

About ASH

Action on Smoking and Health (ASH) is the nation's oldest anti-tobacco organization dedicated to health for all. ASH was formed in 1967 in response to the U.S. Surgeon General Report in order to use legal action to fight big tobacco and protect nonsmokers. Using the powers of science and law, ASH has fought for health in courts, before legislative bodies, and regulatory agencies, as well as before international agencies such as the United Nations and the World Health Organization.

Today, because tobacco is the leading cause of preventable death worldwide, ASH uses global tools to counter the global tobacco epidemic. Some of ASH's most historic achievements include:

- 1972: Ban of cigarette commercials on radio and television
- 1990: Decision by Congress to ban smoking on airline flights
- 2001: Executive order by President Bill Clinton prohibiting the government from promoting the sale or export of tobacco products
- 2005: The WHO Framework Convention on Tobacco Control, the world's first global public health treaty
- 2005-present: Directorship and Secretariat of the Framework Convention Alliance (FCA)
- 2015: The integration of tobacco control in the United Nations Sustainable Development Goals (SDGs), a global plan to eradicate poverty by 2030.
- 2015: The exemption of tobacco from the investor-state dispute settlement (ISDS) in the Trans Pacific Partnership (TPP) Agreement.

But, ASH's work is far from done. ASH will strive to ensure that the new SDGs are properly implemented, that other trade negotiations also carve tobacco out, and that the next generation does not become addicted to the products of [the growing tobacco industry](#). ASH's new tobacco criminal liability project, which explores ways to hold the tobacco industry liable under criminal or human rights laws, has grown in 2015 and will continue to push for tobacco industry accountability in 2016.

Working individually and through the large global network that ASH helped create, the Framework Convention Alliance (FCA), we ensure that the public health community addresses the tobacco epidemic in a unified and coherent manner by:

- Initiating advocacy and public policy efforts to inform and motivate the public and others in the tobacco control movement; pushing for stronger regulations at home and abroad;
- Ensuring that tobacco is on the agenda for health, trade, development, and human rights;
- Developing and distributing publications and research documents for tobacco control best practices;
- Monitoring and publicizing tobacco industry behavior and wrongdoings; and
- Building alliances and networks to engage the most qualified partners to address specific issues.

ASH is an incubator of ideas and a catalyst for new and cutting edge anti-tobacco initiatives. At ASH, we believe that the key to the tobacco end-game is to take on Big Tobacco. In order to save a billion lives, we must be on the offensive against the industry, as we are through ASH's trade and criminal liability programs.

Tobacco Facts and Statistics

(Note: Bolded facts are included in the *Breaking News Broadcast Video*)

United States

- Smoking kills more people than alcohol, AIDS, car accidents, illegal drugs, murders, and suicides combined
- Approximately 480,000 Americans die each year from cigarette smoking and exposure to secondhand smoke
- 16 million+ Americans currently suffer from smoking-caused illness.
- **30% of people in the state of Kentucky smoke; the same prevalence rate as Tunisia**
- Total annual public and private health care expenditures caused by smoking: at least \$132.5 billion
- Annually, the total economic costs due to tobacco are now over \$289 billion.
- Annual tobacco industry spending on marketing its products nationwide: \$8.8 billion (\$24+ million each day)
- Annual tobacco industry contributions to federal candidates: Over \$1.6 million
- Tobacco industry expenditures lobbying Congress in 2010: \$16.6 million

Global

- There are 1.1 billion tobacco users in the world. This number is expected to increase to 1.6 billion over the next two decades.
- Tobacco kills up to 50% of its users.
- Tobacco is the only consumer product that kills when used exactly as its manufacturer intends.
- **Left unchecked, tobacco use will kill 1 billion people in the 21st century.**
- **10 people die per minute from tobacco-related diseases** (1 person every 6 seconds).
- **Tobacco-related diseases: lung cancer; COPD; heart disease; stroke; asthma; diabetes; macular degeneration; low birth weight in babies; other pregnancy risks; at least ten other types of cancer including colon cancer, liver cancer, pancreatic cancer, stomach cancer; tooth loss; male impotence,**
- **Tobacco industry revenues in 2014 were \$744 billion.**
- The WHO Framework Convention on Tobacco Control, the world's first legally-binding public health treaty, is one of the most universal treaties in existence, with 180 Parties representing about 90% of the global population. The United States has signed but not ratified the FCTC.
- Smoking rates around the world are growing instead of shrinking. Smoking is a huge threat to developing countries, some of which have smoking rates as high as 50%.
 - Addiction to tobacco impacts poverty and development. In poorer countries, up to 30% of household income is spent on tobacco, reducing funds available for nutrition, education and health care.

Social Media

Hashtags

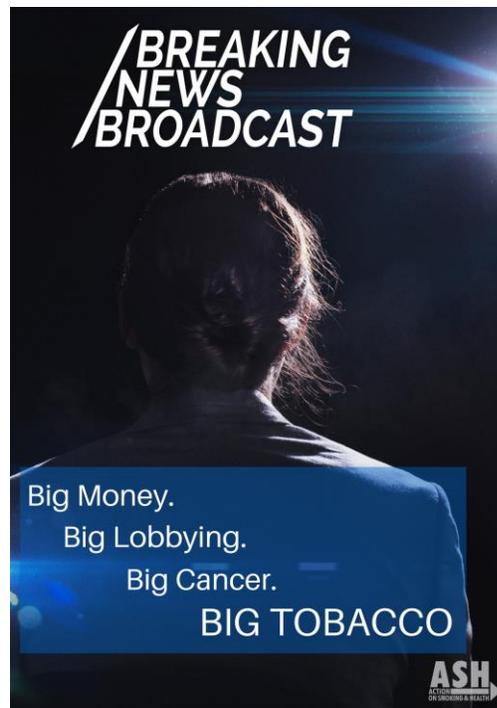
- #SmokingSuperVillians
- #DontBeATarget

Handle

- @ASHOrg (Twitter and Instagram)
- ASH: Action on Smoking & Health (Facebook)

WEBSITE, GRAPHICS

www.ash.org/bnb





TWITTER

- 1.) Exposé from @ASHOrg on one product that is causing death worldwide. <http://ash.org/bnb> #SmokingSuperVillians (INSERT PIC)
- 2.) 1,000,000,000 DEATHS.
Who's to blame? Video by @AshOrg <http://ash.org/bnb> #SmokingSuperVillians (INSERT PIC)
- 3.) Cancer. Heart Disease, Early Death. Why are these still for sale? <http://ash.org/bnb> #SmokingSuperVillians (INSERT PIC)
- 4.) Cigarettes: Still Common, Still Deadly. <http://ash.org/bnb> #SmokingSuperVillians (INSERT PIC)
- 5.) What does selling Cancer and Heart Disease, get you? A \$744 Billion dollar business in 2014 alone. <http://ash.org/bnb>
- 6.) Big Money + Big Lobbying + Big Cancer = Big Tobacco. <http://ash.org/bnb> #SmokingSuperVillians (INSERT PIC)

FACEBOOK, LINKEDIN

- 1.) BREAKING NEWS: Exposé released on one consumer product that is causing millions of deaths worldwide!

Watch the video to learn more: <http://ash.org/bnb>
via @ASH: Action on Smoking & Health

- 2.) Breaking news! We're receiving rising reports of an epidemic sweeping the globe. It comes with increased risks of heart disease, cancer, and - male impotence.

Watch the video to learn more: <http://ash.org/bnb>
via @ASH: Action on Smoking & Health

- 3.) @ASH: Action on Smoking & Health just released an exposé on one consumer product that is killing up to 50% of its users, when used as intended.

Get informed here: <http://ash.org/bnb>

NEWSLETTER, EBLAST

- 1.) To draw attention to the ongoing death and disease caused by the tobacco epidemic, ASH is releasing a parody breaking news video to highlight the message that would be broadcast if tobacco products were introduced to the market today. Our society would be in an uproar

about any new consumer product that was killing up to 50% of its consumers. There would be mass recalls and immediate civil and criminal trials.

A [peanut butter executive received 28 years in prison](#) for knowingly selling tainted products that killed 9 people and sickened up to 20,000. That pales in comparison to the death toll of 6 million people a year associated with tobacco products.

The tobacco industry has created an epidemic that is sweeping the globe as a result of billions of dollars in marketing. It's time to view tobacco products as the addictive, deadly products they are. It's time to call for an end to the work being done by the #SmokingSuperVillians.

Learn more and watch the video here: <http://ash.org/bnb>

- 2.) ASH just released an exposé on one legal, consumer product that is killing up to 50% of its users, when used exactly as intended. Additional risks of usage include tooth loss, cardiac failure, several cancers, and - male impotence, among other risks.

Learn more about this deadly product here: <http://ash.org/bnb>

Share the video on social media using #SmokingSuperVillians.