

Monitoring the vector of the epidemic

Dr Anna Gilmore, Professor of Public Health
And the Tobacco Tactics team: Dr Karen Evans Reeves,
Andy Rowell, Silvy Peeters

Tobacco Control Research Group, Uni of Bath



Outline

- **Why** monitor the TI?
- **What** is monitoring & **what** to monitor?
- **How** to monitor?
 - **How** to do it?
 - **How** does it work?

Based on Bath model

The screenshot shows the main page of the TobaccoTactics website. The header includes the site logo (two blue stylized 't's) and navigation links: 'page', 'discussion', 'view source', and 'history'. Below the header is a 'Main Page' section with a 'Share / Save' button and social media icons. A large blue banner reads 'Welcome to TobaccoTactics'. The main content area describes the site as a unique academic resource exploring tobacco industry influence on policy and public health. It mentions the site details tactics and techniques used by the industry to stall control measures, such as plain packaging. It also notes that the site contains profiles of people, organisations, and allies of the tobacco industry. A 'Key Topics' section is visible at the bottom, with the text 'TobaccoTactics explores the techniques the tobacco industry utilises to influence policy'. The footer shows the date '15 February 2017'.

tobacco tactics

page discussion view source history

Main Page

Share / Save

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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Key Topics

TobaccoTactics explores the techniques the tobacco industry utilises to influence policy

15 February 2017

Why (1)?

Despite Article 5.3
tobacco industry interference is still
identified as the single greatest
impediment to progress

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



Why (2)?: it works!

- Growing evidence that countries with most advanced tobacco control policies have active programmes of TIMRA
- Case studies illustrate its effectiveness



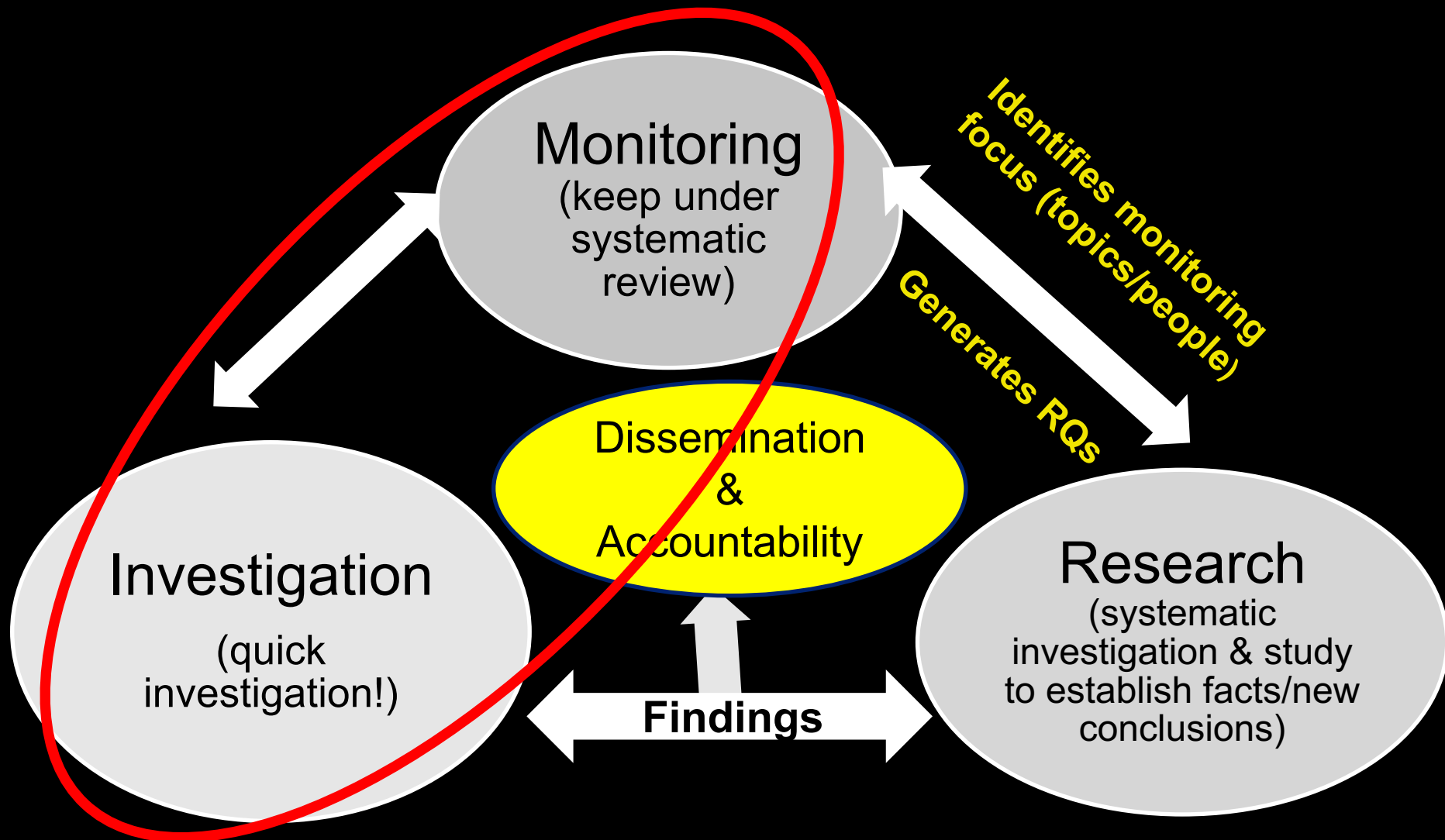
[Source: Gilmore et al Lancet 2015; Givel M, Glantz S. *AJPH* 2004]

What is monitoring?

Monitoring:
keep under
systematic
review

**We cannot
just monitor!**

Tobacco industry monitoring research & accountability (TIMRA)



What to monitor?

3 Key areas of industry activity



FINANCIAL

Global
industry

Country
profile



POLITICAL

(includes influence on
science, CSR)



MARKETING



How?

**Tobacco Industry (TI)
Monitoring,
Research & Accountability**

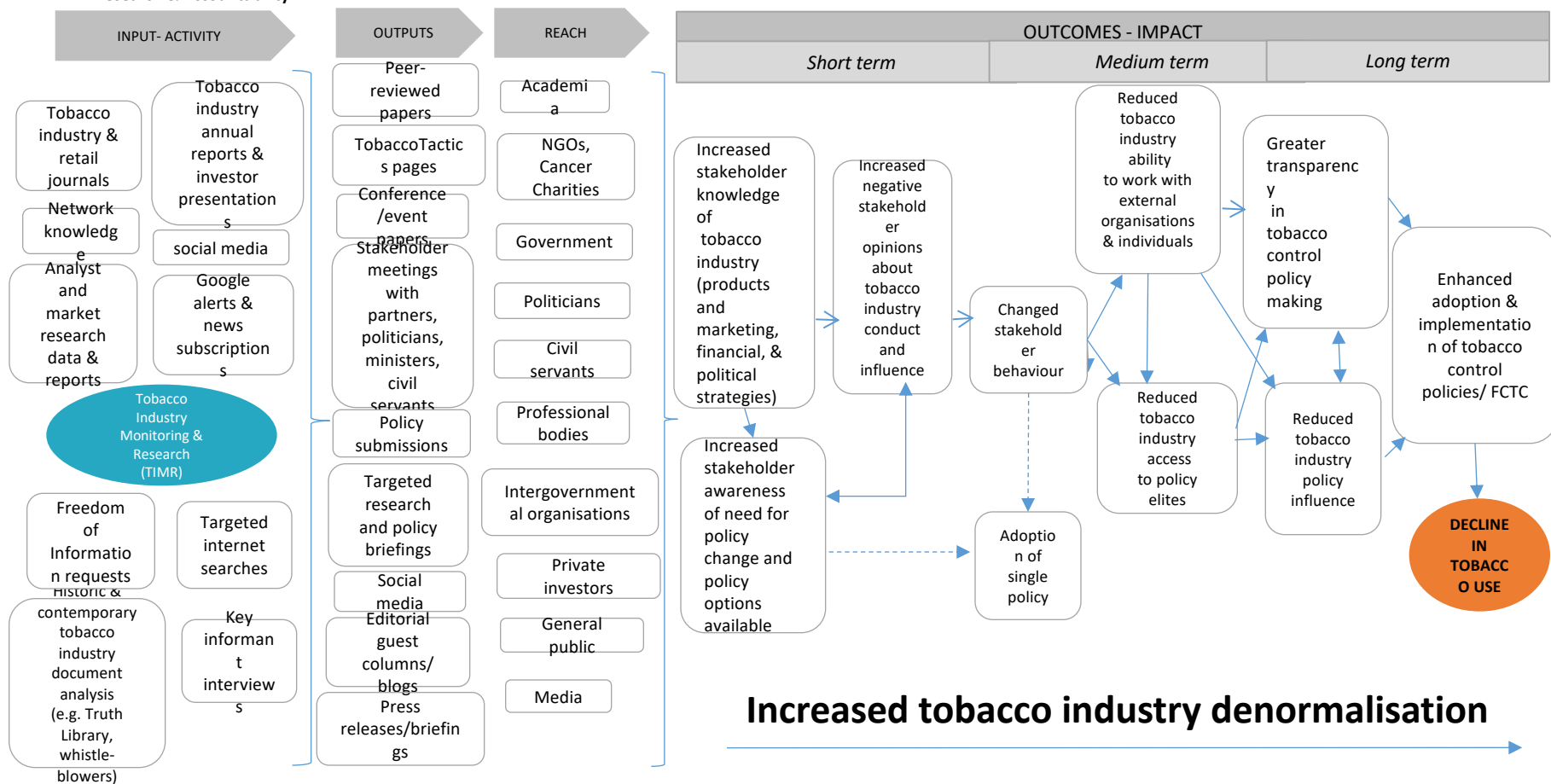
RATIONALE

- 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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Monitor
Further investigation
Research





How?

**Tobacco Industry (TI)
Monitoring,
Research & Accountability**

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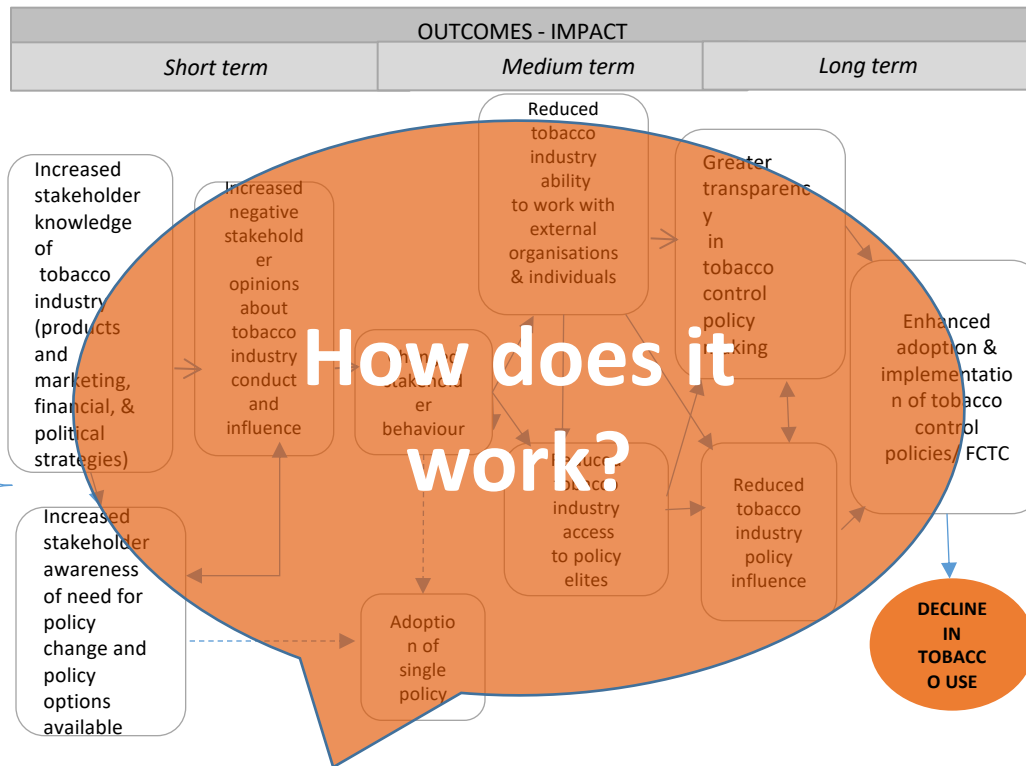


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Monitor
Further investigation
Research



How do we do it?



How does it work?

Increased tobacco industry denormalisation

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 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.



What will you be taught?

The course is provided by the Tobacco Control Research Group at the University of Bath, led by Professor Anna Gilmore and sessions include:

- Who is Big Tobacco and how other industries have followed its tactics
- Creating an industry monitoring model & identifying data sources
- Investigative research techniques
- In-depth industry research
- Potential difficulties of working in this area & how to work safely
- Identifying stakeholders, effectively disseminating findings including via the media and securing impacts
- Writing for a general audience using media wiki software

The week long course consists of presentations, case studies, discussion and group work with assistance and support from staff members.

Learning outcomes

On successful completion of the course, you will be able to:

- Develop an industry monitoring model
- Investigate industry third parties
- Understand how to undertake effective industry research
- Write for diverse audiences
- Identify key stakeholders and effectively disseminate findings

Eligibility

We assume that you will have a basic understanding of the tobacco industry and how it influences public health. If you are not sure whether this course is for you, please contact Dr Karen Evans-Reeves to discuss (contact details below).

Cost

If you book before 31st January 2018, the early bird cost is £1,250. After that the full cost is £1,500. This does not include accommodation or subsistence.

* Disclaimer: We do not accept any applications of people working for, or funded by the tobacco, food or alcohol industry



What did previous attendees say?

"Sensational experience"

"A great summary of tobacco industry. The session was so informative"

"Very helpful for my work"

"Interesting as this is what most of us will come up against"

Find out more

To request an application form contact Cathy Flower:
tobacco-admin@bath.ac.uk

To discuss the course content in more detail contact Karen Evans-Reeves:
K.A.Evans-Reeves@bath.ac.uk

Routine monitoring (systematic review/surveillance)

- **Develop list with timing**
- **Pilot and re-evaluate:**
 - **Focus on best returns**
- **Too much to do!**
- **Priorities change**
- **Intensity of industry activity varies**
- **May sometimes need to drop the monitoring entirely (because monitoring alone is pointless!)**

I SMELL A RAT.

Meaning: Something is not trustworthy here.

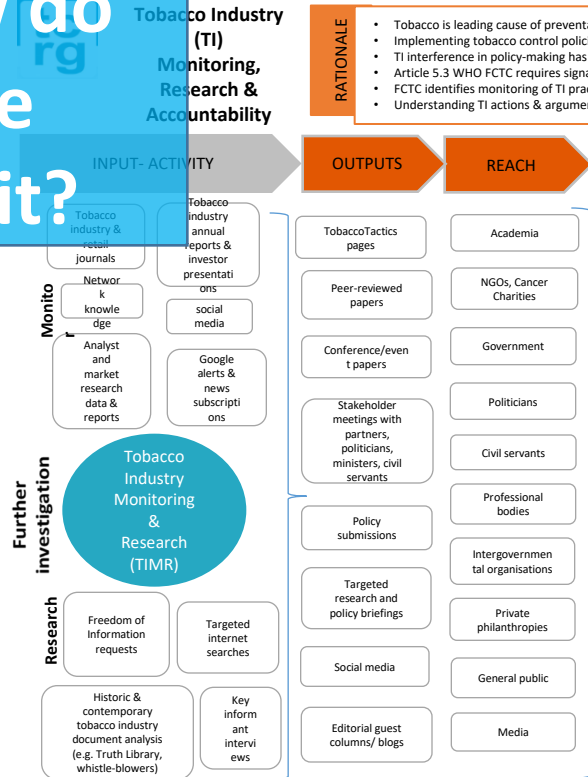


Designed by
grammarly



How do we do it?

How?

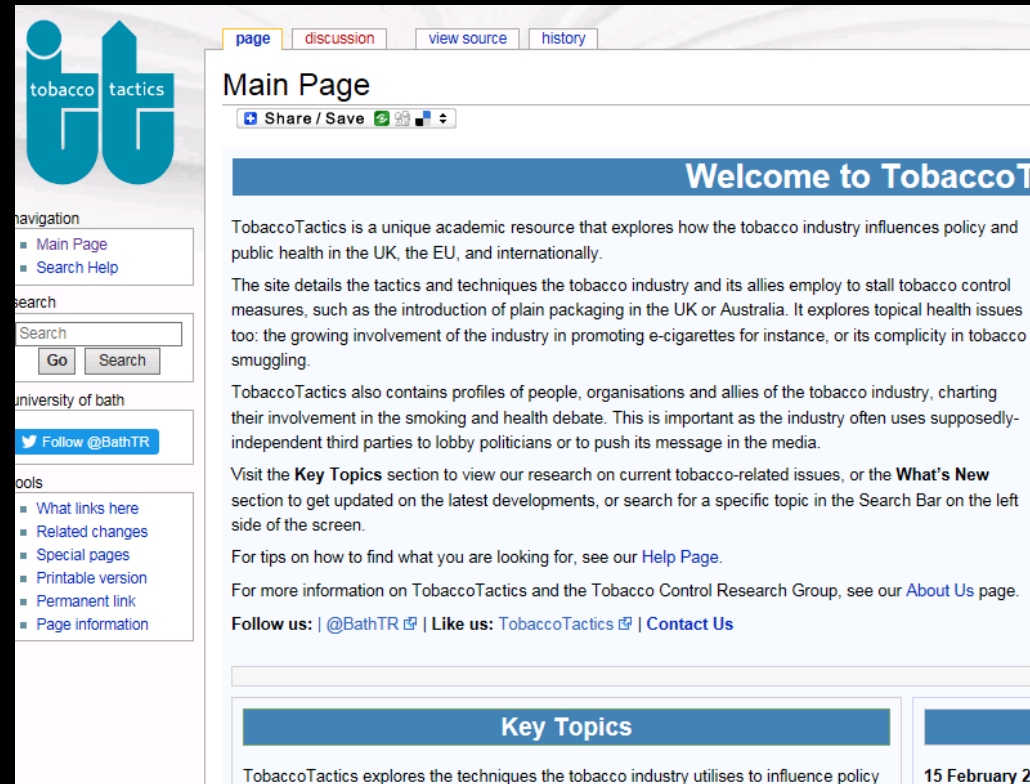


Outputs and Reach (dissemination.....accountability)

- Identify your stakeholders:
 - politicians, civil servants, NGOs, IGOs, investors, public, media etc
- Produce outputs to reach them:
 - TT pages; tweets; peer reviewed papers; policy submissions; briefings; ppts to parliamentary committees; blogs; press articles; etc etc etc
- Strict system of quality control: internal peer review; libel check**
- Partnership working is key**

Role of TobaccoTactics in dissemination and accountability

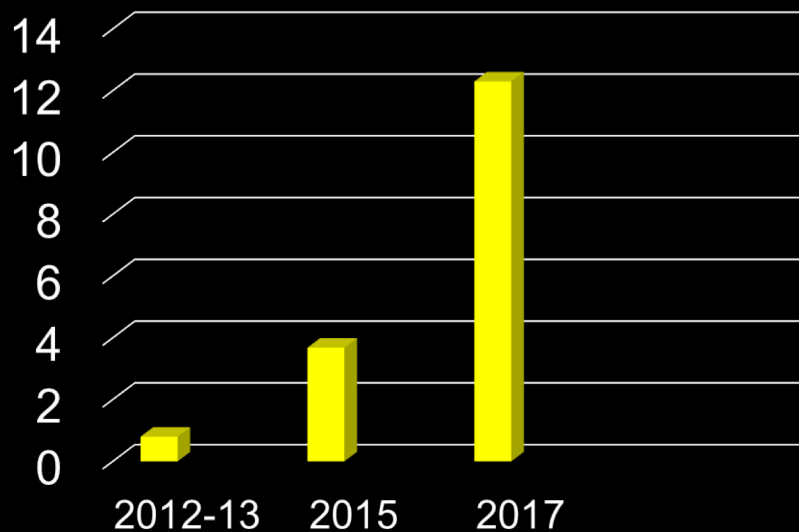
- Makes findings publicly accessible in user-friendly format, in real time in order to inform policy debate (key role in acute policy debate)
- Ensures availability in long-term
- Increases transparency – lobby register replacement!



- NB maintenance!

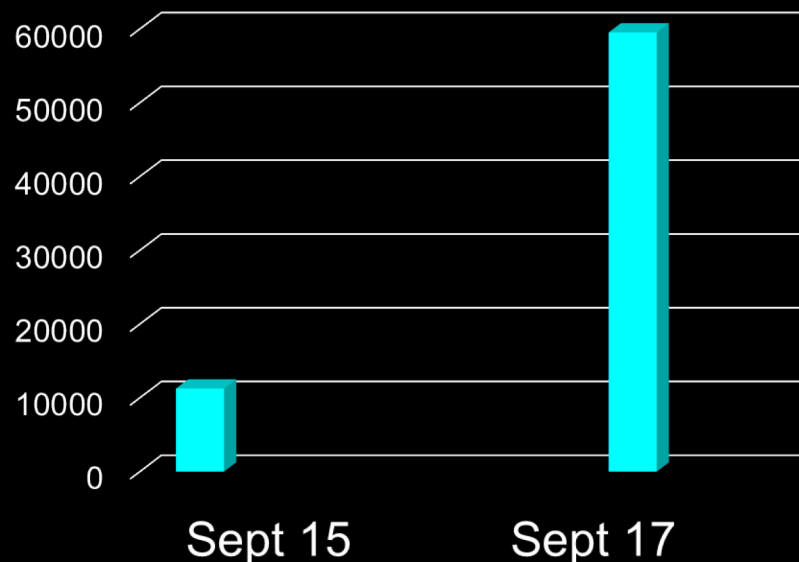
Use of www.TobaccoTactics.org

**Pages viewed per year
(MILLIONS)**



From 800k to 12.3 M views per year

**Average no. pages viewed
per day**

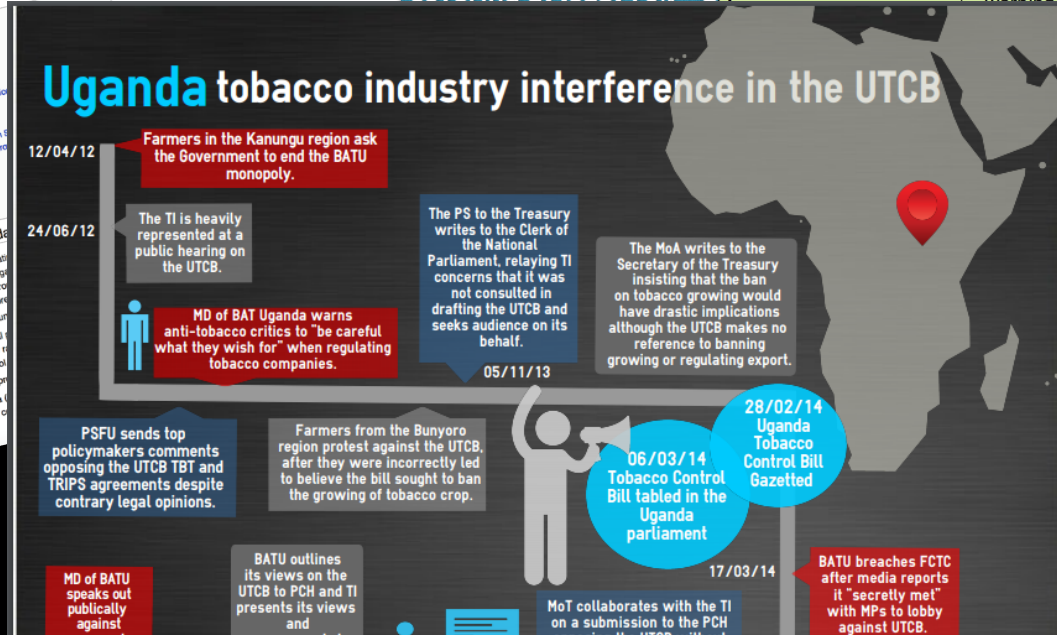


From 11k to 60k views per day

Quick wins are possible: eg Uganda



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%</p>	<p>The Framework Convention on Tobacco Control (FCTC) provides for "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% warnings, as the FCTC actually mandates that graphic health warnings "be 50% or more of the principal display areas" but "shall be no less than 10%". 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 will 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 principal display areas.¹¹ Other countries in the African region that have passed health warning legislation include Madagascar, Mauritius, Namibia,¹² and Chad.¹³ Many leading countries in tobacco control have gone further to introduce plain packaging, which requires that in addition to large graphic health warnings, all tobacco products be sold in plain packages free from logos, colours or promotional text.¹⁴ Australia was the first country to pass and implement plain packaging legislation in 2012, followed by the UK and Ireland. The French and Norwegian governments are in the process of passing plain packaging legislation. Although the



Uganda feedback

From: Michael Lulume Bayigga [REDACTED]
Date: August 5, 2015 at 6:25:09 PM GMT+3
To: Neima Hellen [REDACTED]
Subject: Congratulations

I am truly honoured to have been part of this just cause and would also like to take this opportunity to thank you and your team from University of Bath for sharing evidence based and well reference information, citing both local and international tobacco industry counter information on what the tobacco industry was alleging against the tobacco control bill.

I can not stress enough how this information was very useful to me and other policy members who received the printed copies and I hope you continue developing such well researched work.

information, citing both local and international tobacco industry counter information on what the tobacco industry was alleging against the tobacco control bill.
I can not stress enough how this information was very useful to me and other policy members who received the printed copies and I hope you continue developing such well researched work.

As your partner Grace Ruto may have shared with you, on behalf of other members that received copies of this document, I request that future research should cover all clauses of a proposed tobacco control law or Atleast all contentious issues raised by the tobacco industry. Nonetheless, the fact sheet contributed greatly to the positive outcome of the debate and the tobacco control Act. One again, thank you very much and I am looking forward to more collaboration with you and your team during the forthcoming enforcement stage of this Act.

Regards,

Hon. Lulume Bayigga

Summary

- Tobacco industry monitoring, research and accountability is key to enabling progress tobacco control
 - (ie TIMRA not just TIM !)
 - Partnership working & active dissemination are essential
 - At busy periods, prioritisation inevitable
- 3 Key areas of tobacco industry activity to monitor are (1) its political activity/policy influence, (2) marketing practices, and (3) financial interests and drivers
- While TIMRA can be very time consuming, simple steps can be taken and rapid wins are possible

Thank You For Listening



www.TobaccoTactics.org



@BathTR

a.gilmore@bath.ac.uk
tobaccotactics@bath.ac.uk