Monitoring the vector of the epidemic

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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
**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)

Monitoring
(keep under systematic review)

Research
(systematic investigation & study to establish facts/new conclusions)

Dissemination & Accountability

Generates RQs

Identifies monitoring focus (topics/people)

Investigation
(quick investigation!)

Findings
What to monitor?

3 Key areas of industry activity

**FINANCIAL**
- Global industry
- Country profile

**POLITICAL**
- (includes influence on science, CSR)

**MARKETING**
**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

**Outputs**
- Peer-reviewed papers
- TobaccoTactics pages
- Conference/event papers
- Stakeholder meetings with partners, politicians, ministers, civil servants, Policy submissions
- Targeted research and policy briefings
- Intergovernmental organisations
- Social media
- Editorial guest columns/blogs
- Press releases/briefings
- Key informants/ interviews

**Reach**
- Academics
- NGOs, Cancer Charities
- Government
- Politicians
- Civil servants
- Professional bodies
- Private investors
- General public
- Media

**Outcomes - Impact**

<table>
<thead>
<tr>
<th></th>
<th>Short term</th>
<th>Medium term</th>
<th>Long term</th>
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<tbody>
<tr>
<td>Increased stakeholder knowledge of tobacco industry (products and marketing, financial, &amp; political strategies)</td>
<td>Increased negative stakeholder opinions about tobacco industry conduct and influence</td>
<td>Changed stakeholder behaviour</td>
<td>Reduced tobacco industry ability to work with external organisations &amp; individuals</td>
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<tr>
<td>Increased stakeholder awareness of need for policy change and policy options available</td>
<td>Adoptation of single policy</td>
<td>Enhanced adoption &amp; implementation of tobacco control policies/FCTC</td>
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<tr>
<td>Reduced tobacco industry access to policy elites</td>
<td>Reduced tobacco industry influence</td>
<td>Greater transparency in tobacco control policy making</td>
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**Further investigation**
- Freedom of Information requests
- Targeted internet searches
- Contemporary tobacco industry document analysis (e.g. Truth Library, whistle-blowers)

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

**Decline in Tobacco Use**

**Increased tobacco industry denormalisation**
**Tobacco Industry (TI) Monitoring, Research & Accountability**

**How?**

**Rationale**
- Tobacco is leading cause of preventable death worldwide
- Implementing tobacco control policies outlined in WHO FCTC will reduce burden
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- Article 5.3 WHO FCTC requires signatories to protect health policies ‘from commercial and other vested interests of the tobacco industry’
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**Input-Activity**
- Monitor
- Further investigation
- Research

**How do we do it?**
- Tobacco industry
- Tobacco industry annual reports & investor presentations
- Google alerts & news subscriptions
- Tobacco industry & retail journals
- Network knowledge & Analyst marketing data & reports
- Targeted internet searches
- TobaccoTactics pages
- Conference/event papers
- Stakeholder meetings papers
- NGO, Cancer Charities
- Members, Civil servants
- Tobacco industry, Polices
- Political bodies
- Professional bodies
- Private investors
- Intergovernmental organisations
- Targeted research & policy briefings
- Social media
- Social networks
- Media
- Editorial guest columns/blogs
- Press releases/briefings
- Media
- General public
- Key informant interviews

**Outcomes - Impact**

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- Increased stakeholder knowledge of tobacco industry (products and marketing, financial, & political strategies)
- Increased negative stakeholder opinions about tobacco industry conduct and influence
- Adopting and implementing of tobacco control policies FCTC
- Adopting single policy
- Reduced tobacco industry access to power elites
- Reduced tobacco industry policy influence
- Enhanced transparency in tobacco control policymaking
- Increased negative stakeholder opinions about tobacco industry conduct and influence
- Adopting single policy
- Reduced tobacco industry access to power elites
- Reduced tobacco industry policy influence
- Enhanced adoption & implementation of tobacco control policies FCTC

**How does it work?**

- Increased tobacco industry denormalisation

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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 the 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 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 secure media
- 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 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-Newton to discuss (contact details below)*.

Cost
If you book before 1st 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.

Find out more
To request an application form contact Cathy Flower:
tobacco-monitoring@bath.ac.uk
To discuss the course content in more detail contact Karen Evans-Newton:
K.A.Evans-Newton@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.
**RAISON D'ÊTRE**
- 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’
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**OUTCOMES**

- Enhanced adoption & effective implementation of tobacco control policies/FCTC
- Reduced tobacco industry policy influence
- Greater transparency in tobacco control policy making
- Reduced tobacco industry access to policy elites
- Reduced tobacco industry ability to work with external organisations & individuals
- Increased stakeholder awareness of need for policy change and policy options available
- Increased stakeholder knowledge of tobacco industry (products and marketing, financial, & political strategies)
- Increased negative stakeholder opinions about tobacco industry conduct and influence
- Changed stakeholder behaviour
- Increased tobacco industry denormalisation

**How?**

**How do we do it?**

**Inputs & Activities**
- Tobacco industry monitoring & research (TIMR)
- Tobacco industry journals
- Network knowledge
- Google alerts & news subscriptions
- Tobacco industry annual reports & investor presentations
- Social media

**Outputs**
- Tobacco Tactic pages
- Peer-reviewed papers
- Conference/evergreen papers
- Stakeholder meetings with partners, politicians, ministers, civil servants
- Policy submissions
- Targeted research and policy briefings
- Social media
- Editorial guest columns/letters

**Reach**
- Academia
- NGOs, Cancer Charities
- Government
- Politicians
- Civil servants
- Professional bodies
- Intergovernmental organisations
- Private philanthropies
- General public
- Media

**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](http://www.TobaccoTactics.org)

Pages viewed per year (MILLIONS)

- 2012-13: 1
- 2015: 4
- 2017: 14

From 800k to 12.3 M views per year

Average no. pages viewed per day

- Sept 15: 10k
- Sept 17: 60k

From 11k to 60k views per day
Quick wins are possible: eg Uganda
Uganda feedback

From: Michael Lulume Bayigga
Date: August 5, 2015 at 6:25:09 PM GMT+3
To: Neima Hellen
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.

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

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