



www.TobaccoTactics.org



@BathTR



Tactics and Taxonomies: lessons learned from monitoring and researching tobacco industry policy influence

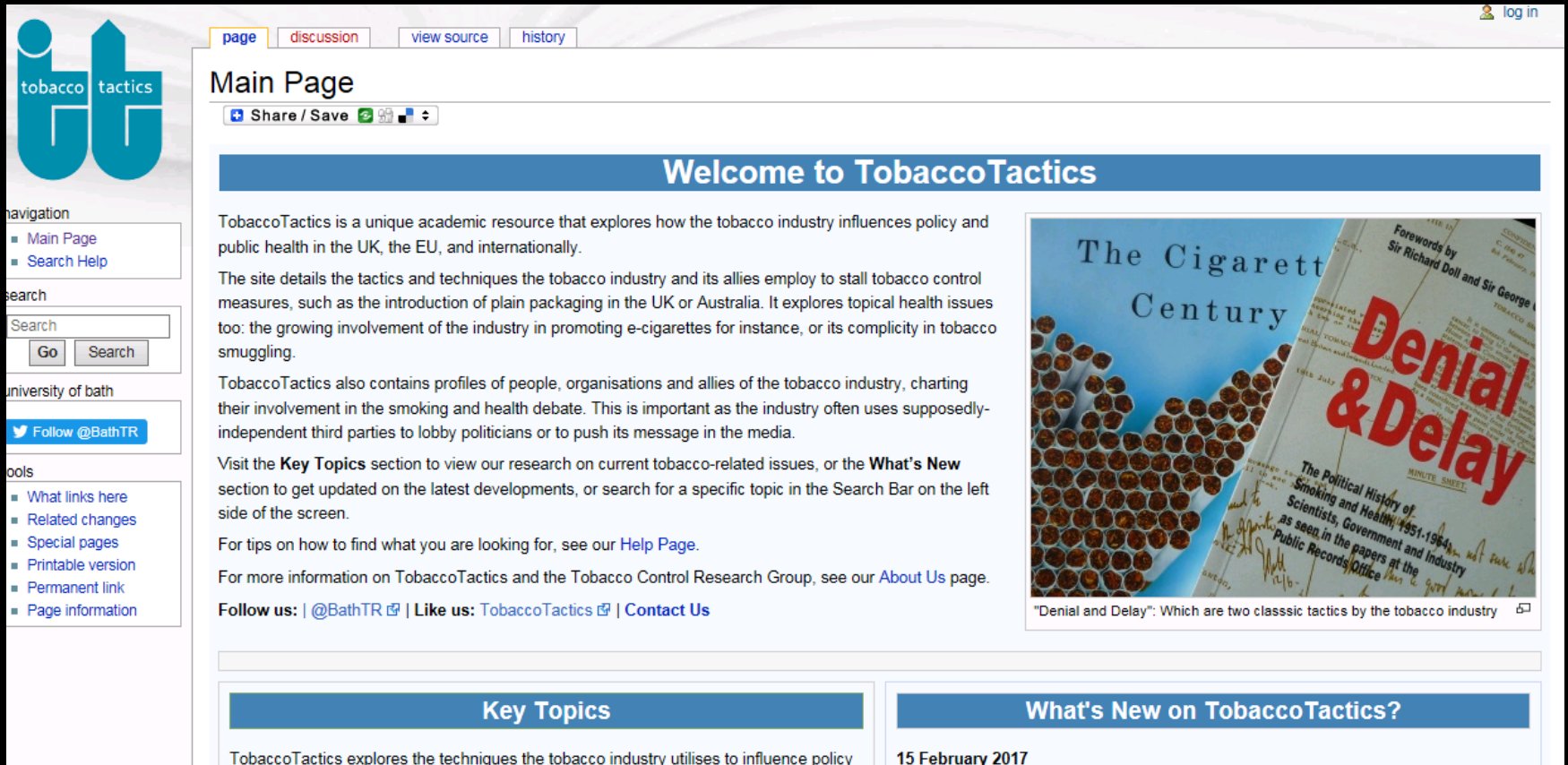
Professor Anna Gilmore

Acknowledge: Dr Karen Evans Reeves, Andy Rowell, Silvy Peeters, Dr Jenny Hatchard



National Cancer Institute of
the National Institutes of
Health (RO1CA160695);

No financial
conflict of interest



The screenshot shows the main page of the TobaccoTactics.org website. The page has a white background with a blue header bar containing the text "Welcome to TobaccoTactics". Below the header, there is a main content area with a blue bar at the top containing the text "Welcome to TobaccoTactics". The main content area contains several paragraphs of text, a search bar, and a list of navigation links. On the right side, there is a large image of a book cover titled "The Cigarette Century" and "Denial & Delay". Below the image is a caption: "Denial and Delay": Which are two classic tactics by the tobacco industry. At the bottom of the page, there are two blue bars: "Key Topics" and "What's New on TobaccoTactics?".

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Main Page

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Welcome to TobaccoTactics

TobaccoTactics is a unique academic resource that explores how the tobacco industry influences policy and public health in the UK, the EU, and internationally.

The site details the tactics and techniques the tobacco industry and its allies employ to stall tobacco control measures, such as the introduction of plain packaging in the UK or Australia. It explores topical health issues too: the growing involvement of the industry in promoting e-cigarettes for instance, or its complicity in tobacco smuggling.

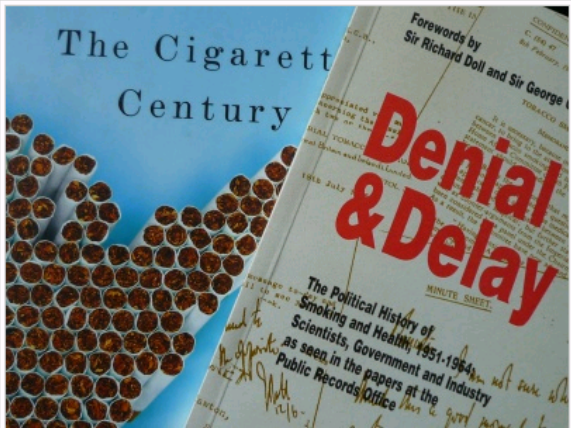
TobaccoTactics also contains profiles of people, organisations and allies of the tobacco industry, charting their involvement in the smoking and health debate. This is important as the industry often uses supposedly-independent third parties to lobby politicians or to push its message in the media.

Visit the **Key Topics** section to view our research on current tobacco-related issues, or the **What's New** section to get updated on the latest developments, or search for a specific topic in the Search Bar on the left side of the screen.

For tips on how to find what you are looking for, see our [Help Page](#).

For more information on TobaccoTactics and the Tobacco Control Research Group, see our [About Us](#) page.

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"Denial and Delay": Which are two classic tactics by the tobacco industry

Key Topics

TobaccoTactics explores the techniques the tobacco industry utilises to influence policy

What's New on TobaccoTactics?

15 February 2017

The big question

“How do we (most effectively and efficiently) improve global tobacco industry **monitoring**?”



The big question should actually be

“How do we (most effectively and efficiently) improve global tobacco industry **monitoring?**
research &
accountability?”
(TIMRA)



Lesson 1: We cannot just monitor!

“What is monitoring?”
- To keep under systematic review

Monitoring alone is of limited use
Term is unhelpful & confusing



Tobacco industry monitoring – TIM



Tobacco Industry Monitoring, Research and Accountability - TIMRA

Illustrate why monitoring alone is insufficient



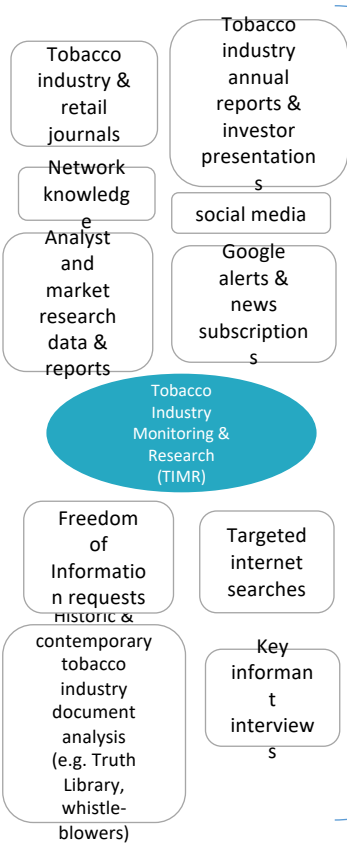
TIMRA played a key part in enabling the implementation of PP in the UK



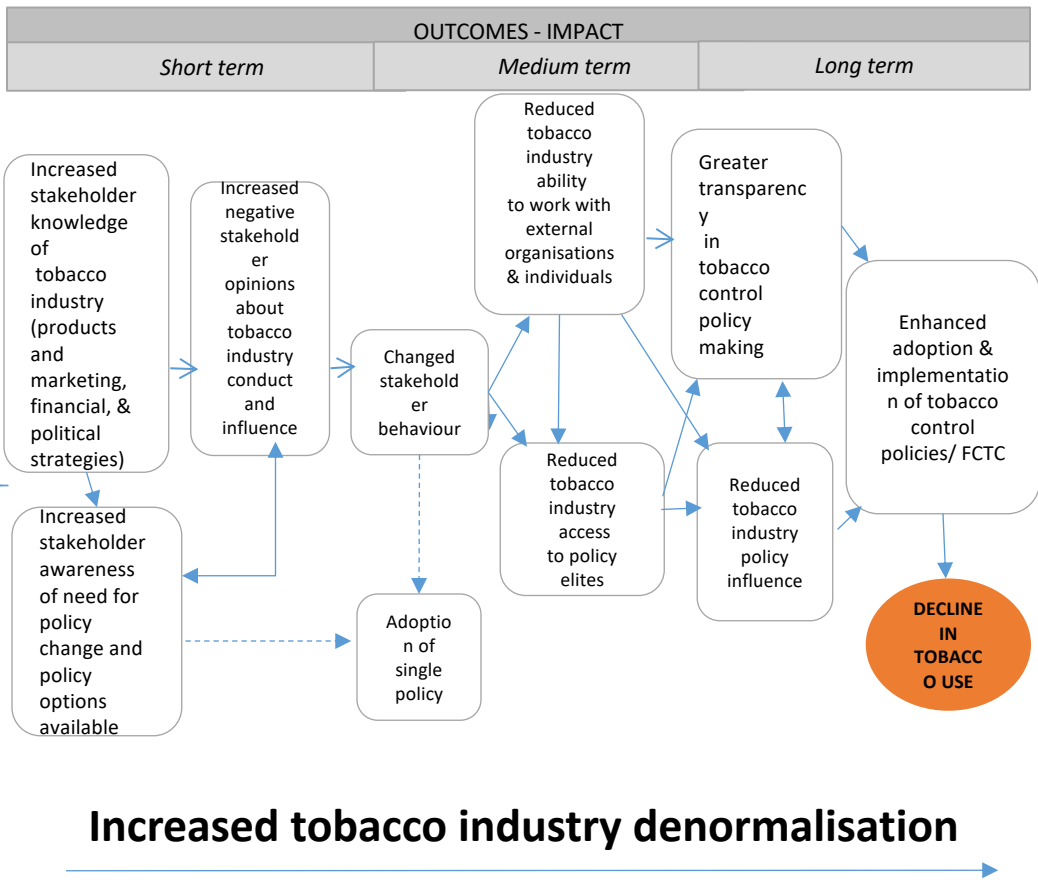
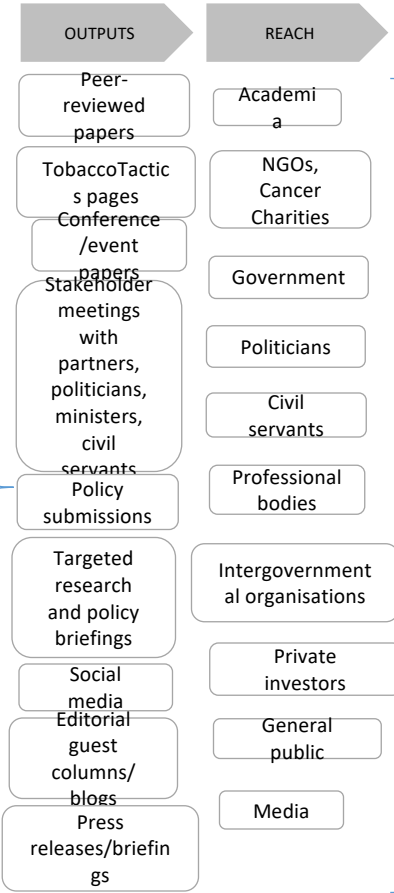
Tobacco Industry (TI) Monitoring, Research & Accountability

INPUT- ACTIVITY & ACCOUNTABILITY

Monitor
Further investigation
Research



- RATIONALE**
- Tobacco is leading cause of preventable death worldwide
 - Implementing tobacco control policies outlined in WHO FCTC will reduce burden
 - TI interference in policy-making has been identified as barrier to progress.
 - Article 5.3 WHO FCTC requires signatories to protect health policies 'from commercial and other vested interests of the tobacco industry'
 - FCTC identifies monitoring of TI practices as fundamental to tobacco control success
 - Understanding TI actions & arguments helps to effectively address & counter TI policy influence



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Exposed numerous front groups, misleading data, arguments etc etc

The image is a collage of screenshots from the 'tobacco tactics' website and various news articles. The website pages are for 'Tobacco Retailers' Alliance', 'Anti-Counterfeiting Group', and 'Scottish Grocers' Federation'. The news articles are from The Guardian and BBC, discussing a health group and a thinktank. The website pages feature the 'tobacco tactics' logo, navigation menus, and content sections. The news articles show headlines, bylines, and images of people.

Tobacco Retailers' Alliance

(Redirected from Tobacco Retailers Alliance)

The Tobacco Retailers' Alliance (TRA) is a tobacco industry funded campaign group, representing UK independent retailers (TA).

- History of the Tobacco Retailers' Alliance

The TRA's website says it is a "coalition of 26,000 independent shopkeepers who all sell tobacco products". The TRA means we can offer a free membership to all independent retailers who sell tobacco. We campaign for the interests of independent retailers.

Not only is the TRA funded by the TMA, the two are housed within the same building,^[2] and the TRA has been represented by the public relations (PR) companies PR21 and its sister company.

In the financial year 2000/1 the Tobacco Manufacturers' Association (TMA) budgeted to spend £1.5 million on the TRA. The TRA has been represented by the public relations (PR) companies PR21 and its sister company.

Anti-Counterfeiting Group

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Contents [hide]

- 1 Background
- 2 Links to the Tobacco Industry: ACG Co-founded by British American Tobacco
- 3 Against Plain Packaging
- 4 A Third Party Lobby Group for PMI
 - 4.1 ACG identified by Philip Morris International as an industry front group
 - 4.2 "Intellectual Property Work-stream"
 - 4.3 Draft Early Day Motion Includes ACG

Scottish Grocers' Federation

According to its website, the Scottish Grocers' Federation (SGF) represents the interests of independent grocers throughout Scotland. The Federation brings together retailers throughout Scotland, from large chains to small local independents.

Contents [hide]

- 1 Membership and Funding
- 2 Against Plain Packaging
 - 2.1 Promoting the Illicit Trade Story

Health group by news 'big thinktanks'

by news 'big thinktanks'

of Economic Affairs have been revealed

Heard a thinktank on the BBC? You haven't heard the whole story

When the BBC interviews someone about smoking, it's supposed to be about the health benefits of smoking. But if the thinktank they work for receives funding from tobacco companies...

George Mitchell
Formerly of Philip Morris International, Funder of the thinktank, 26 November 2013 14:38:08

George Mitchell
Formerly of Philip Morris International, Funder of the thinktank, 26 November 2013 14:38:08

Outputs included:

- 200 TT pages
- 6 papers
- submissions to policy consultations
- policy briefs to government
- presentations to politicians
- podcasts, blogs, letters to media, letters to BBC, interviews, press releases
- etc etc

Drawn on extensively in government's commissioned evidence review, legal defence & high court judgement



Lesson 2: TIMRA requires diverse skills & we need to build capacity in all of them

- monitor
 - investigate
 - research
 - write for & present evidence to diverse audiences
 - avoid libel!
 - **work with partners to obtain info & ensure TI held to account**
 - work with the press
 - deal with being attacked
- Genuine SKILL development takes time – courses, fellowships, secondments
 - NEW (not shifted) capacity



Tobacco Industry Monitoring and Research Skills

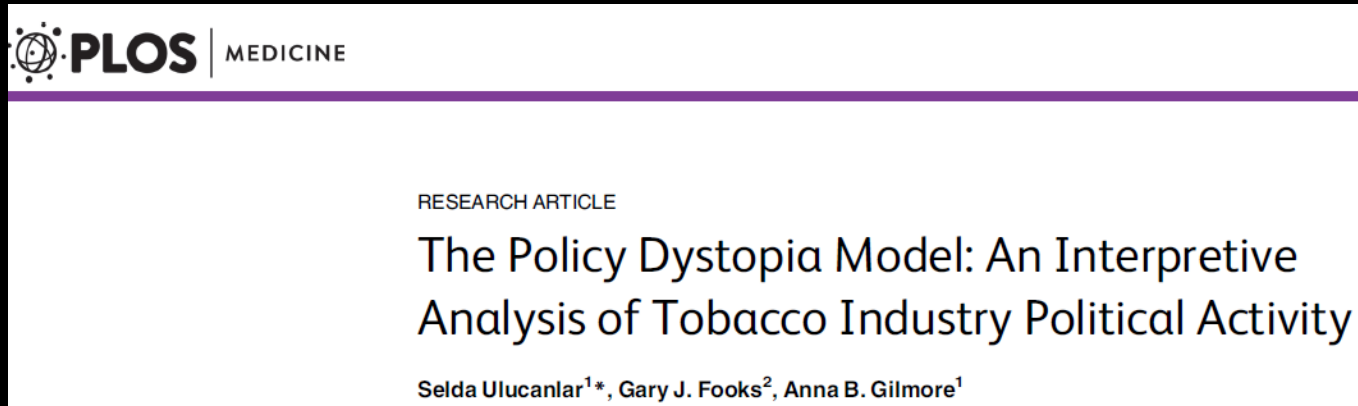
Continual Professional Development Course
The University of Bath, UK
18-22 June 2018

In March 2017, in collaboration with the Convention Secretariat of the WHO Framework Convention on Tobacco Control, the University of Bath's Tobacco Control Research Group ran a successful tobacco industry monitoring course for delegates from around the globe. Building on this success, the Group is offering a week-long training course in June 2018.

This updated and brand new Continual Professional Development (CPD) intensive training course is aimed at professionals from all over the world who wish to improve their knowledge of and skills in industry monitoring and research.

The course will examine in detail how to monitor and conduct research into the activities of tobacco companies and their allies, and how to authorise and

Lesson 4: We can do far more with existing knowledge

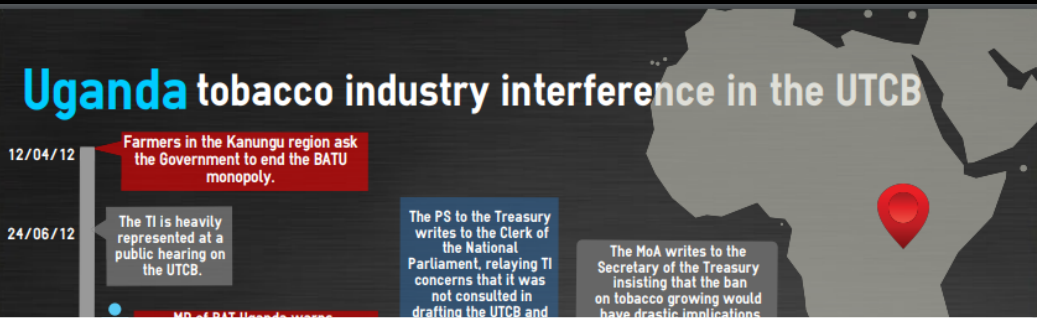


- The industry repeats the same tactics and arguments over time and place
- This taxonomy identifies these tactics and arguments

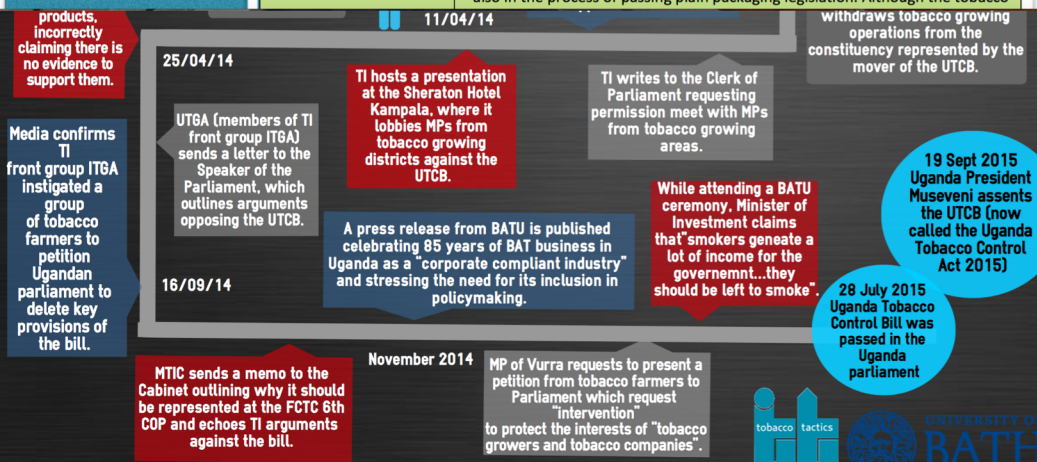
Use taxonomy to develop a set of evidence based advocacy & research tools to:

- predict and prepare
- counter TI arguments

Would enable us to far more quickly & cost effectively achieve accountability and impact



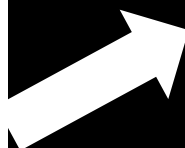
Graphic Health Warnings	What the Tobacco Industry Says	The Facts
<p>Clause 14(2) of the Uganda Tobacco Control Bill (UTCB) calls for graphic health warnings covering at least 75% of "each principal display area of the unit packet"¹</p>	<p>The Framework Convention on Tobacco Control (FCTC) provides for "30% Health Warnings"² so there is no need to go larger than 30%.</p>	<ul style="list-style-type: none"> The World Health Organisation's FCTC,⁷ of which Uganda and 179 other countries are party to,⁸ calls for ratifying countries to adopt and implement graphic health warnings within three years of joining the Convention. As Uganda ratified this international treaty in 2007, it is already nearly five years past the three-year benchmark for implementing graphic health warnings. It is misleading for the industry to claim that the FCTC provides for 30% health warnings, as the FCTC actually mandates that graphic health warnings "should be 50% or more of the principal display areas" but "shall be no less than 30%".⁹ In addition, as approximately 27% of Ugandan adults are illiterate,¹⁰ introducing large graphic health warnings will more effectively communicate the dangers of smoking to consumers and prospective-consumers that may not be able to easily interpret text warnings. As of 2014, at least 77 countries/jurisdictions have passed graphic health warning requirements and 60 of these require warnings that cover at least 50% of the packaging.¹¹ Other countries in the African region that have passed graphic health warning legislation include Madagascar, Mauritius, Namibia, Seychelles¹² and Chad.¹³ Many leading countries in tobacco control have even gone a step further to introduce plain packaging, which requires that in addition to large graphic health warnings, all tobacco products be sold in simple packages free from logos, colours or promotional text.¹⁴ Australia became the first country to pass and implement plain packaging legislation, followed by the UK and Ireland. The French and Norwegian governments are also in the process of passing plain packaging legislation. Although the tobacco



Can also be used to collect comparative data across countries and regions

CLASSIFICATION PRO FORMA

ORGANISATION DETAILS				
Name of organisation/individual				
Webpage and contact details				
Policy conflict(s)				
Timeframe				
CLASSIFICATION OF ORGANISATION/INDIVIDUAL				
Role in the policy conflict				
Sector				
Sector Category				
Sector sub-category (where relevant)				
Relationship to tobacco manufacturers				
Transparency of relationship				
		TICK REFS		
CODING DISCURSIVE STRATEGIES				
Discourse expansion	Unanticipated costs to economy and society	Policy will lead to lost sales/jobs		
		Policy will lead to lost/unreliable tax revenue		
		Policy will increase illicit trade		
		Policy will criminalise the public		
		Breach of intellectual property laws		
		Breach of trade agreements		
	Public body acting beyond jurisdiction			



TCRG CLASSIFICATION SYSTEM FOR ORGANISATIONS Adapted from: Hatchard, JL, Fooks, GJ, Gilmore, AB (2016) STANDARDISED TOBACCO PACKAGING: A HEALTH POLICY CASE STUDY OF CORPORATE CONFLICT EXPANSION AND ADAPTATION. BMI OPEN

Role in the policy conflict	Definition	
Active	Actors who oppose [tobacco control policy] in public, business and/or political venues.	
Facilitative	Actors who do not oppose [tobacco control policy] on their own behalf, but undertake research or other consultative work for active participants, subsequently used by the active participants (eg. to develop and substantiate arguments and disseminate them for public and political audiences.)	
Sector	Category	Sub-category (where relevant)
Business	Tobacco/nicotine product manufacturers	<ul style="list-style-type: none"> Tobacco farming Nicotine product ingredient supply Packaging supply, design & manufacture Import/export Wholesale Retail
	Tobacco/nicotine product supply chain businesses*	
	Non-tobacco companies	<ul style="list-style-type: none"> Farming Law Marketing Media Other eg. alcohol, food, hospitality PR Research Retail
	Business associations	<ul style="list-style-type: none"> Farming General business Intellectual property Nicotine product Packaging Retail Tobacco
Academia	Universities	
Civil society	Think tanks	
	General rights groups	
	Labour unions	
	Retired police associations	
	Smokers' rights groups	
State	Parliamentary groups	
Relationship	Definition	
Financial	<ul style="list-style-type: none"> Core funding from one or more tobacco company Campaign funding from one or more tobacco company Membership funding from one or more tobacco company Donation from one or more tobacco company Client relationships with one or more tobacco company 	

Instrumental Strategy	Technique		Instance in dataset
Coalition management	Constituency recruitment	Internal (tobacco companies and their staff)	Form alliances with other tobacco companies, often in the form of national, regional and international tobacco associations, and recruit their staff to take action on their behalf
		External	Secure the support of diverse social groups creating 'simulations of enthusiasm' for its case [23] (<i>external coalition building</i>).
	Constituency fabrication	<ul style="list-style-type: none"> Use individuals & pre-existing and specially created organisations as to act as front groups (industry involvement funding hidden). Includes 'Astroturfing'- creating fake 'grassroots' opposition. Can be created to oppose specific legislation or longer term mission. Once recruited, constituencies support the industry through lobbying (telephone calls, letters, meetings) with the media, testifying at legislatures etc. Industry provides media training, materials, information, petition templates, instructions on letter-writing, telephone numbers of politicians and display materials etc. to increase impact 	
Constituency fragmentation	<ul style="list-style-type: none"> Attempt to weaken or fragment (potentially) hostile constituencies. eg to pre-empt women lending their tobacco control policies, it sought to co-opt women's organisations by supporting domestic violence campaigns. Also seek to fragment tobacco control efforts eg. by creating a 'flurry of legislative activity to confound 		

Lesson 5: make more effective and efficient use of resources and findings

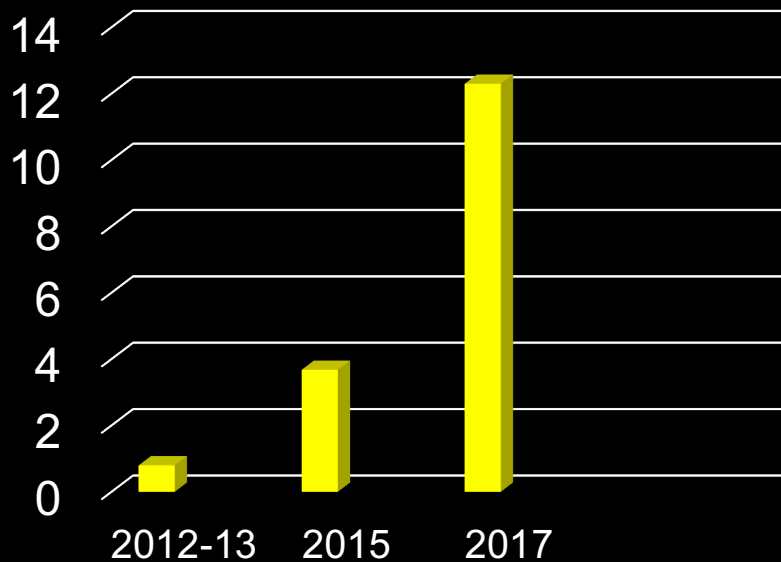
- Global industry – findings often globally relevant
- Infrastructure & coordination:
 - Minimise duplication of work
 - Emergent issues get covered in a timely manner
 - Translate findings
 - Outputs are marketed and signposted to make it easy for end-users



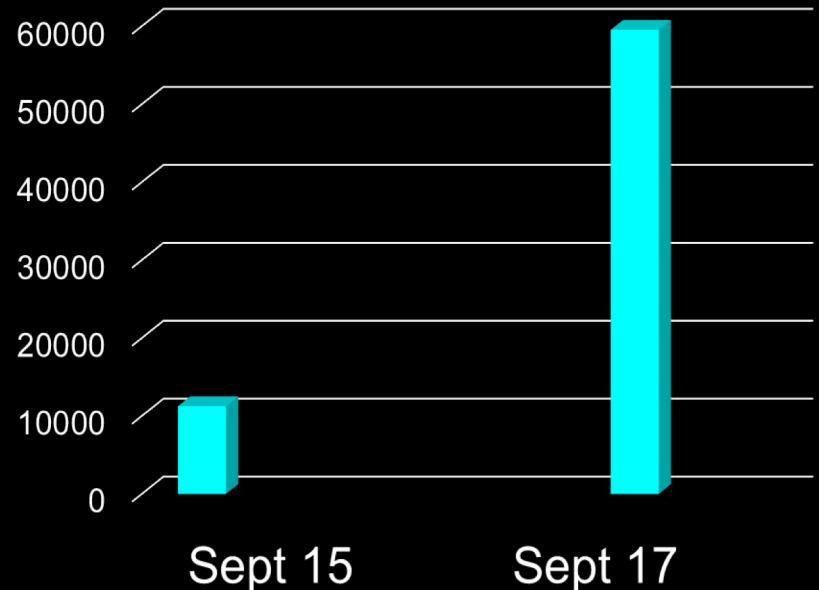
Lesson 5: make more effective and efficient use of resources and findings

Use of www.TobaccoTactics.org

Pages viewed per year
(MILLIONS)



Average no. pages viewed
per day



From 800k to 12.3 M views per year

From 11k to 60k views per day



Used by the Rapporteur for the Tobacco Products' Directive Revision to investigate people lobbying her:

"I just wanted to put in writing that we are very grateful for the TobaccoTactics website - this has been very useful for Linda's work on TPD2. In her role as Rapporteur, Linda has been contacted by many individuals and organisations and the website has been a very helpful "one-stop shop" for quick background checks... It has also been useful as a third-party, independent reference in Linda's conversations with colleagues and the

In summary

Tobacco industry interference is still identified as the single greatest impediment to progress

Yet we are not giving it the thought, resources, infrastructural development it deserves



Source: Conference of the Parties to the FCTC.
Implementation of Article 5.3 of the WHO FCTC: evolving issues related to interference by the tobacco industry. 2014

The good news

- ❑ The ATOs' pivot towards political, economic and fiscal arguments suggests that **we're on the right track** with our government affairs, fiscal affairs and communications strategies.
- ❑ The ATOs will find it much harder to fight on profound questions of economics, law, intellectual property, agronomy and constitutional rights.
- ❑ On e-cigarettes and other reduced risk products:
 - We've got a great story to tell;
 - There are divisions within the anti-tobacco movement; and
 - E-cigarette users are more willing to fight back than smokers.
- ❑ ATOs play weak defense.

**ATOs play weak
defense**

Summary of lessons/recommendations

1. We need TIMRA not just TIM - change terminology
2. Dissemination & Accountability are key (lets not collect data for the sake of it)
3. Build capacity in TIMRA : SKILL development, takes time
4. Make better use of existing knowledge:
 - evidence based toolkits to enable civil servants & NGOs predict, prepare and rapidly counter,
 - Until capacity is built consider a rapid response service
5. Make better use of existing resources and findings:
 - co-ordination to prevent duplication
 - translate key findings
 - marketing and comms support - direct people to right websites & resources, maximise use and impact of findings

More!....

7. Address our biggest gap in knowledge: how to most effectively use info/findings on tobacco industry misconduct

8. Whistle-blower fund (not in TC NGO)

9. Harness new methods/data & opportunities: Big Data

.....Index???

Thank you



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The course will examine in detail how to monitor and conduct research into the activities of tobacco companies and their allies, and how to synthesise and publish your research for use by key stakeholders including policy makers and health advocates.

Although the focus is on tobacco, people with an interest in alcohol and food industries will find the course useful as the industries use similar tactics.

