

ASH Updates

There are three big items to report since our last installment.

In May, the Maldives became the first low-or-middle income jurisdiction to pass an endgame law, approving a Tobacco-Free Generation law. The Maldives had already banned e-cigarettes. It is now the only nation with an endgame law on the books (but see below). The law came into force on July 1, 2025.

In June, alongside the World Conference on Tobacco Control in Dublin, Ireland, ASH hosted the first Global Tobacco Endgame Summit. The meeting brought together over 100 advocates, researchers, government and intergovernmental officials to lay the groundwork for a coordinated world-wide effort to spread endgame laws. The enthusiasm was palpable, and carried over to the World Conference, where endgame was front and center. ASH is grateful to the Johns Hopkins University Institute for Global Tobacco Control and the Kenvue corporation for their support.

And on August 25th, ASH hosted the Second U.S. Tobacco Endgame Summit alongside the U.S. National Conference on Tobacco or Health in Chicago. Approximately 160 people, in person and remote, participated. Unlike the first Summit in 2024, the Chicago meeting did not aim to convince colleagues on the merits of endgame, but instead discussed ways we can all move forward together. ASH is grateful to the Truth Initiative for their support.

There are now 24 places with endgame laws in the U.S., and roughly 1.4 million people now live in jurisdictions with endgame laws. That figure is set to skyrocket – see below.

Recent Endgame Movement

Massachusetts

Seventeen towns have passed Nicotine-Free Generation (NFG) laws, permanently banning the sale of tobacco products to anyone born after a specified date. NFG is on the decision-making docket for several more towns. ASH Policy Director travelled to Boston in July to attend a [Joint Public Health Committee Hearing on a state-wide NFG bills](#) (House and Senate versions). While the bills are likely to move ahead to the Ways and Means Committee, local advocates feel it is unlikely to pass this year. This is

often the case with novel policies. Over 500,000 people in Massachusetts are now covered by NFG laws.

California

Two cities in Santa Cruz County, California passed bans on the sale of filtered cigarettes and cigars. The implementation of the county law, passed in 2024, made this a requirement. The other incorporated Santa Cruz County cities are also considering. The law will now come into effect on January 1, 2027.

Hawaii, Indiana, Nevada

State endgame bills are unlikely pass this year, but the mere prospect significantly raised awareness. Hawaii advocates are already planning to reintroduce next year.

Australia

The Upper Parliament of the State of South Australia has passed a NFG bill. The Lower House will consider the legislation in the coming months. Local advocates are optimistic it will pass and spread to other states. South Australia has 1.8 million people.

United Kingdom

In May, the UK House of Lords held a second reading and hearing for a Tobacco-Free Generation bill, which has the support of both major parties and has already passed the House of Commons by a wide margin. Local advocates are confident the bill will pass all additional hurdles by the end of the year. The United Kingdom has about 65 million people.

WHO Framework Convention on Tobacco Control (FCTC)

The official Expert Group on Forward-Looking Measures, [established](#) at the Tenth WHO FCTC Conference of the Parties (COP) in February 2024, has finished its work. Geoff Fong and Ruth Malone – both members of the Project Sunset steering committees – serve as civil society observers on the 14-person committee, which was tasked with compiling and analyzing endgame research and preparing a report for COP11 in November 2025. The report will be made public by mid-September, and 2.1 is on the agenda for COP11, where a further decision looks likely.