



A GUIDE TO TOBACCO ENDGAME IN CALIFORNIA

WHAT IS THE TOBACCO ENDGAME?

ENDGAME IS: "Initiatives designed to change permanently the structural, political and social dynamics that sustain the tobacco epidemic, in order to end it within a specific time." ([Source](#))

- **Structural:** Unequal distribution of burdens
 - Example: greater number and density of tobacco retailers in disadvantaged neighborhoods
- **Political:** Industry lobbying influence, particularly at national level; industry front groups
- **Social:** Acceptance of tobacco as a normal consumer product widely sold, despite its deadliness when used as intended

ENDGAME IS NOT:

- Penalization or criminalization of the purchase, use or possession of tobacco products.
- Banning the act of smoking.

“**Tobacco products**” is used here for simplicity, not as the baseline for what products the tobacco endgame includes.

- For example, California (CA) includes all non-nicotine replacement therapy products.
- CA jurisdictions vary in what products they include in their endgame policies.
- Cigarette sales **MUST** be included in all policies. Traditional tobacco **MUST NOT** be included.
- Inclusion of e-cigarettes and heated tobacco products will vary.



TOBACCO ENDGAME POLICY PATHWAYS

(1) Direct sales restrictions: Implementing a tobacco flavor ban.

(2) Retailer-focused location and density policies: Initiating and implementing limitations on tobacco retail licenses.

(3) Smoke-free and tobacco-free policies: Smoke-free beaches, parks, and multiunit housing.

(4) Pricing policies: Such as minimum price laws and tax increases.

Access to cessation programs and services is a critical component to successfully implement endgame policies.

ENDGAME STRATEGIES: FOCUSED ON SUPPLY REDUCTION

(1) Ban the sale of commercial tobacco products as of a specified date, including a phase in period to provide cessation support.

- Beverly Hills and Manhattan Beach, CA implemented a phase out ([Case Studies](#)).

(2) Enact a fee for each cash register selling tobacco and increase it annually until it is no longer in a retailer's interest to sell tobacco.



(3) Enact a permanent moratorium on new or transferred tobacco retail licenses.

- Bloomington and Little Canada, Minnesota
- [Dolgeville, New York](#)

(4) Incrementally increase the cost of a tobacco retail license until it is no longer in a retailer's interest to sell tobacco products.

(5) Prohibit the sale of tobacco to anyone born after a specific date, effectively raising the age to purchase tobacco products by one year every year. Often called Tobacco-, Smoke- or Nicotine-Free Generation).

- [New Zealand](#)
- [Brookline, Massachusetts](#)

ENDGAME STRATEGIES: FOCUSED ON DEMAND REDUCTION

(1) Ban single-use plastics in tobacco products, such as filters in cigarettes. Over 98% of cigarettes sold have filters, yet they have no health benefits and have been proven to increase health risks.

(2) Reduce nicotine to non-addictive levels.

- New Zealand, Biden Administration is considering



END COMMERCIAL TOBACCO CAMPAIGN STRATEGIES IN CA



STRATEGIC POLICY PLANNING

- Develop endgame "literacy"
- Develop argumentation resources
- Convene "think tanks"

Example:

- "How should I start this conversation?"
- "How do I develop an endgame plan?"



INTERNAL COMMUNICATION PLANNING

- Develop an endgame policy platform
- Assist with policy development

Example:

- "Is my endgame policy idea legal?"
- "How do we craft legally sound endgame policies that will minimize health disparities?"



BUILDING LOCAL SUPPORT

- Assist with community organizing, engagement, and coalition building
- Provide tools to support outreach to diverse communities

Example:

- "Who should I recruit to my campaign?"
- "What kind of outreach should I do?"



END COMMERCIAL TOBACCO CAMPAIGNS STRATEGIES IN CA



EXTERNAL COMMUNICATION

- Assist with educational outreach and messaging
- Provide speaker training and help with using earned media

Example:

- "How should I talk about this idea to the larger community?"
- "Who should I recruit to be spokespersons?"



EVALUATION

- Assist with evaluation planning

Example:

- "How can evaluation inform my endgame policy strategies?"
- "What data collection tools do I need?"
- "Where do I get help to train data collectors?"

To submit a technical assistance request, visit:
endtobacco.ash.org/request-assistance/