Dear [Name],

I'm writing from the Swedish non-profit organization A Non Smoking Generation working to prevent tobacco use among children and youth. We're contacting you and the European Commission in good will to raise awareness about the tobacco industry, their new products and strategies. Our aim is to motivate measures to counteract the tobacco industry - in order to achieve the Sustainable Development Goals and protect global health.

We have produced a short educative movie (18 minutes long) that addresses the human rights violations, child labour, environmental impact, and disinformation and lobbying of the tobacco industry. It is estimated that at least 1.3 million children under the age of 14 work within the tobacco industry, and that 200,000 hectares of forest land are being cut down annually due to tobacco production. Despite the fact that marketing of tobacco is forbidden in Sweden, one out of five young people often see tobacco advertising, and only 4% of the public are aware that the nicotine in "tobacco-free" products (such as nicotine pouches and e-cigarettes) derives from the tobacco plant.

The movie ends with five call-to-actions providing practical solutions, and shows how different stakeholders can refrain from supporting the tobacco industry. One important call-to-action concerns implementing WHO's framework convention on tobacco control, which clearly encourages all parties to exclude tobacco industry influence from public health policy and to implement measures and regulations to phase out all tobacco products. Our Secretary-General Helen Stjerna has written a letter to the EU on this matter - urging them to include all non-pharmaceutical nicotine products in the Tobacco Products Directive. The letter is attached in this e-mail, please read it and forward it to whom it also may concern.

Here is also a link to our movie Child Labour in New Packaging: "Tobacco-Free" Products Exposed: https://youtu.be/Y9pS0lMYciM

The content in this movie have been developed independently by A Non Smoking Generation with consulting from UBINIG in Bangladesh and Unfairtobacco in Germany.
Read our common article "Tobacco is a threat to a just and sustainable development" here: https://www.euractiv.com/section/health-consumers/opinion/tobacco-is-a-threat-to-a-just-and-sustainable-development/

Please watch our movie, read our letter and share it within your organization. If you have any questions or feedback, do not hesitate to contact us by replying to this e-mail.

All the best,

A Non Smoking Generation

www.nonsmoking.se

Tycker du att vi gör ett bra jobb?
SWISHA valfritt belopp till 123 90 1979 3 för att stödja oss!