

**COMMERCIAL**

# The Tobacco Endgame and the FCTC Article 2.1 Report



Endgame of tobacco: Experiences  
and perspectives from Finland



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Society for Research on Nicotine and Tobacco

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| Please add “yes” or “no” to each table cell. If “yes”, please turn cell background color to yellow.                            | Tobacco Industry | Non-Pharma Nicotine Product Industry | Pharma Industry |
|--------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------------------|-----------------|
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# TOBACCO CONTROL



## Endgame policies are . . .

Initiatives **designed** to **end** the commercial tobacco epidemic by permanently changing the **structural, political and social dynamics** that sustain it, in order to achieve an endpoint for the epidemic within a specific time.

Adapted from McDaniel, Smith & Malone (2016). The tobacco endgame: A qualitative review and synthesis. *Tobacco Control*, 25: 594-604.

# California's goal

**“Ending the commercial tobacco industry’s influence and eradicating the harm caused by tobacco to the health, environment, and economic well-being of the state’s diverse communities.”**



## **Clarification:**

### **Does endgame mean nobody will use any tobacco or nicotine products?**

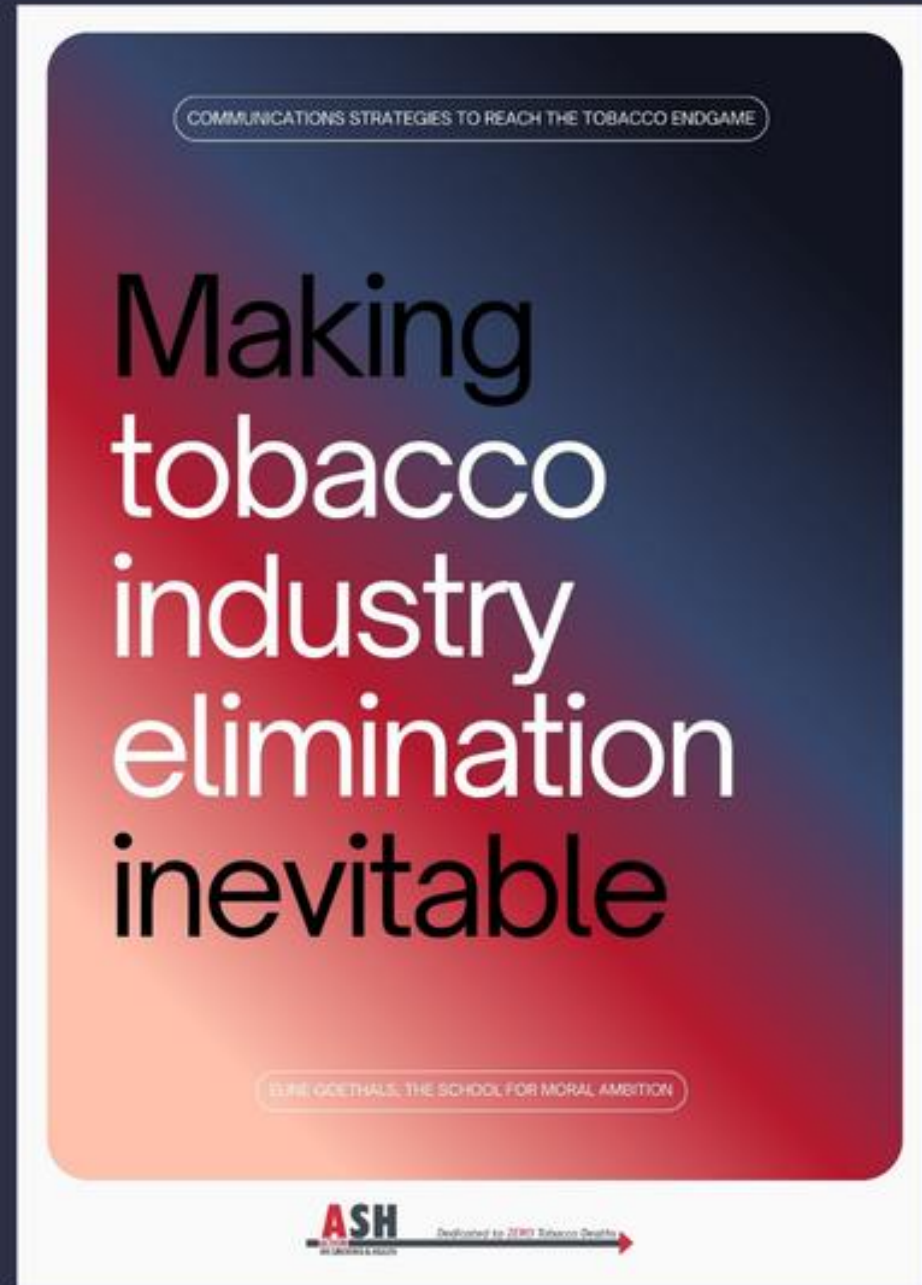
- No. Endgame is about changing the systems that perpetuate and prolong the epidemic.

# Countries with tobacco endgame goals

| Year        | Country     | Endgame Target                                                                  |
|-------------|-------------|---------------------------------------------------------------------------------|
| 2010 (2016) | Finland     | <5% tobacco and nicotine use by 2040 (<5% nicotine use by 2030)                 |
| 2011        | New Zealand | <5% smoking by 2025                                                             |
| 2013        | Ireland     | <5% smoking by 2025                                                             |
| 2013        | Scotland    | ≤5% smoking + tobacco-free generation (those born in 2013) by 2034              |
| 2016        | Sweden      | <5% smoking by 2025                                                             |
| 2018        | Canada      | <5% tobacco use by 2035                                                         |
| 2018        | France      | <5% smoking + smoke-free generation (those born in 2014) by 2032                |
| 2019        | Netherlands | <5% smoking + smoke-free generation youth and pregnant women by 2040            |
| 2019        | England     | ≤5% smoking + smoke-free generation by 2030                                     |
| 2022        | Belgium     | <5% tobacco use by 2040                                                         |
| 2022        | Slovenia    | <5% tobacco and nicotine use by 2040                                            |
| 2023        | Norway      | <5% smoking and snus use + smoke-free generation (those born in 2010) (no year) |
| 2023        | Australia   | <5% smoking by 2030                                                             |
| 2026        | Poland      | <5% tobacco and nicotine use by 2035                                            |

**ASH: The  
permanent  
elimination of the  
activities of the  
commercial  
tobacco industry  
by a specific date**

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# TOBACCO ENDGAME PROGRESS

U.S. & GLOBAL MOMENTUM (AS OF DEC 2025)

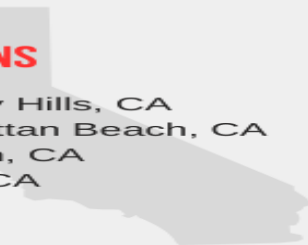
Action on Smoking and Health (ASH) is leading a global campaign to phase out the sale of commercial tobacco products.



## U.S. ENDGAME PROGRESS

### SALES BANS

- Beverly Hills, CA
- Manhattan Beach, CA
- Tiburon, CA
- Ross, CA



### PHASING OUT RETAIL LICENSES

- Dolgeville, NY
- Bloomington, MN
- Little Canada, MN
- St. Anthony Village, MN



### NICOTINE-FREE GENERATION POLICIES

1. Brookline, MA
2. Stoneham, MA
3. Wakefield, MA
4. Melrose, MA
5. Winchester, MA
6. Malden, MA
7. Reading, MA
8. Concord, MA
9. Manchester, MA

10. Chelsea, MA
11. Belchertown, MA
12. Needham, MA
13. Pelham, MA
14. Newton, MA
15. Somerville, MA

16. Hopkinton, MA
17. Conway, MA
18. South Hadley, MA
19. Dover, MA
20. Leverett, MA
21. Amherst, MA



### FILTER BAN

- Santa Cruz County, CA



### STATE BILLS INTRODUCED

- Hawaii - 2025
- Indiana - 2025
- Massachusetts - 2025
- Nevada - 2025
- California - 2024





## Why does the Article 2.1 Report matter NOW?

- After years of denying that nicotine was addictive (presumably because that would be a bad thing), the industry is now pushing a far greater variety of addictive nicotine products
- Industry is amidst making very aggressive moves both in US and globally, feeling emboldened under current administration (abrupt elimination of OSH, termination of US support for WHO)

# Considerations in selecting forward-looking measures

- How does the community perceive the tobacco industry?
- Will the policy reduce industry influence?
- How long will the policy take to be fully effective?

*NOTE: FDA is legally precluded from banning sales of cigarettes. States and local jurisdictions are not.*



# Headwinds to achieving the endgame



Image: Pixabay, ELG21

## 10 year Corporate Affairs Objectives and Strategies

years, in support of our commitment on

### NORMALIZATION

Examples of issues addressed:

Market or Consumer research bans; Litigation/liability; Exclusion from the scope of International Trade Agreements; Ban on lobbying; Ban on political contributions; Ban on charitable contributions; Ban/restrictions on tobacco growing; Industry exclusion for T&T solutions

Build on existing, and foster future, stakeholder relations with International organizations, politicians, NGOs, academics, scientists, researchers and the media, etc. to further expand communications and engagement opportunities.

communicate this internally and externally.

- b. Define PMI's vision around 5 core areas including: People (our HR practices, meritocracy, opportunity for an international career, learning and development as a priority), Product (RRP, innovation and innovation portfolio, research and development, strategic focus areas and

Amplify voices of "harm reduction" supporters vs. "prohibitionists"

oriented). Use this platform to communicate the PMI story proactively.

- c. Build on existing, and foster future, stakeholder relations with international organizations, politicians, NGOs, academics, scientists, researchers and the media, etc. to further expand communications and engagement opportunities.

Make "Normalization" a PMI priority and imbed this mindset into the organization:

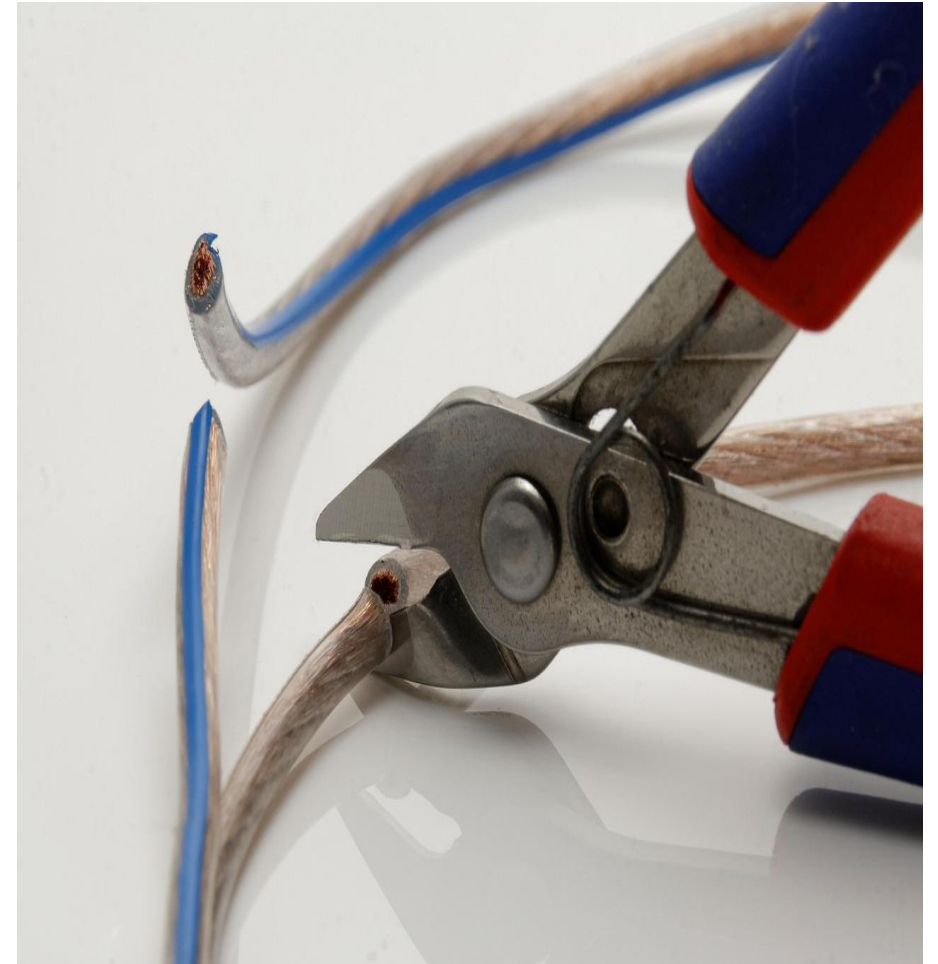
- b. expose double standards of anti-tobacco opponents (e.g., lobbying), where appropriate
  - c. Amplify voices of "harm reduction" supporters vs. "prohibitionists"
  - d. Leverage NCD debate
3. Make "Normalization" a PMI priority and imbed this mindset into the organization:
- a. Adopt a campaign-oriented communications approach, utilizing simple, emotional, impactful communication that is human and stakeholder-centric.
  - b. Promote a greater understanding across the business of the threats posed by PMI/industry de-normalization, and the need to reverse this trend to drive future growth.
  - c. Make reputation/normalization a MAP objective for all SMT members, MD's, CA Directors and Communications Managers.
  - d. Utilize existing skills and talents and add more 'big picture' company "ambassadors" who can represent PMI externally, on a range of issues, not limited to tobacco.

# Industry is using “harm reduction”/redemption tactics to sabotage endgame progress

- Nicotine repositioned as totally benign
- Creates confusion for policy leaders & public
- Industry co-opts public health agenda
- Disagreements disrupt public health solidarity
- ***No actual end is planned***

***“For tobacco, harm reduction means adequately and effectively regulating corporate actors.”***

--UN Special Rapporteur on the right of everyone to the enjoyment of the highest attainable standard of physical and mental health



# Phased constraint

- *The industry is the problem. Do not accept it as the solution.*
- *Constrict the space and limit the time* for industry to introduce and sell addictive products. Push for a **set end date**
- Offer retailers help with transitions
- We are not obligated to allow or help the industry to thrive



# Support for Policies to Prohibit the Sale of Menthol Cigarettes and All Tobacco Products Among Adults, 2021

Maeh Al-Shawaf, DrPH, MPH<sup>1</sup>; Kya N. Grooms, PhD, MPH<sup>2</sup>; Margaret Mahoney, JD<sup>1</sup>; Natasha Buchanan Lunsford, PhD<sup>1</sup>; Deirdre Lawrence Kittner, PhD, MPH<sup>1</sup> ([VIEW AUTHOR AFFILIATIONS](#))

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PEER REVIEWED

| Policy                                      | Level of Support |
|---------------------------------------------|------------------|
| Banning sale of menthol cigarettes          | 62.3%            |
| <b>Banning sale of all tobacco products</b> | <b>57.3%</b>     |

**It's too complicated**

Prohibition never worked

It could threaten our funding

***What about people who are addicted?***

**Free market will take care of the problem**

**It's too hard**

*Nicotine is part of a healthy lifestyle*

**Organized criminal gangs will take over**

It will make us look too radical

*Government needs revenue*

People who smoke will riot

It will hurt small businesses

***What about freedom of choice?***



# “You can’t...”

Have nonsmoking sections  
in restaurants

Ban smoking on airplanes

Have smokefree  
workplaces

Have smokefree bars

7 Oct 1970  
Dear Mr. Chairman:  
You people should be really proud of your Camel Cigarettes, which are advertising the fact that birds are now wearing shirts showing that wonderful monstrosity promoting the Cigarettes — and of course always with a sexy looking female.

I find it wonderful that your people help to kill about 1100 people a day in the United States — and that doesn't say anything about the rest of the world.

Many other products killed even one a week the whole country would be up in arms. But Reynolds himself, also.

50770 2482

**Idaho:**  
**We wonder how long**  
**we should put up with**  
**this national slaughter.**

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