

# TOBACCO CONTROL UNIVERSITY

## Endgame Communications



# ABOUT ASH

**A**SH  
**ACTION** ON SMOKING & HEALTH  
*Dedicated to **ZERO** Tobacco Deaths*

# PROJECT SUNSET



# CA ENDGAME ROLE



# ENDGAME COMMUNICATIONS PLAN

- Research
- Training
- Resources – online hub
- Outreach
- Brand ambassadors

# WHERE DO WE STAND WITH THE PUBLIC?

ASH/Stanford U.S. adult survey (2019, unpublished)

“To what extent would you support a government policy to ban/end/phase-out the sale of *tobacco products*?”

- Support among never smokers = 67%
- Among former smokers = 57%
- Among smokers = 53%

# WHERE DO WE STAND WITH THE PUBLIC?

“To what extent would you support a government policy to ban/end/phase-out the sale of *cigarettes*?”

- Support among never smokers= 81%
- Among former smokers = 76%
- Among smokers = 50%

# WHERE DO WE STAND WITH THE PUBLIC?

California school-based survey (2019) (*Support for Aggressive Tobacco Control Interventions Among California Adolescents and Young Adults*)\*

Favored gradually banning the sale of:

- Cigarettes 70%
- e-cigarettes other than JUULs 55%
- JUULs 59%
- cigars, cigarillos, and little cigars 70%
- hookah 54%

A majority of ever- and never-users favored immediately banning the sale of cigarettes

\* <https://doi.org/10.1016/j.jadohealth.2019.11.302>



# WHERE DO WE STAND WITH LAWMAKERS?

<b>We should gradually phase out the sale of cigarettes</b>			
		All	Local
	Somewhat agree	19.8	24.2
	Strongly agree	30.9	34.5
	<b>Total</b>	<b>50.7</b>	<b>58.7</b>
	Unsure	14.8	14.9

# INDUSTRY RESEARCH

- “Wish there were some way to eliminate cigarettes”
  - 68% yes, 32% no
- “Cigarettes should be phased out and one day made illegal”
  - 47% yes, 49% no
- “Any product that kills...should not be a legal product”
  - 53% yes, 42% no

# QUALITATIVE FINDINGS

- End, phaseout and ban were fairly even in terms of support
- “Cigarettes,” “combustible tobacco,” “tobacco products” are sometimes confusing terms for the public
- Most blame both the industry and the smoker
- Most believe smoking is a choice (although also agree it’s an addiction)

# QUALITATIVE FINDINGS

- Support for endgame is weakest among some of the groups most negatively impacted by tobacco
- Even among supporters, not a “front burner” issue
- Some have difficulty with concept in light of cannabis, alcohol, unhealthy foods
- Confusion about sales ban versus prohibition

# CHALLENGES

- Industry will work harder than ever
- “Banning” a product is always difficult
- Savings kick in over long run; lost revenue is immediate
- Most retailers will oppose
- Need to find new allies

# OPPORTUNITIES

- Global movement
- Many local communities fed up with tobacco industry
- Current national political climate leaves some cities and states looking for ways to move forward
- Tobacco industry is still widely reviled
- Some retailers will support

# THANK YOU

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Action on Smoking and  
Health

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**#PhaseOutCigs**