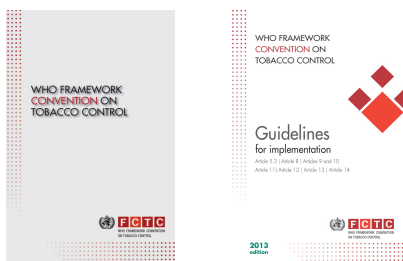


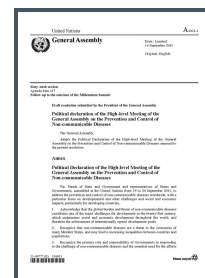
# U.S. is Falling Behind on Global Goals

The global community, which includes the United States, has recognized that too many people die prematurely. To revert this global health crisis they adopted a set of global goals called the United Nations Sustainable Development Goals which includes a goal that calls on all countries around the world to take steps to “**ensure healthy lives and promote well-being for all at all ages.**”

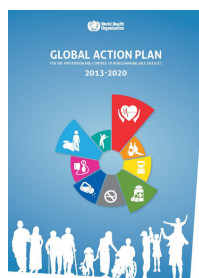
Because tobacco is the leading cause of preventable death, the global community has responded robustly to the tobacco-related epidemic by negotiating and adopting:



a global tobacco treaty, the WHO Framework Convention on Tobacco Control (FCTC)



the United Nations General Assembly High-level Meeting Political Declaration on the Prevention and Control of Non-Communicable Diseases (NCDs) which calls for accelerated implementation of the FCTC



a Global Action Plan and a monitoring framework to address NCDs that calls for a 30% national reduction in tobacco use



by including in the United Nations Sustainable Development Goals (SDGs) a target to increase implementation of the FCTC and a process to measure progress towards tobacco indicators.

These UN global governance mechanisms have been embraced by the public health community around the world, NGOs, and health ministries. In essence, they have become the “**to do list**” for tobacco control, and progress towards this list is measured and reported on a regular basis. And as we all know, what gets measured tends to get done.

The U.S. has been a full participant in these responses, and like the rest of the world, the U.S. will be held accountable to targets associated with these mechanisms. These international efforts have been a catalyst for action in communities around the world.

**But while the U.S. Government participated in all of these processes and has publicly supported these mechanisms, the public health community here at home has not used them,** and it is unlikely that the current administration will take advantage of them to advance health in the U.S.

This is unfortunate because when it comes to life expectancy, the U.S. lags behind many countries in the world. A study recently published in the medical journal *The Lancet* reported that

"notable among poor-performing countries is the USA, whose life expectancy at birth is already lower than most other high-income countries, and is projected to fall further behind such that its 2030 life expectancy at birth might be similar to the Czech Republic for men, and Croatia and Mexico for women."

#### Cigarette Taxes

Missouri	\$0.17
New York	\$4.35
State Average	\$1.69
Australia	\$9.38

#### Smoke-Free Air

**22** U.S. States withOUT comprehensive smoke-free air protections

**49** Countries WITH comprehensive smoke-free air protections

Given that tobacco use is the largest cause of preventable death, if the U.S. is to reverse current mortality trends and achieve SDG goals by 2030, it is imperative that the U.S. advance in the implementation of measures that decrease tobacco use. While great progress has been made in many communities across the U.S., many are lagging when it comes to tobacco control, and they will not achieve the targets associated with these mechanisms. This is particularly true for low income jurisdictions, and as a result, the U.S. will be left even further behind other countries around the world when it comes to protecting its citizens from tobacco.

It would be a shame for the public health community in the U.S. to not take advantage of these tools which have been a key driver for action at the local level in countries around the world. In other countries, the public health community uses these tools to raise awareness about the local situation, demand change and accelerate progress.

Why aren't we doing this here at home? A coordinated local campaign in cities across the United States would highlight local gaps around these global health initiatives and would help reach public health goals and objectives to reduce tobacco use and advance the implementation of evidence-based tobacco control measures that fall under the sovereign powers of local governments, such as:

- raising tobacco taxes,
- sales restrictions,
- minimum purchase age for harmful products, and
- smoke-free air regulations.

These in turn will help advance a culture of health across the U.S.