



“Tobacco control is critical to protect the right to health.”

- His Excellency Mr. Klaus Werner Iohannis, President of Romania



“The FCTC is grounded in the right of everyone to enjoy the highest attainable standard of health.”

“It’s easy to sign an agreement, but we need implementation on the ground. The UN SDGs require a real combination of different modalities.”

- Dr. Vytenis Andriukaitis, European Union Commissioner for Health and Food Safety

“The FCTC shifted the debate from a personal responsibility or lifestyle choice, to where it should be, global governance.”

“A human rights approach provides the normative and unnegotiable basis that the right to health.”

“It is now imperative to relocate tobacco control to the front of the narrative on human rights to protect our children.”

“Too often it’s smokers vs. non-smokers, not everyone vs. the industry. The public is often doing the work of the industry, but the human rights argument helps with that. Where is the tobacco industry when you are sick? It’s criminal what is happening.”

- Her Royal Highness Princess Dina Mired of the Hashemite Kingdom of Jordan, President of the Union for International Cancer Control (UICC)



“[ASH’s Cape Town Declaration](#) encapsulates the nexus between tobacco control and human rights.”

“Interpretation of states’ obligation under right to health includes now the expectation that they must protect against tobacco.”

“There’s only one thing the tobacco industry can do to be helpful: disappear.”

- Professor Steven Marks, François-Xavier Bagnoud Professor of Health and Human Rights,
Harvard University

“The connection between right to health and right to life in tobacco is poignant. Seven million lives are lost each year to tobacco.”

“The right to information shines through the Convention – every person should be informed of the health consequences of tobacco.”

“The tobacco industry continues to be for profit. Their aims are irreconcilable with public health and human rights. It’s all of the tobacco industry, not just Philip Morris International (PMI). There is no compromise with any of them.”

- Dr. Vera Luiza Da Costa e Silva, Head of Secretariat WHO Framework Convention on Tobacco Control

“By seeking to tackle the tobacco epidemic, the WHO FCTC is not only a tool to combat the adverse effects of tobacco on the right to health, but also to protect the very human right to life.” – [WHO FCTC News Story on the Forum](#)

“Effective tobacco control has to be wide ranging, comprehensive and holistic.”

- Mrs. Abigail Rupp, Deputy Chief of Mission, United States of America Embassy in Romania

“I call on all of us working to implement the FCTC to use human rights mechanisms to advance the implementation of the FCTC.”

“All of us have the right to the highest standard of health. When it comes to protecting that right, no area is as important as tobacco control.”

“The tobacco industry remains a main obstacle to improving many people’s right of health.”

“Even though the tobacco industry speaks the language of public health, their goal is to weaken the FCTC. What’s good for the tobacco industry is bad for public health.”

“Governments must place the right to health above the interests of the tobacco industry. Implementing the FCTC is the minimum of what we should expect them to do.”

“We must encourage human rights bodies to champion tobacco as a human rights issue.”

“The human rights community should work with us to hold the tobacco industry accountable for phasing out the sale of commercial cigarettes.”

- José Luis Castro, Executive Director, International Union Against Tuberculosis and Lung Disease (The Union)

“In Hungary, we look at the tobacco industry as an attack against human rights and health.”

- Professor Ildiko Horvath, MD, PhD, DMSc, Minister of State for Health – Hungary

“It’s not just about deaths, it’s about unhealthy life years due to smoking.”

- Cary Adams, Executive Director, UICC

“Human rights can keep us united. Combustible cigarettes are the #1 killer. Let’s get them off the market.”

- Laurent Huber, Executive Director, Action on Smoking and Health (ASH US)

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