

Mr. Mark Zuckerberg  
Chief Executive Officer  
Facebook  
1 Hacker Way  
Menlo Park, California 94025

August 28, 2019

Dear Mr. Zuckerberg, Chief Executive Officer of Facebook,

We are writing to you today in response to Facebook's July 24, 2019 announcement<sup>1</sup> about its policy change<sup>2</sup> regarding tobacco products on the Facebook and Instagram platforms.

We are disappointed this policy change does not reflect clear recommendations from public health and tobacco control experts from 48 countries delivered to Facebook on May 17, 2019<sup>3</sup>.

**The new Facebook and Instagram policy on tobacco marketing published by Facebook is inadequate and will be ineffective in prohibiting tobacco companies from using influencer marketing to promote their products to young people around the world.** This policy ignores the primary way tobacco companies are promoting their products on social media, which is through rampant influencer marketing.

In line with the WHO Framework Convention on Tobacco Control, over 130 countries have taken steps to stop tobacco companies from marketing their products online<sup>4</sup>. **Without a policy on influencer marketing of tobacco products, Facebook and Instagram undermine these efforts and provide tobacco companies a loophole to market addictive products online to billions of young people.**

In recent years, tobacco companies have increasingly used social media<sup>5</sup> to target young people. Philip Morris International and British American Tobacco have flooded Instagram and Facebook with ads for cigarettes<sup>6</sup> like Marlboro and Lucky Strike and heated cigarettes like IQOS and Glo. Similarly, Juul has fueled a youth e-cigarette epidemic in the U.S., driven by the company's "patently youth-oriented"<sup>7</sup> social media advertising. **In the absence of meaningful policies from social media platforms, tobacco companies have found a way to turn today's Instagram post into this generation's "Marlboro Man."**

Tobacco use is the world's leading cause of preventable death, killing eight million people around the world each year. Social media marketing of tobacco products threatens progress in curbing this epidemic.

**We are calling on Facebook and Instagram to protect young social media users from the global tobacco epidemic by immediately prohibiting influencer promotion of tobacco products and e-cigarettes.**

Time is truly of the essence to protect the next generation from the global tobacco epidemic and we urge you to act immediately. We are happy to discuss any ways in which we can help and/or support your next steps.

Sincerely,

**Campaign for Tobacco-Free Kids**, United States  
**A.C.T.O.R. Asociatia Culturala pentru Teatru si Origami din Romania**, Romania  
**Action on Smoking and Health Canada**, Canada  
**Action on Smoking and Health Finland**, Finland  
**Action on Smoking and Health Scotland**, Scotland  
**Action on Smoking and Health (ASH USA)**, United States  
**Action on Smoking and Health (UK)**, United Kingdom  
**Action on Smoking and Health Thailand**, Thailand  
**Action on Smoking and Health Wales**, United Kingdom  
**ADD+VANTAGE Community Team Services**, Philippines  
**Advocacy Center "LIFE"**, Ukraine  
**African Tobacco Control Alliance (ATCA)**, Togo  
**Agenzia Italiana Per La Prevenzione**, Italy  
**Airspace Action on Smoking and Health**, Canada  
**Aji Jakarta**, Indonesia  
**Alfa Training Center**, Indonesia  
**Aliança de Controle do Tabagismo Promoção da Saúde**, Brazil  
**Alternatives Durables pour le Développement (ADD)**, Cameroon  
**Amandla.mobi**, South Africa  
**American Cancer Society**, United States  
**American Heart Association/American Stroke Association**, United States  
**American Lung Association**, United States  
**Angel Association**, Romania  
**Asian Consultancy on Tobacco Control**, Hong Kong, China  
**Asociación Civil Tabaco o Salud Venezuela (ACITASVE)**, Venezuela  
**Asociatia Maternity, Advocacy, Medicine, Education (M.A.M.E.)**, Romania  
**Association Healthy Romania Generation 2035**, Romania  
**Association of European Cancer Leagues**, Belgium  
**Association Prevent**, Serbia  
**Association Progressive Reinforcement of Organizations and Individuals (PROI)**, Bosnia and Herzegovina  
**Association VISA**, Mauritius

**Australian Council on Smoking and Health**, Australia  
**Austrian Council on Smoking & Health**, Austria  
**Autoimmune Disease Patients Association**, Romania  
**Berkeley Media Studies Group**, United States  
**Bhartiya Manav Kalyan Samiti**, India  
**BlueLink Foundation**, Bulgaria  
**Campaign for Good Governance (SUPRO)**, Bangladesh  
**Cancer Research UK**, United Kingdom  
**Caritas Thailand**, Thailand  
**Catalan Institute of Oncology**, Spain  
**Center for Digital Democracy**, United States  
**Center for Health Consultation and Community Development (CHD)**, Vietnam  
**Center for Health Policies and Studies (PAS Center)**, Moldova  
**Center for Indonesia's Strategic Development Initiatives**, Indonesia  
**Center of Islamic Economics and Business, University of Indonesia**, Indonesia  
**Centre for Advocacy, Treatment and Recovery (CATR)**, Portugal  
**Centro de Información y Educación para la Prevención del Abuso de Drogas (CEDRO)**, Peru  
**Centro de Investigación para la Epidemia del Tabaquismo**, Uruguay  
**Club GenZ Strong Phet Phitthayakhom**, Thailand  
**Coalición México Salud-Hable**, México  
**Colegiul Medicilor Din Romania**, Romania  
**Comisión Nacional Permanente de Lucha Antitabáquica (COLAT)**, Peru  
**Comisión ProFomento vecinal Cuautemoc**, Uruguay  
**Comité National Contre le Tabagisme**, France  
**Comité/club Universitaire Unesco pour la lutte contre la drogue et Autres pandémies (CLUCOD)**, Côte d'Ivoire  
**Consortium of Ethiopian NCD Associations**, Ethiopia  
**Consumer VOICE**, India  
**Consumers Association of India**, India  
**Consumers' Legal Protection Forum**, India  
**Cordis S.A.**, Argentina  
**Corporate Accountability**, United States  
**Council for Public Health and the Problems of Demography**, Russia  
**Department of Disease Control**, Thailand  
**Dhaka Ahsania Mission**, Bangladesh  
**DOHG**, Kenya  
**Educar Consumidores**, Colombia

**Emancipate Indonesia**, Indonesia  
**Environmental Rights Action/Friends of the Earth Nigeria**, Nigeria  
**Escuela de Nutrición y Dietética, Universidad de Panamá**, Panama  
**European Network for Tobacco and Smoking Prevention**, Belgium  
**Family Medicine Association - Bucharest**, Romania  
**Federația Asociațiilor Studenților Farmaciști din România**, Romania  
**Focus NGO Mongolia**, Mongolia  
**Framework Convention Alliance for Tobacco Control**, Switzerland  
**Fresh (Making Smoking History)**, United Kingdom  
**Fundación Dominicana de Obesidad y Prevención Cardiovascular (FUNDO)**, Dominican Republic  
**Fundación Ellen Riegner de Casas**, Colombia  
**Fundación InterAmericana del Corazón Argentina**, Argentina  
**Fundación Interamericana Der Corazon Bolivia**, Bolivia  
**Fundación MÁS QUE IDEAS**, Spain  
**Fundación Salud Ambiente y Desarrollo**, Ecuador  
**Fundatia pentru Protectia Adultilor cu Boli Cardiace Congenitale (PROTCARD)**, Romania  
**Gagas Foundation**, Indonesia  
**Global Center for Good Governance in Tobacco Control (GGTC)**, Thailand  
**Global No-Cigarettes Movement**, Indonesia  
**Gracias No Fumo SC**, México  
**Grupo Publicitario Perfil**, Uruguay  
**Health Care Plus - Collaboration, Cooperation, Sharing & Learning**, Germany  
**Health Center of Kyiv City**, Ukraine  
**Health Healing Network Burundi (HHNB)**, Burundi  
**Health Institute Association**, Turkey  
**Health Promotion Education and Community Development Initiative (HPECDI)**, Nigeria  
**HealthBridge Foundation of Canada, Vietnam office**, Vietnam  
**HealthJustice Philippines**, Philippines  
**Heart Foundation of Jamaica**, Jamaica  
**Hima Kesmas STIKes Indramayu**, Indonesia  
**Himpunan Mahasiswa Pascasarjana (HMP) Fakultas Kesehatan Masyarakat UI**, Indonesia  
**Hospital Cordoba**, Argentina  
**Human Development Foundation**, Pakistan  
**Ikatan Senat Mahasiswa Kesehatan Masyarakat Indonesia (ISMKMI)**, Indonesia  
**Indian Cancer Society, Delhi**, India  
**Indonesian Consumer Organisation**, Indonesia

**Indonesian Heart Association (PERKI)**, Indonesia  
**Indonesian Heart Foundation**, Indonesia  
**Institute for Studies and Transformation**, India  
**Institute for Youth Participation, Health and Sustainable Development**, Slovenia  
**Institutul de Pneumoftiziologie Marius Nasta**, Romania  
**Integra Cancer Institute**, Guatemala  
**InterAmerican Heart Foundation**, United States  
**International Union Against Tuberculosis and Lung Disease**, France  
**International Youth Health Organization**, Slovenia  
**IPR media Solutions Pvt. Ltd.**, India  
**Jamaica Coalition for Tobacco Control**, Jamaica  
**Japan Society for Tobacco Control**, Japan  
**Jeewaka Foundation**, Sri Lanka  
**Kazakhstan National coalition against tobacco “Temekisiz”**, Kazakhstan  
**Kenya Tobacco Control Alliance**, Kenya  
**Klub Jantung Remaja Yayasan Jantung Indonesia**, Indonesia  
**LatinAmerican & Caribbean Society of Medical Oncology (SLACOM)**, Argentina  
**Lentera Anak Foundation**, Indonesia  
**Lithuanian Tobacco and Alcohol Control Coalition**, Lithuania  
**Macedonian Respiratory Society**, Macedonia  
**Marketing for Social Change**, United States  
**Marmara University Faculty of Medicine**, Turkey  
**Mathiwos Wondu-YeEthiopia Cancer Society**, Ethiopia  
**Mesa Colombiana de Incidencia por las Enfermedades Crónicas**, Colombia  
**Mexico Libre de Humo**, México  
**Mind Institute**, Romania  
**Mouvement Populaire pour la santé au Gabon (MPS Gabon)**, Gabon  
**Movement for Alternatives and Youth Awareness**, India  
**Muhammadiyah Tobacco Control Center UM Magelang**, Indonesia  
**○○○Narinukun School**, Thailand  
**National Association For Patient Protection**, Romania  
**National Association of Consumers**, Armenia  
**National Autonomous University of Mexico**, México  
**National Centre for Studies in Family Medicine, Roumania**, Romania  
**National Committee on Tobacco Control**, Indonesia  
**National Taxpayers Association**, Kenya  
**NGO "Network of Responsible People"**, Ukraine  
**NGO Juventas**, Montenegro  
**NGO Trag**, Bosnia and Herzegovina  
**Nigerian Tobacco Control Alliance**, Nigeria

**No Smoke Revolution**, Senegal  
**No Tobacco Community**, Indonesia  
**Nofumadores.org**, Spain  
**NY SAHY**, Madagascar  
**ONG Ecole Sans Tabac (ESTAB)**, Côte d'Ivoire  
**Online Voices**, Kenya  
**Ordem dos Médicos Dentistas (Portugal)/Portuguese Dental Association**, Portugal  
**Osakidetza**, Spain  
**OxySuisse**, Switzerland  
**Pakistan National Heart Association (PANAHA)**, Pakistan  
**Pembaharu Muda FCTC**, Indonesia  
**Philippine Pediatric Society**, Philippines  
**'Pratyasha' anti-drug's club**, Bangladesh  
**PROGGA**, Bangladesh  
**Programa Atenció Primària Sense Fum (PAPS)**, Spain  
**Public Health and Reforms Center of the Ministry of Health of Azerbaijan Republic**, Azerbaijan  
**Public Health Protection Foundation**, Kyrgyzstan  
**Rajkot Saher Jilla Grahak Suraksha Madal**, India  
**Red Nacional Antitabaco**, Costa Rica  
**Red PaPaz**, Colombia  
**Redes de Intervención Antitabaco- Riata**, Nicaragua  
**Romanian Federation of Medical Students Associations**, Romania  
**Romanian Society for Emergency & Disaster Medicine**, Romania  
**Ruandu Foundation**, Indonesia  
**Ruang Pemimpi Indonesia**, Indonesia  
**Rumah Inggris Banjarmasin**, Indonesia  
**Sağlığa Evet Derneği (SED)**, Turkey  
**Salud Justa Mx**, México  
**Sănătate pentru Mame și Sugari (SAMAS) Association**, Romania  
**Samoa Cancer Society Inc**, Samoa  
**Save the Children Romania**, Romania  
**Shree Jagruti Grahak Surakha Mahila Mandal**, India  
**SITAB Italian Society of Tobaccology**, Italy  
**Slovenska zveza za javno zdravje, okolje in tobačno kontrolo**, Slovenia  
**Smoke Free Israel**, Israel  
**Smoke Free Partnership**, EU  
**Smokefree Kazakstan Coalition**, Kazakhstan  
**Smoke-free Life Coalition**, Bulgaria, Bulgaria  
**Sociedad Uruguaya de Tabacología**, Uruguay

**Societatea Stidenților în Farmacie București**, Romania  
**Society for the Protection of the Rights of the Child (SPARC)**, Pakistan  
**Socio-Economic & Educational Development Organization (SEEDO)**, Pakistan  
**Sora Si Asociatii Sca**, Romania  
**Southeast Asia Tobacco Control Alliance**, Philippines  
**Spanish Society of Cardiology**, Spain  
**Spanish Society of Family and Community Medicine**, Spain  
**Srinakharinwirot university**, Thailand  
**StopdrinkNetwork**, Thailand  
**StopShishaNG**, Nigeria  
**Tanzania Tobacco Control Forum**, Tanzania  
**Thai Health Promotion Institute**, Thailand  
**Thailand National Quitline**, Thailand  
**The Indonesia Association Against Tuberculosis**, Indonesia  
**The Norwegian Cancer Society**, Norway  
**Tobacco - Free Association of Zambia**, Zambia  
**Tobacco Control Alliance in Georgia**, Georgia  
**Tobacco Control Research Group, University of Bath**, United Kingdom  
**Tobacco Control Research Unit**, Thailand  
**Tobacco Control Support Center-IAKMI**, Indonesia  
**Tobacco Endgame**, Italy  
**Tobacco Free Nigeria**, Nigeria  
**Tobacco Free Portfolios**, Australia  
**Tobacco Free West Bengal Campaign**, India  
**Truth Initiative**, United States  
**Uganda Health Communication Alliance**, Uganda  
**Uganda Heart Research Foundation**, Uganda  
**Uganda National Health Consumer's Organisation**, Uganda  
**Unfairtobacco / BLUE 21**, Germany  
**Vinoba sewa ashram**, India  
**Vision for Alternative Development**, Ghana  
**Vital Strategies**, United States  
**VIVID - Institute for the Prevention of Addiction**, Austria  
**Voices for Interactive Choice & Empowerment (VOICE)**, Bangladesh  
**Voluntary Health Association of India**, India  
**Wang Pong Suksa School**, Thailand  
**World Vision Romania**, Romania  
**Yayasan lembaga pembinaan dan perlindungan konsumen (LP2K) Jawa tengah**, Indonesia

**Yayasan Pengembangan Media Anak (YPMA), Indonesia**  
**Youth Network No Excuse Slovenia, Slovenia**  
**Zambia Heart and Stroke Foundation (ZAHESFO), Zambia**  
**เครือข่าย' ยครูโรงเรียนปลอดบุหรี่ (Teacher Network for Non-Smoking Schools),**  
Thailand

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<sup>1</sup> CNN, "[First on CNN: Facebook and Instagram to restrict content related to alcohol, tobacco and e-cigarettes,](#)" July 24, 2019

<sup>2</sup> Facebook, "[Community Standards, Regulated Goods,](#)" 2019

<sup>3</sup> Campaign for Tobacco-Free Kids, "[Over 125 Organizations Call on Social Media Companies to End All Tobacco Advertising, Including by Paid Influencers,](#)" May 22, 2019

<sup>4</sup> Campaign for Tobacco-Free Kids, "[Countries that ban direct tobacco advertising on the Internet \(2019\)](#)"

<sup>5</sup> Campaign for Tobacco-Free Kids, "[New Investigation Exposes How Tobacco Companies Market Cigarettes on Social Media in the U.S. and Around the World,](#)" August 27, 2018

<sup>6</sup> <https://www.takeapart.org/wheretheressmoke/>, last visited on August 27, 2019

<sup>7</sup> Tobacco.stanford.edu, "[JUUL Advertising Over its First Three Years on the Market,](#)" January 31, 2019