

TFG explained



The
What, Who, Why and How
of
Tobacco-Free Generation policies

What

- Policies target sales of addicting nicotine products
- Smoke-Free Generation → cigarettes only
- Nicotine-Free Generation → all commercial nicotine
- TFG is the generic term for all possibilities:
- May include cigars, pipes, shisha, heat-not-burn, e-cigs, vapes, pouches, etc.

Who

- Policies target **commercial suppliers** to those born after a certain birthdate (e.g. Jan 1, 2010)
- 'Commercial supply' includes freebies at youth venues
- **No** targeting of purchase, use or possession

Why

- Tobacco kills
most of its long-term users
- Nicotine is highly addictive
Most who start become
long-term users
- Focus on preventing initial use
- Banning sales to addicted is
risky in large jurisdictions



Why (ctd)

- Almost no one starts tobacco use post-adolescence
- Focus on preventing initial use by youth
- Youth want to appear grown-up
- Avoid minimum age laws that signify maturity
- Laws send messages
- Lifetime constraint signals '**no safe age** for tobacco'

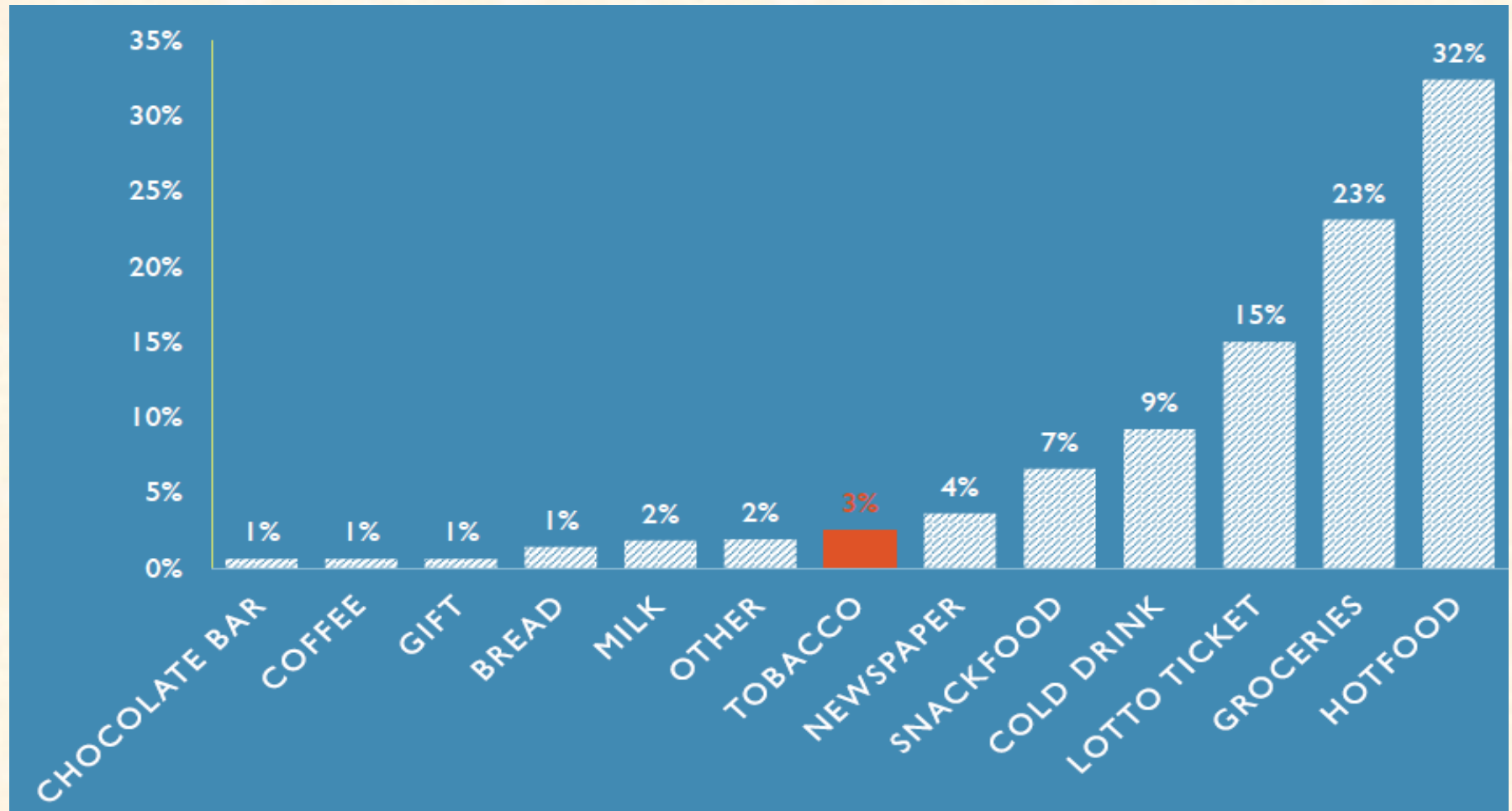
How

- Choose an appropriate birthdate
- Minimize the number of nicotine-dependent affected
- No denied addicted consumers → no black market
- Enhance cessation efforts
- To help the few youngsters already addicted
- For older folk affected by tobacco denormalization
- Simplify enforcement
- By licencing vendors, with penalties for illegal sales

FAQ

- Do retailers need to sell tobacco products?

Main reason for visiting small tobacco retailer



- Philip Morris internal document (1994):
- *‘economic arguments often used by the industry to scare off smoking ban activity ... simply had no credibility with the public,*
- *which isn’t surprising when you consider that our dire predictions in the past rarely came true.’*

FAQ

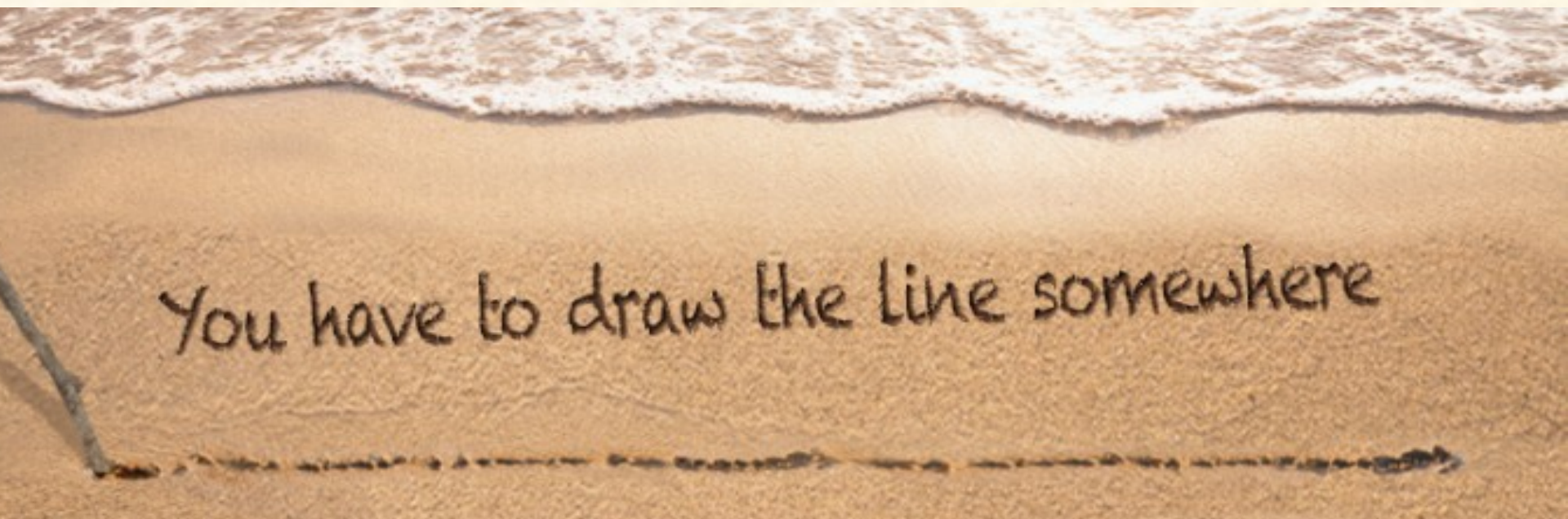
- Is a birthdate rule discriminatory?

Sometimes, discrimination is the fairest option

To phase out a toxic product,
it's necessary to draw a line in the sand.

Where the benefit outweighs the harm,
as in the case of ending tobacco sales,
this line in the sand is justified.

Image: Anne Dennish

A photograph of a beach scene. In the foreground, a line is drawn in the sand, starting from a stick on the left and extending towards the right. The sand is a light tan color. In the background, the ocean waves are breaking, creating white foam. The sky is a pale, hazy blue.

You have to draw the line somewhere

FAQ

- Has such a law been used already?

Tried before?

Yes! For opium smoking last century



Formosa : 80% reduction in 15 years

Ceylon : eradicated within 35 years

Ref: Willoughby (Johns Hopkins, 1925)
Report of the Prohibition Commission (Ceylon, 1957)

FAQ

How long does TFG take to succeed?

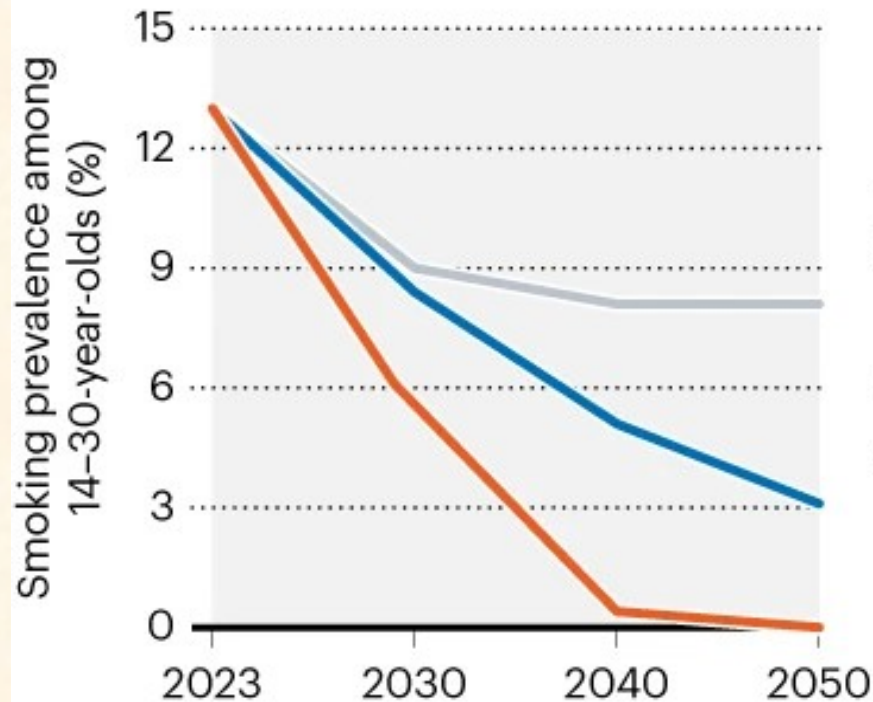
UK government modelling

BAN PLAN

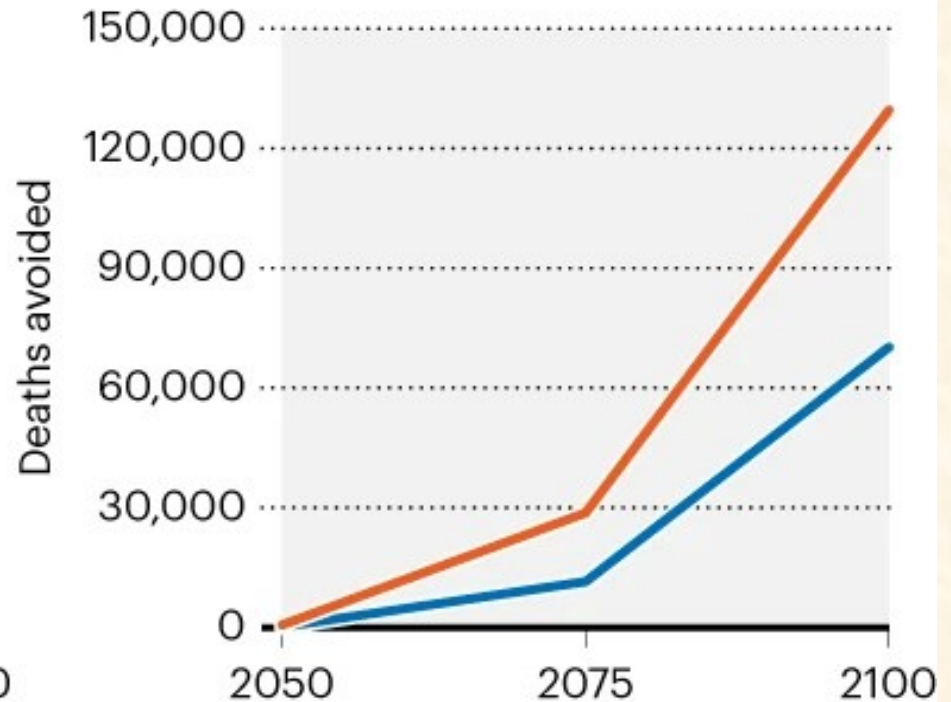
A tough UK proposal aims to sharply reduce smoking among 14–30-year-olds. The government's most optimistic scenario suggests that prevalence could be cut to zero by 2050.

— Baseline — Optimistic — Pessimistic

Smoking prevalence



Lives saved



FAQ

- Is TFG politically popular?

TFG public support

Location	Date	For	N	Support	Oppose
Singapore	Aug-07	National Cancer Centre	500	70.4%	
Australia	Aug-12	News Limited -- online	2,595	67.9%	
Australia	Aug-12	Fairfax Media -- online	29,096	73.2%	
Tasmania, Australia	Dec-13	Cancer Council	1,200	75.0%	
Canada	Jun-14	Toronto Globe & Mail		72.2%	
Spain	2021	Nofumadores	5,305	84.0%	
France	2021	Alliance Contre le Tabac (ACT)	1,000	86.0%	14.0%
New Zealand	Sep-23	ITC Youth & Young Adult Survey	3,414	79.0%	14.0%
UK	Nov-23	ASH (UK)	4,107	66.0%	14.0%
Ireland	Nov-23	Irish Heart Foundation	1,012	76.0%	22.0%
Italy	Mar-24	IRCCS, Milan	22,428	74.1%	18.0%
UK	Apr-24	ASH (UK)	13,266	69.0%	12.0%

NB: Actual questions asked, and sampling methodologies used, may vary.

FAQ

Is TFG spreading?

TFG progress

Location	Passed	Start	Birthyear	Restricted	TI pushback
Balanga, Philippines	Sep-16	Sep-16	2000	all nicotine	courts
Brookline MA, US	Nov-20	Sep-21	2000	all nicotine	courts
Malaysia	“Dec-22”		2009	smoked	? election
New Zealand	Dec-22	repealed	2009	smoked	party contacts
Stoneham MA, US	Mar-24	Jan-25	2004	all nicotine	
Wakefield MA, US	Mar-24	Jan-25	2004	all nicotine	
UK	“Nov-24”		2009	smoked	
Melrose MA, US	Apr-24	Jan-25	2004	all nicotine	
Winchester MA, US	May-24	Jan-25	2004	all nicotine	
Malden MA, US	May-24	Jan-25	2004	all nicotine	
Reading MA, US	June-24	Jan-25	2004	all nicotine	
Concord MA, US	Oct-24	Jan-25	2004	all nicotine	
Manchester MA, US	Oct-24	Apr-25	2004	all nicotine	
Chelsea MA, US	Dec-24	Jan-25	2004	all nicotine	
Franklin MA, US					

World Health Organisation (WHO) (2004)

*‘The best law
is one that so shapes social norms
that it becomes self-enforcing.’*

