



Global action for *everyone's* health.

ACTION
ON SMOKING & HEALTH

13 July 2019

The Southeast Asia Tobacco Control Alliance (SEATCA) is a multi-sectoral non-governmental civil society alliance promoting health and saving lives by assisting Southeast Asian countries in accelerating and effectively implementing the evidence-based tobacco control measures contained in the WHO Framework Convention on Tobacco Control (FCTC). SEATCA's work has extended beyond their region throughout the FCTC negotiations and through their Smoke-Free Index that started in 2016, among other initiatives.

Action on Smoking and Health (ASH USA) is proud to have closely partnered with SEATCA staff and its partner organizations in the fight to end the tobacco epidemic since the early stages of the FCTC negotiations that began in 2000, and SEATCA has been a strong global player and partner since its formation in 2001. We've worked hand in hand with their team on trade agreement negotiations, our efforts to integrate the FCTC in the 2030 UN Agenda for Sustainable Development, and human rights campaigns, and most recently served as the national coordinator for the United States' data going into their upcoming 2019 Tobacco Industry Interference Index Report.

Philip Morris International (PMI) has closely watched the public health community for decades and is always looking for ways to counteract and undermine our work. PMI funding a new entity, the Foundation for a Smoke-Free World, is their most recent attempt to hijack and destabilize civil society's work, so it's no surprise they would turn to patent lawyers to look for ways to undermine existing, respected reporting mechanisms like SEATCA's Smoke-Free Index.

Civil society and governments alike must unite and continue rejecting the tobacco industry's infiltration attempts at every turn, from our negotiations to our former colleagues to our public branding.

A handwritten signature in black ink, appearing to read 'Laurent Huber', is written over a thin horizontal line.

Laurent Huber

Executive Director

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