



ORGANIZATION

STOP, a Global Tobacco Industry Watchdog, United States of America
pledges to

**Expose tobacco industry tactics in order
to eliminate child labour**

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Name:

Exposing Tobacco Industry Tactics in order to Eliminate Child Labour

Description:

We will support efforts to remove tobacco industry interference in tobacco control policies, including policies to encourage shifting to alternative livelihoods in accordance with Articles 17/18 of the WHO FCTC. Protecting such tobacco-growing policies from tobacco industry interests and interference is key in reducing tobacco growing and the concomitant child labour practices.

Implementation plan:

- We will develop and disseminate a factsheet on the tobacco industry's complicity in child labour and interference in endeavors to address the issue.
- We will update our evidence repository TobaccoTactics.org with new evidence on tobacco industry interference in the issue of child labour.
- We will develop a social media toolkit for tobacco control advocates around the world to raise awareness of the importance of this issue.
- Finally, we will bring this together in a campaign highlighting the ongoing use of child labour in tobacco growing, and the industry's attempts to absolve itself of responsibility.

Impact:

We will provide policymakers with current evidence which demonstrates industry complicity in child labour and raise awareness about the need to implement WHO FCTC Art 17, 18, and 5.3 to get governments on the right track to lift farmers out of tobacco farming and poverty.

We will promote best practices such as the use of tobacco taxes to finance alternative livelihoods. More importantly, we will warn policymakers about the tobacco industry's Corporate Social Responsibility and public relations efforts including the tobacco industry-funded Eliminating Child Labour in Tobacco Growing Foundation, to correct the misunderstanding that the tobacco industry is an ally in eliminating child labour. Child labour in tobacco can be eliminated once these policies are in place.

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