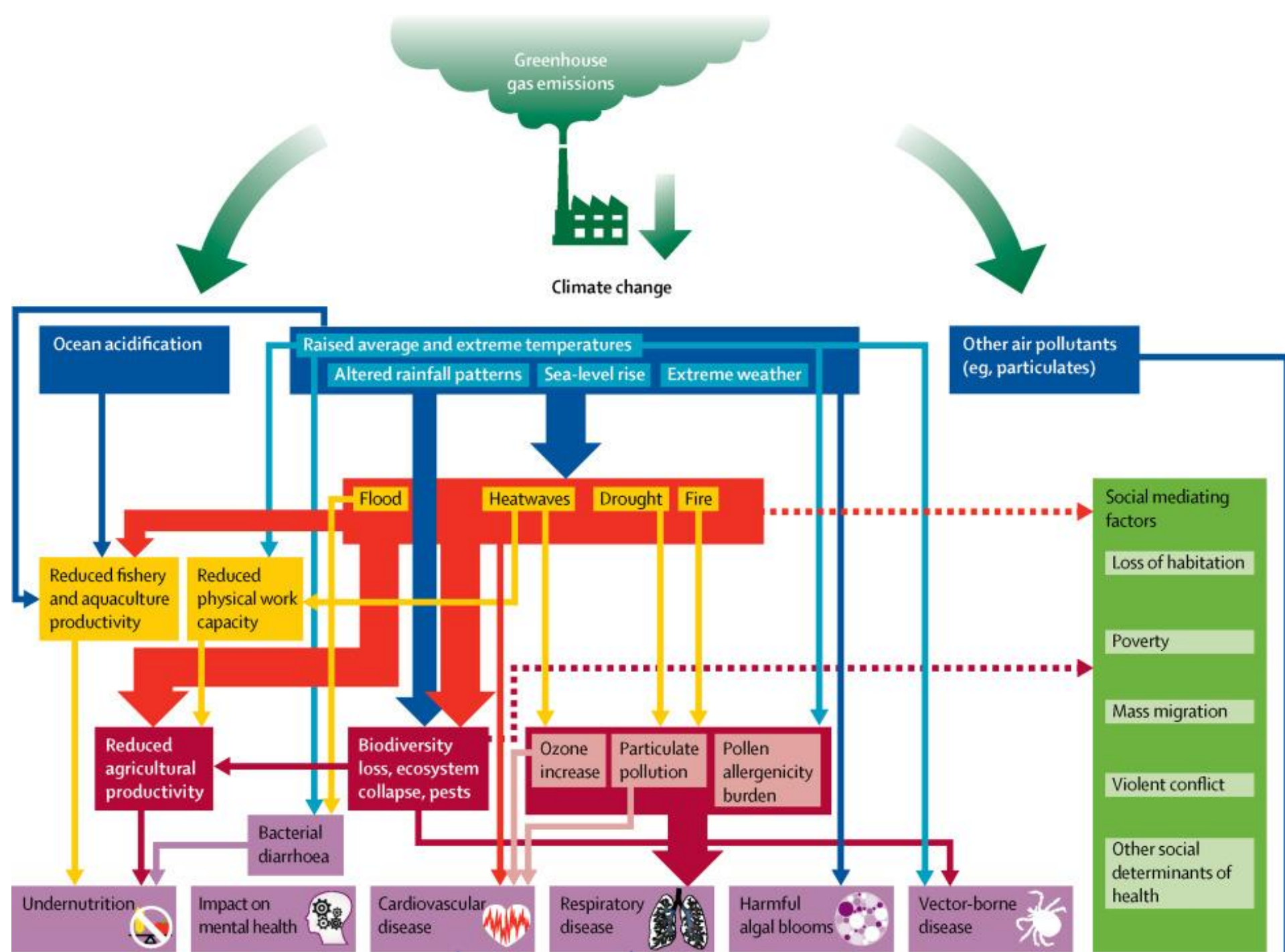


Climate change is the single biggest threat to human health in this century - WHO



89%

IN 2018, 89% OF GLOBAL
CO2 EMISSIONS CAME
FROM FOSSIL FUELS
AND INDUSTRY

**#BAN
FOSSIL
FUEL
SUBSIDIES**

atlasmovement.org/fossilfuel

Source: IPCC



99%

**of the world's population
breathe dirty air that is
harmful to health**

Source:WHO

The background of the image shows an industrial facility, likely a refinery or chemical plant, with several tall smokestacks. One prominent stack on the right is emitting a thick, dark plume of smoke that drifts across the sky. The sky is filled with large, billowing clouds, and the overall lighting suggests a sunset or sunrise, with a warm, golden glow. The industrial structures are silhouetted against the bright sky.

Deaths due to preventable
environmental causes: **13**
million per year

Deaths due to air pollution:
7 million per year

source: who

STOP THE WARMING
STOP THE MOSQUITOS



CLIMATE JUSTICE
without
RACIAL JUSTICE
is the New
COLONIALISM

SKIPPING
COP

For our climate,
for our future.
LANDBACK!
100% INDIGENOUS LAND RIGHTS



STAND FOR
WHAT
NO ONE

7 YEAR
435

CLIMATE
JUSTICE
CHARTER

BIG OIL GETS A 5800% RETURN ON EVERY DOLLAR IT SPENDS ON CONGRESS



HOW IS YOUR 401K DOING?

During 2009 and 2010, Big Oil, Gas, and Coal spent \$347 million in campaign contributions and lobbying Congress. They got back \$20 billion in subsidies. See priceofoil.org for more info.



WORLD LEADERS: LAST CALL FOR CLIMATE ACTION



HEALTH COSTS VS. FOSSIL FUEL SUBSIDIES IN THE G20



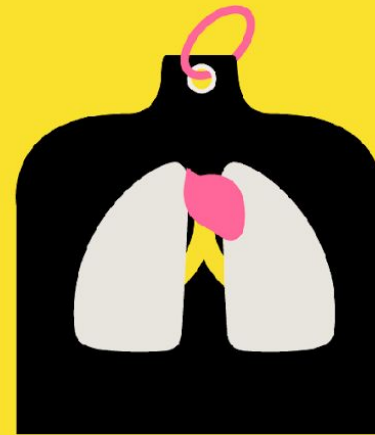
\$444 USD bn

Oil, gas and coal subsidies



\$2.76 USD tn

Health costs from fossil fuels



HEALTH COSTS EXCEED
FOSSIL FUEL SUBSIDIES

6X

**BAN
DS**

The text 'BAN DS' is written in large, bold, black letters. The letter 'A' is replaced by an oil rig icon, and the letter 'S' is also replaced by an oil rig icon. There are also icons of a flame, a barrel, and a drop of oil.

**BEE
WOMAN**
THE PETROL
GUARDIAN



**ORDER
NOW!**

**CHEAP
EXOTIC
TRAVELS
& PLANT A TREE**

TIRE RECYCLER



**GET 10% DISCOUNT
ON YOUR PLAIN TICKET**

**WASHES
GREENER!**



**SOON IN THIS THEATER
THE APOCALYPSE**

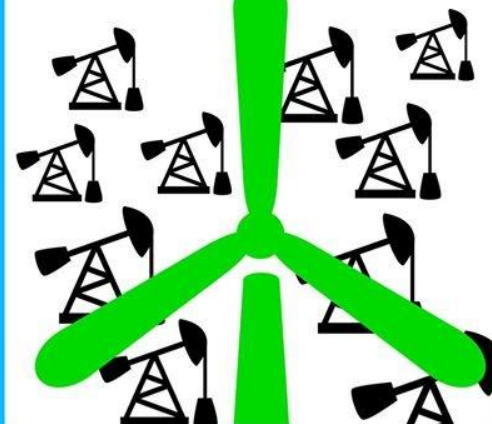
**A MUSICAL BY
MARJAN VAN LOON**

SPONSORED BY



**BEST
SELL**

**A REAL MAN
DRIVES A SUV**



**LEADER IN
RENEWABLE ENERGIES**

DRIVE CARBON NEUTRAL

By protecting and replanting forests

Simply fill up, use **Shell Go+**
and we'll offset the carbon emissions
from your fuel purchases for you.*



Download the
Shell app today



GOOD THINGS HAPPEN
WHEN YOU GO+ IT

GO WELL



* Offer limited to September 2020, see goplus.shell.com/vo2 for details.
Offer excludes fuel card transactions.

NEED
ASSISTANCE?



Wij voorzien
steeds meer
huizen en bedrijven
van schone energie




Met windparken op zee
en bijna 300.000 zonnepanelen

Wij veranderen. We willen. We moeten. We doen het.
We veranderen in één van de grootste aanjagers van de
energietransitie in Nederland.



VERANDER MEE

**Shell
ENERGY**



Fossil ads Worldwide add
up to an extra 606 million
tons of CO₂

About the same as 75 big
coal powered plants per
year

13 MILJOEN
DODEN/JAAR



8.2 MILJOEN
DODEN/JAAR

WANNEER WORDT OOK
FOSSIELE RECLAME
VERBODEN?





AGNES ESSBERGER

BAN
FOSSIL FUEL
ADVERTISING

GREENPEACE

FOSSIL
FUEL

GREENPEACE



**On average we see 5000
ads per day**



**13 million people die per
year due to preventable
environmental causes**

**Worldwide health care
costs are**



THURSDAY, 19 MAY 2022, 13.00-14.30 CEST
A "TOBACCO LAW" FOR THE FOSSIL FUEL INDUSTRY

Martine Doppen, Campaigner, Reclame Fossielvrij

Jessica Beagley, Policy Analyst, Global Climate and Health Alliance, UK

Ken Henshaw, Executive Director, We the People, Nigeria

Mark Eccleston-Turner, Global Health Lawyer, King's College London, UK

Omnia el Omrani, Resident, Ain Shams University Hospital, representative of the Youth Sounding Board of the European Commission, Commissioner of the Lancet-Chatham House Commission on Post-COVID Planetary Health

Maria Neira, Director Health and Environment Department, WHO

Session moderated by: Martine Doppen

#WHA75

www.g2h2.org

info@g2h2.org

THE GLOBAL
CLIMATE & HEALTH
ALLIANCE

A tobacco law for the fossil fuel industry?

Jess Beagley

Policy Analyst, Global Climate and Health Alliance

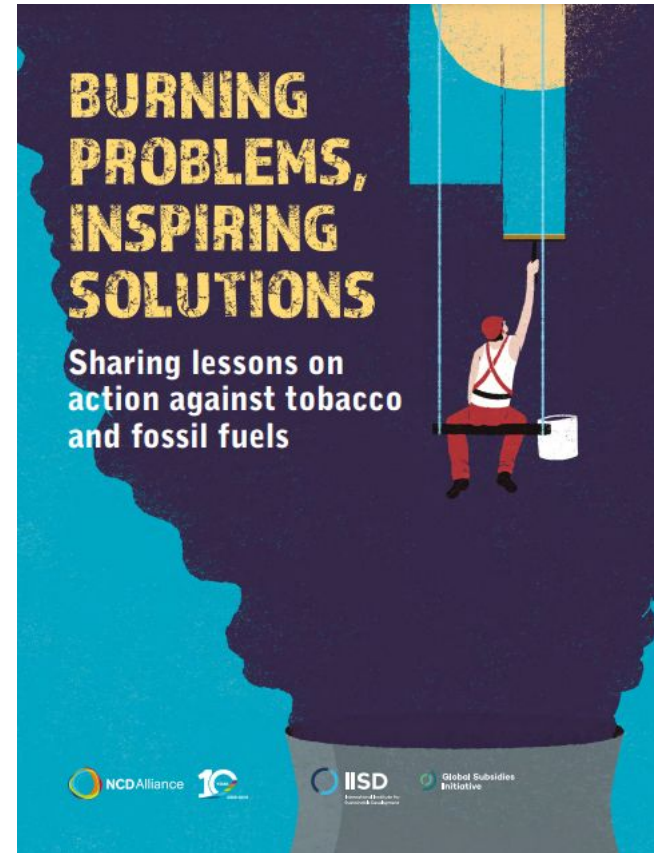
19th May 2022

Overview

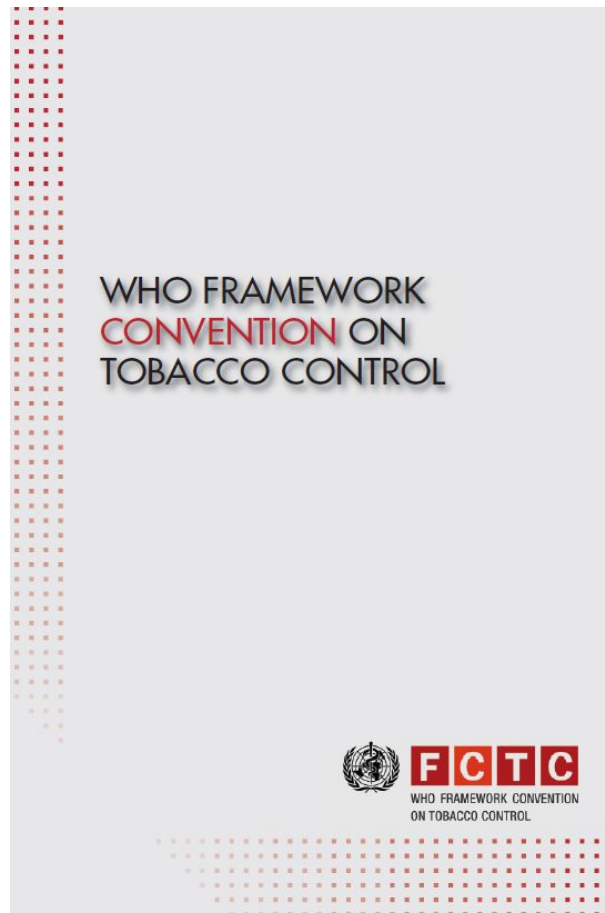
- Lessons from tobacco
- “Best buys” for non-communicable diseases
- Options for international mobilisation

Shared lessons in tobacco and fossil fuel regulation

- Name the unhealthy commodity
- Create new social norms
- Support affected groups
- Use every tool in the box
- The importance of being a first mover
- Patience and



Lessons from Tobacco



Part III:	Measures relating to the reduction of demand for tobacco	7
Article 6	Price and tax measures to reduce the demand for tobacco	7
Article 7	Non-price measures to reduce the demand for tobacco.....	8
Article 8	Protection from exposure to tobacco smoke	8
Article 9	Regulation of the contents of tobacco products	9
Article 10	Regulation of tobacco product disclosures.....	9
Article 11	Packaging and labelling of tobacco products	9
Article 12	Education, communication, training and public awareness	10
Article 13	Tobacco advertising, promotion and sponsorship	11
Article 14	Demand reduction measures concerning tobacco dependence and cessation	13
Part IV:	Measures relating to the reduction of the supply of tobacco	13
Article 15	Illicit trade in tobacco products	13
Article 16	Sales to and by minors	15
Article 17	Provision of support for economically viable alternative activities	16
Part V:	Protection of the environment	16
Article 18	Protection of the environment and the health of persons	16

“Best Buys” for NCDs

‘Best buys’ and other recommended interventions for the prevention and control of noncommunicable diseases

TACKLING NCDs

Best buys



‘Best buys’ and other recommended interventions

‘Best buys’: effective interventions with cost effectiveness analysis (CEA) \leq \$100 per DALY averted in LMICs,



Increase excise taxes and prices on tobacco products

Implement plain/standardized packaging and/or large graphic health warnings on all tobacco packages³

Enact and enforce comprehensive bans on tobacco advertising, promotion and sponsorship³

Eliminate exposure to second-hand tobacco smoke in all indoor workplaces, public places, public transport³

Implement effective mass media campaigns that educate the public about the harms of smoking/tobacco use and second hand smoke³

Effective interventions with CEA $>$ \$100 per DALY averted in LMICs,



Provide cost-covered, effective and population-wide support (including brief advice, national toll-free quit line services) for tobacco cessation to all those who want to quit⁶

Other recommended interventions from WHO guidance (CEA not available)



Implement measures to minimize illicit trade in tobacco products

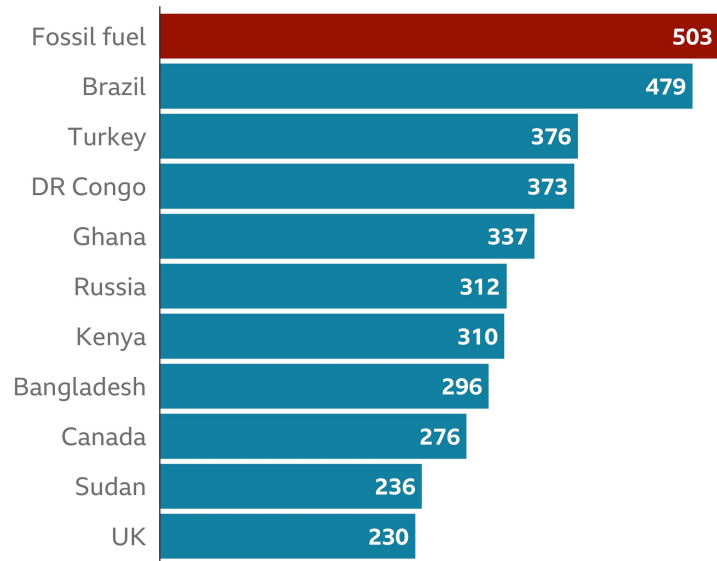
Ban cross-border advertising, including using modern means of communication

Provide mobile phone based tobacco cessation services for all those who want to quit.

An up-to-date list of WHO tools and resources for each objective can be found at <http://www.who.int/nmh/ncd-tools/en>

UNFCCC Processes Limitations

COP26 delegates associated with fossil fuel industries outnumber national delegations



Some delegates associated with fossil fuel industries are also included in national delegation totals

Source: Global Witness



Ideal language

Calls upon Parties to accelerate phasing out of fossil fuels by 20XX and of fossil fuel subsidies by 20XX

Draft 1

Calls upon Parties to accelerate the phasing-out of coal and subsidies for fossil fuels

Draft 2

Calls upon Parties to accelerate (...) phase-out of unabated coal power and of inefficient subsidies for fossil fuels

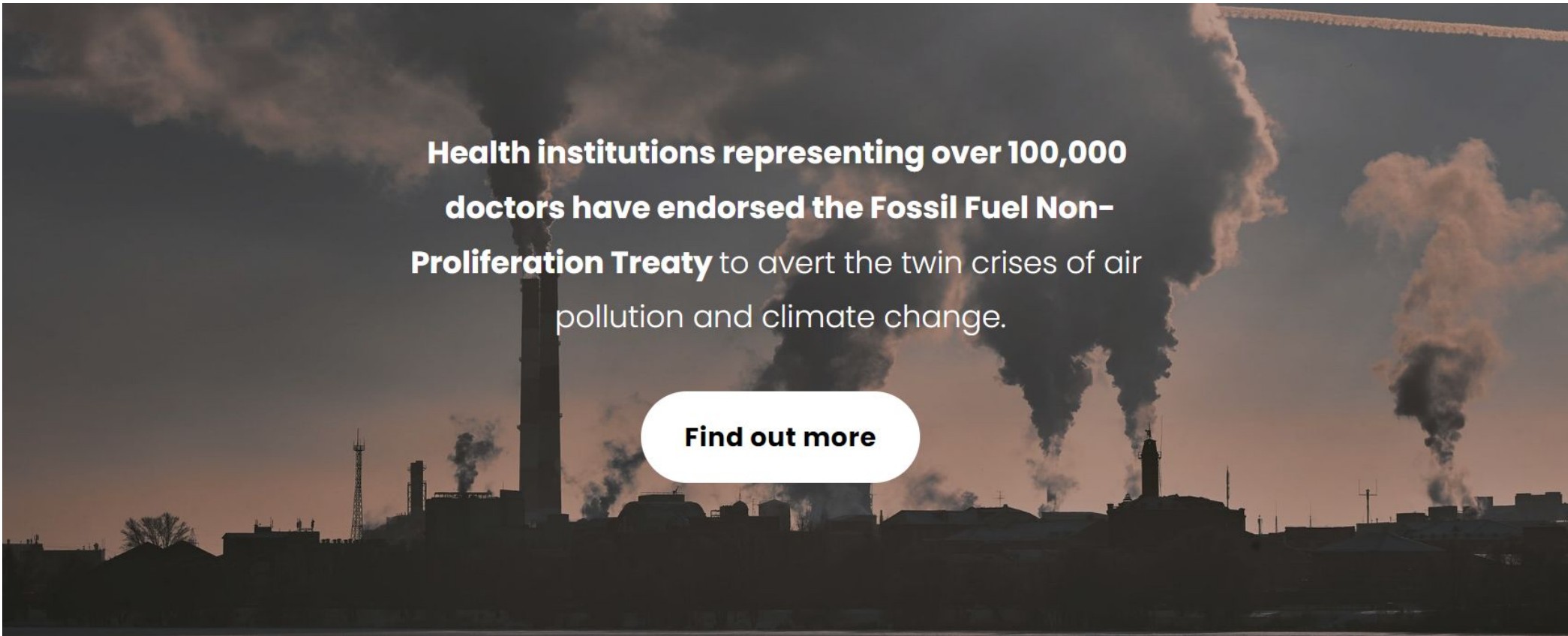
Draft 3

Calls upon Parties accelerate (...) efforts towards the phase-out of unabated coal power and inefficient fossil fuel subsidies

Final draft

Calls upon Parties to accelerate (...) efforts towards phasedown of unabated coal power and phase-out of inefficient fossil fuel subsidies...recognizing the need for support towards a just transition

A Fossil Fuel Non Proliferation Treaty?

The background image shows a silhouette of an industrial facility with several tall smokestacks. Thick, dark plumes of smoke or steam are rising from the stacks into a sky that is lit with the warm, orange and red tones of a sunset or sunrise. The overall mood is somber and highlights the environmental impact of fossil fuel combustion.

Health institutions representing over 100,000 doctors have endorsed the Fossil Fuel Non-Proliferation Treaty to avert the twin crises of air pollution and climate change.

[Find out more](#)