: Governments must protect its public health policy from the commercial and vested interests of the tobacco industry, and this involves denormalizing so-called CSR of the tobacco industry".*

^{xii} *"The tobacco industry cannot be trusted to limit its communication to certain segments of the population, and adolescents will inadvertently be exposed to advertising if the ban is not comprehensive. Studies show that "even brief exposure can influence*

adolescents. The more aware and appreciative young people are of tobacco advertising, the more likely they are to smoke or say they intend to". Even so-called CSR activities are used by the tobacco industry to create "positive feelings" from youth".

^{xiii} "The World Health Organization (WHO) defines CSR measures in the context of the tobacco industry as the promotion of 'voluntary measures as an effective way to address tobacco control and create an illusion of being a 'changed' company and to establish partnerships with health interests."

^{xiv} "Tobacco companies and those furthering their interests use the positive perception and goodwill gained from undertaking so-called CSR in order to sway policies, access policymakers, significantly undermining life-saving tobacco control measures."

^{xv} "Global issues such as the continued impact of COVID-19, natural disasters and the growing need for environmental protection resulted in governments continued acceptance of industry charity and subjected themselves to compromising on policies."

^{xvi} Based on the draft negotiating text, Extended Producer Responsibility (EPR) is deemed a recognised approach to the plastic pollution problem. However, the fundamental features of the typical EPR approach could potentially undermine WHO FCTC implementation. EPR requires producers, including importers, to extend their responsibility for the environmental impact of their products throughout their lifecycle – from design to post-consumer use. EPR schemes go beyond making producers pay and the implementation varies across jurisdictions. This typically involves treating the industry as a stakeholder capable of assisting governments with solutions, such as through educational campaigns, advocacy, and potentially improving product design. This poses a challenge because unlike other plastic products, there is currently no feasible or scalable means to safely recycle cigarette butts due to their hazardous nature; and efforts by the tobacco industry to replace cigarette filters with eco-friendly or biodegradable alternatives or other so-called innovations also present a risk of making cigarettes more appealing to adolescences and youth that tend embrace environmentally-friendly innovations."

^{xvii} "The introduction of "biodegradable" filters may also help to improve the image of smoking, by suggesting that some tobacco consumption can be environmentally friendly. This risk of renormalization of smoking is all the greater with the younger generations, who are more sensitive to environmental issues. It could also be a potentially formidable marketing argument, as it was the case several decades ago with the introduction of filters or so-called "light" cigarettes, which led to an increase in consumption."

^{xviii} "With environmental harms, particularly plastic pollution from cigarette butts, gaining more public attention, governments endorsed the tobacco industry's environmental "CSR" activities such as cigarette butt litter cleanups, tree plantings and smoke-free campaigns. Government and public institution endorsement of industry-led cigarette butt litter cleanups were reported in at least 15 countries."

^{xix} "In children: passive smoking can increase the severity of [asthma](#) symptoms and lead to new asthma cases. It can also cause coughing and wheezing and other illnesses such as middle-ear problems."

^{xx} "There is no safe level of exposure to tobacco smoke, and notions such as a threshold value for toxicity from second-hand smoke should be rejected, as they are contradicted by scientific evidence. Approaches other than 100% smoke free environments, including ventilation, air filtration and the use of designated smoking areas (whether with separate ventilation systems or not), have repeatedly been shown to be ineffective and there is conclusive evidence, scientific and otherwise, that engineering approaches do not protect against exposure to tobacco smoke."

^{xxi} "A smokefree home is a home where use of any tobacco products (such as manufactured or roll-your-own cigarettes, cigars, waterpipes and heated tobacco products) and electronic cigarettes is not allowed anywhere (including balconies and terraces)."

^{xxii} "The risk of newborn and infant death is increased when pregnant people smoke or when babies are exposed to second-hand smoke. Raising taxes has been shown to be an effective strategy for reducing tobacco use and reducing these health risks."

^{xxiii} "A large proportion of tobacco product waste, which consists mostly of cigarette butts, finds its way into bodies of water and water sources, primarily through storm water systems, seepage from landfills, or direct littering into water or area near water (for example, beaches or parks). If we conservatively assume that one cigarette butt can pollute as much as 100 L of water (estimates range from 30 L to 1000 L, depending on a variety of factors), even if only 25% of the global 4 trillion littered butts per year make into bodies of water, this would result in another 100 trillion litres of water consumed by the tobacco product life cycle"

^{xxiv} "Tobacco products' post-consumer waste, including their packaging and cigarette butts, are some of the most widely littered items in the planet. Cigarette butts are a form of non-biodegradable plastic waste which carries tobacco residue, toxic chemicals, and heavy metals that have been shown to harm aquatic and plant life. Plastics in packaging and cigarette butts degrade into microplastics that may be ingested by marine organisms and animals."

^{xxv} "For cigarette butts, there have been various recycling efforts to produce outputs for construction, cosmetics, energy, agriculture, medical, paper, and other industries. Still, there are significant challenges in finding sustainable approaches due to the toxic nature of the material and the limitation of the goods produced. Additionally, the way cigarette butts are littered has turned them into one of the most difficult items to collect for large-scale economically viable recycling."

^{xxvi} "Tobacco growing is resource-intensive and requires heavy use of pesticides and fertilizers, which contribute to soil degradation. These chemicals escape into the aquatic environment, contaminating lakes, rivers and drinking water. Land used for growing tobacco then has a lower capacity for growing other crops, such as food, since tobacco depletes soil fertility. The economic lure of tobacco as a cash crop may not offset the damage done to sustainable food production in low and middle-income countries."

^{xxvii} *“the environmental impacts, due to deforestation and soil degradation from tobacco growing as well as water and soil pollution from pesticide use and cigarette littering, are of growing concern.”*

^{xxviii} *“Use of agrochemicals is causing poisoning and water pollution, as evidenced by agrochemical residues in waterways adjacent to tobacco farming communities, causing severe detrimental impacts on hydrological systems and sediment yield in wetlands, riparian zones and steep slopes. Tobacco is among ten (10) crops that require the most fertilizers. Chloropicrin, among many pesticides used, is a lung damaging agent toxic to fish and other organisms.”*

^{xxix} *“The tobacco industry has a long history of systematic, aggressive, sustained and well-resourced opposition to tobacco control measures (84), including efforts to subvert life-saving tobacco control measures. It does this by deploying a wide variety of tactics to obstruct, delay, weaken or undermine political commitments and tobacco control measures taken by countries at international, regional, national and subnational levels. While some strategies are public and others more covert (be they directed at governments, the public, or the media), all have the goal of weakening tobacco control.”*

^{xxx} *“WHO stands with young people globally who have demanded governments protect them against a deadly industry that targets them with new harmful products while outright lying about the health impacts. We call on all countries to safeguard health policies from this deadly industry by not letting them have a seat at the policy-making table.”*

^{xxxi} *“This page lists some of the articles spun out by around some actors against WHO or the COP, the governing body of the global tobacco control treaty which comprises of all Parties to the treaty. Notably, similar messages from the same actors are repeated in targeted news outlets and commercial vaping sites; and many of the said actors that claim to be independent have been revealed to be linked indirectly to Philip Morris International, FSFW and other entities receiving tobacco funding.”*

^{xxxii} *“Governments can and must halt TI interference. The quicker they act to fulfil their WHO FCTC obligations, the better they can protect and advance their tobacco control policies. Article 5.3 Guidelines calls on governments to limit interactions with the industry to only when strictly necessary and to be transparent.”*

^{xxxiii} *“There is a wide diversity of electronic cigarettes, many of which allow the user to customise the products, including increasing nicotine uptake, and/or the level of toxicants.”*

^{xxxiv} *“Set against the plans from an industry well versed in the dark arts of obfuscation and deceit, the divergence in views about ENDS within the public health community weakens this community’s ability to protect health. The ERS’s view, in line with other organisations, such as the World Health Organization and the American Academy of Paediatrics, is that there is no evidence to recommend the use of E-cigarettes and heated tobacco products for smoking cessation.”*

^{xxxv} *“Lungs and airways continue to grow and mature during the first 20–25 years of life and, as a result, reach peak function in early adulthood,... This lung- function trajectory can potentially be affected at any age—positively or negatively—by host factors, including diseases and external environmental exposures.”
“Childhood and adolescence are periods characterized by natural lung growth, partly driven by hormonal factors, thus creating a scenario that might allow individuals to catch-up from earlier life lung-function impairments.18,28,32 Thus, it will be important to remove barriers for lung growth, such as smoking and vaping,”*

^{xxxvi} *“Flavours in e-cigarettes can increase the general toxicity of the aerosols (3). Several flavourings have raised health concerns (44). Fourth generation e-cigarettes (pods, pod mods and disposables) almost exclusively contain high concentration nicotine salt e-liquid, which makes the nicotine easier to inhale and increases delivered dosage, creating greater dependence potential than other products”*