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| **What is happening in countries with tobacco endgame goals? Findings from the INSPIRED (Network to Share Insights on Tobacco Endgames) project** |
| **Setting/problem**Smoking remains a major global public health issue. A new paradigm, ‘endgame’ thinking, has been attracting increasing interest over the past decade. This approach goes beyond the traditional incremental approach to tobacco control. Proponents call on governments to set national goals to progressively eliminate tobacco smoking and implement new, bold endgame interventions and strategies.**Intervention**Six countries (Canada, Finland, Ireland, New Zealand, Scotland and Sweden) adopted government-endorsed endgame goals between 2010 and 2018. We summarise the nature, context and status of these goals, and discuss similarities and differences in endgame experiences across countries.**Outcomes**Endgame goals varied in target date, from 2025 to 2035, and approach to nicotine-containing products (e.g. e-cigarettes). Finland’s endgame goal, for example, is unique in its aim to eventually eliminate all nicotine-containing products. In contrast, the endgame goals of the other countries are focused on smoked tobacco products.All six countries have relatively low smoking rates, albeit with large disparities by SES and ethnicity. Most have fully or partially implemented core tobacco control interventions, such as smokefree workplace legislation and bans on advertising and promotion. All acknowledge the importance of achieving the endgame goal for all population groups.Five of the six countries have a government tobacco endgame strategy. Evidence of strong public and civil society support was generally present. But aside from some restrictions on additives to tobacco products, none of the countries has yet implemented or planned any of the more innovative and bold endgame strategies, such as greatly restricting tobacco availability or mandated denicotinised cigarettes. Working to eliminate disparities was identified as a central challenge in all six countries. **Implications**Learning from countries’ experiences with endgame goals has global importance. Crucially, the urgent need to rapidly reduce disparities in smoking remains a common challenge. The findings will help other countries decide whether adopting an endgame goal for tobacco, and potentially for other public health issues, is a viable and effective approach.**Preferred presentation format**Oral  |