

2023 U.S. TOBACCO INDUSTRY INTERFERENCE REPORT LAUNCH

ASH

ACTION
ON SMOKING & HEALTH

Dedicated to ZERO Tobacco Deaths

October 5, 2023

Speakers

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Executive Director
Action on Smoking and Health

2023 U.S. Tobacco Industry Interference Index

ASH
ACTION
ON SMOKING & HEALTH

Dedicated to ZERO Tobacco Deaths

UNITED STATES OF AMERICA



Presented by : Nichelle Gray, Manager of Engagement & Special Programs
Action on Smoking and Health

WHO FCTC and the Global Tobacco Industry Interference Index

- World Health Organization Framework Convention on Tobacco Control (WHO FCTC)
- STOP partners Global Index



FCTC
WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

There is a
FUNDAMENTAL
and
IRRECONCILABLE CONFLICT
between
the tobacco industry's
interests
and public health
policy interests.

- First Guiding Principle of the
WHO FCTC Article 5.3 Guidelines

Unmasking Tobacco Industry Interference: Key Facts

Tobacco Industry Priority List

1. The tobacco industry wants to prevent effective tobacco control to maximize tobacco use.
2. They have a fiduciary responsibility to their stakeholders to maximize their profits.
3. Evidence shows that their tactics interfere with tobacco control policies.

- Tobacco use is the leading cause of disease and early death in the U.S.,
- The most effective strategies for reducing tobacco use involve public policy and
- The most significant barrier to enacting effective public policy is tobacco industry interference.

Report Limitations

WHO FCTC Signed but not ratified



Scope of domestic policy making



Article 5.3 activities
constitutionally prohibited



Tobacco Industry Interference Index Indicators

Indicator 1

**Level of Industry
Participation in Policy
Development**

Indicator 2

**Industry CSR
Activities**

Indicator 3

**Benefits to the
Tobacco Industry**

Indicator 4

**Forms of Unnecessary
Interaction**

Tobacco Industry Interference Index Indicators

Indicator 5

Transparency

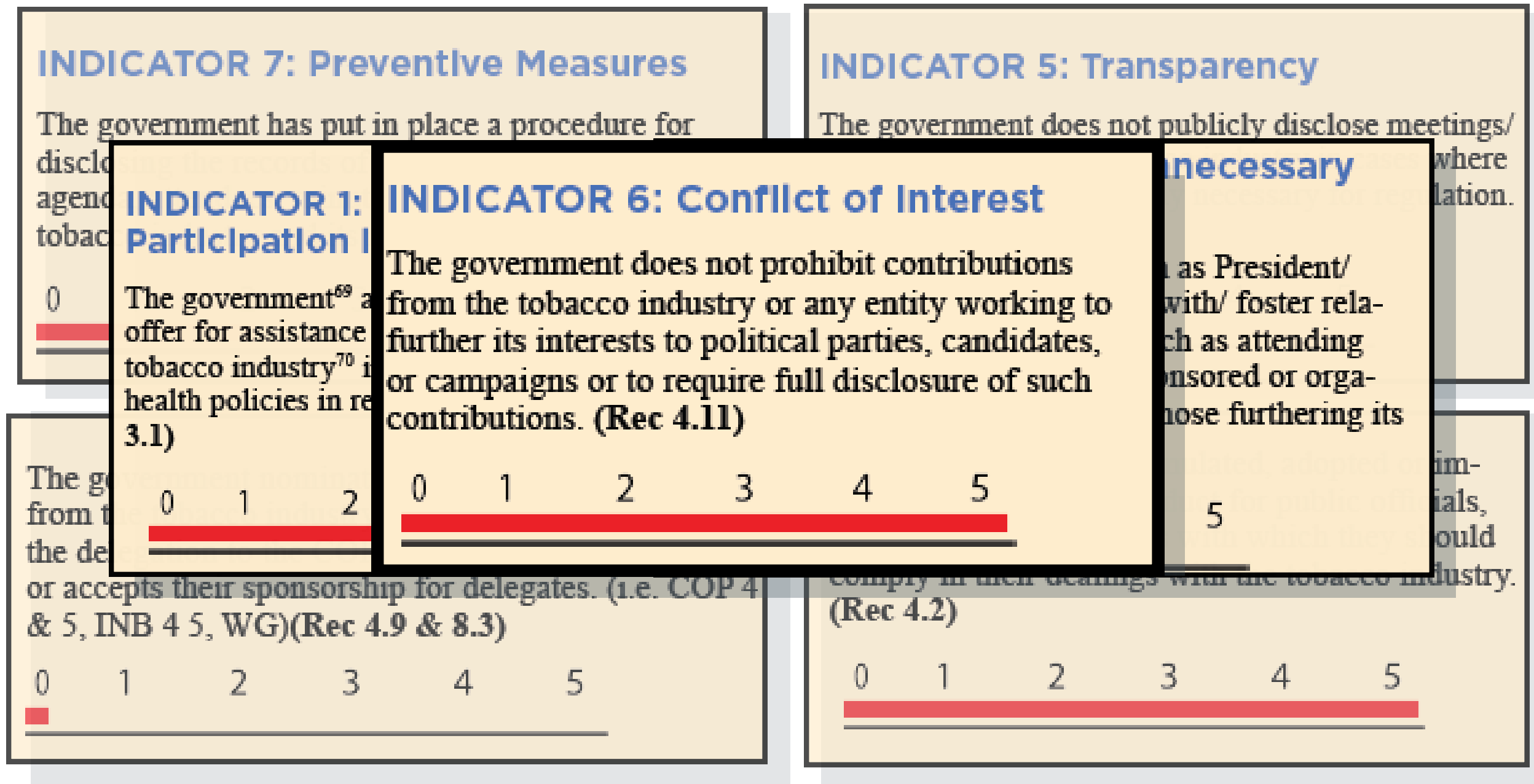
Indicator 6

Conflict of Interest

Indicator 7

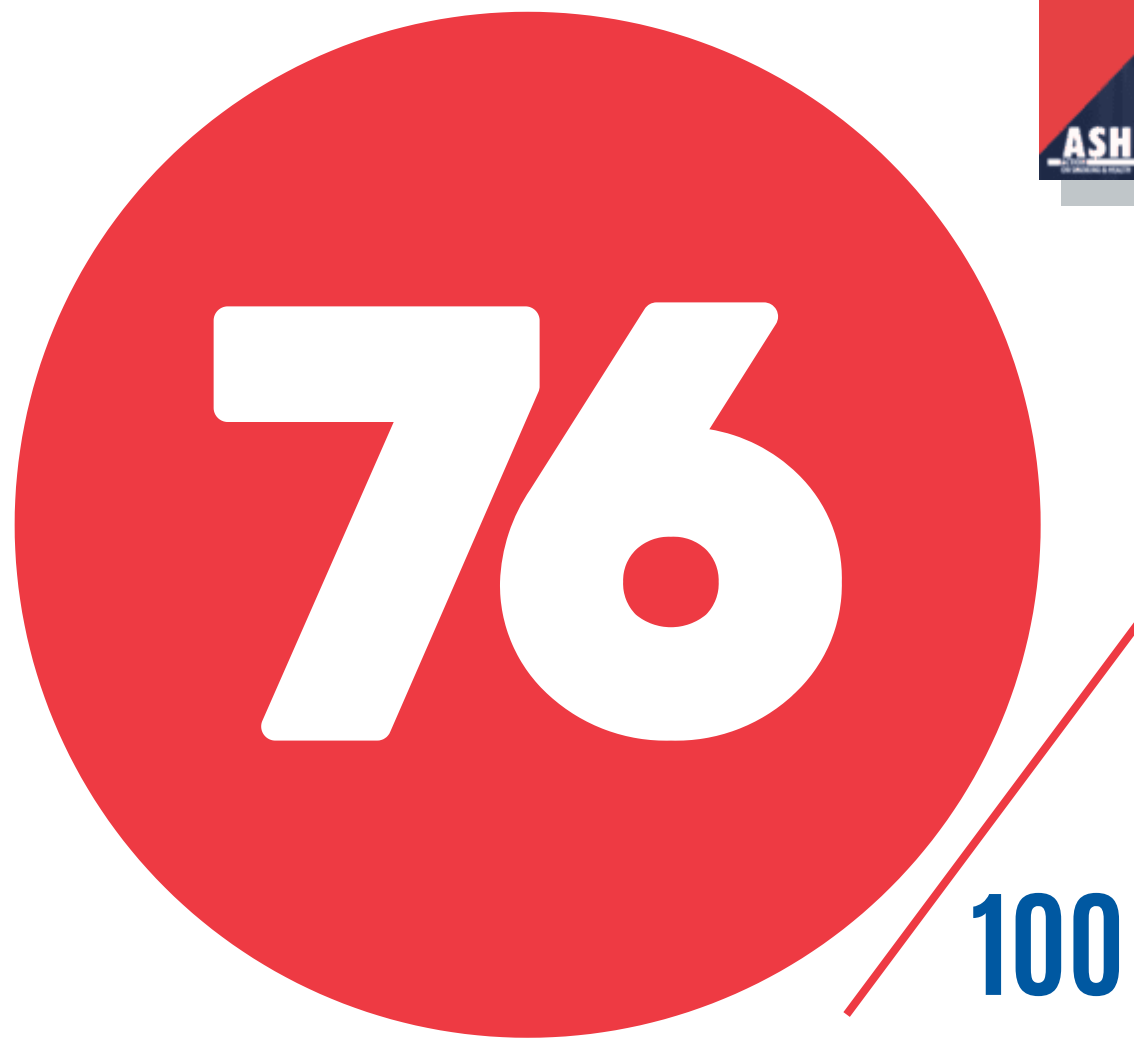
**Preventative
Measures**

2023 Findings



Represents data from April, 1 2021 through March, 31 2023

2023 U.S. Score



 This is the raw score for the U.S. and is subject to adjustment in the Global Index.

Recommendations

Raise awareness on the WHO FCTC and its provisions regarding tobacco industry interference

Prevent conflicts of interest in the FDA drug approval process

Strengthen and standardize revolving door prohibitions

Adopt an official code of conduct for public officials

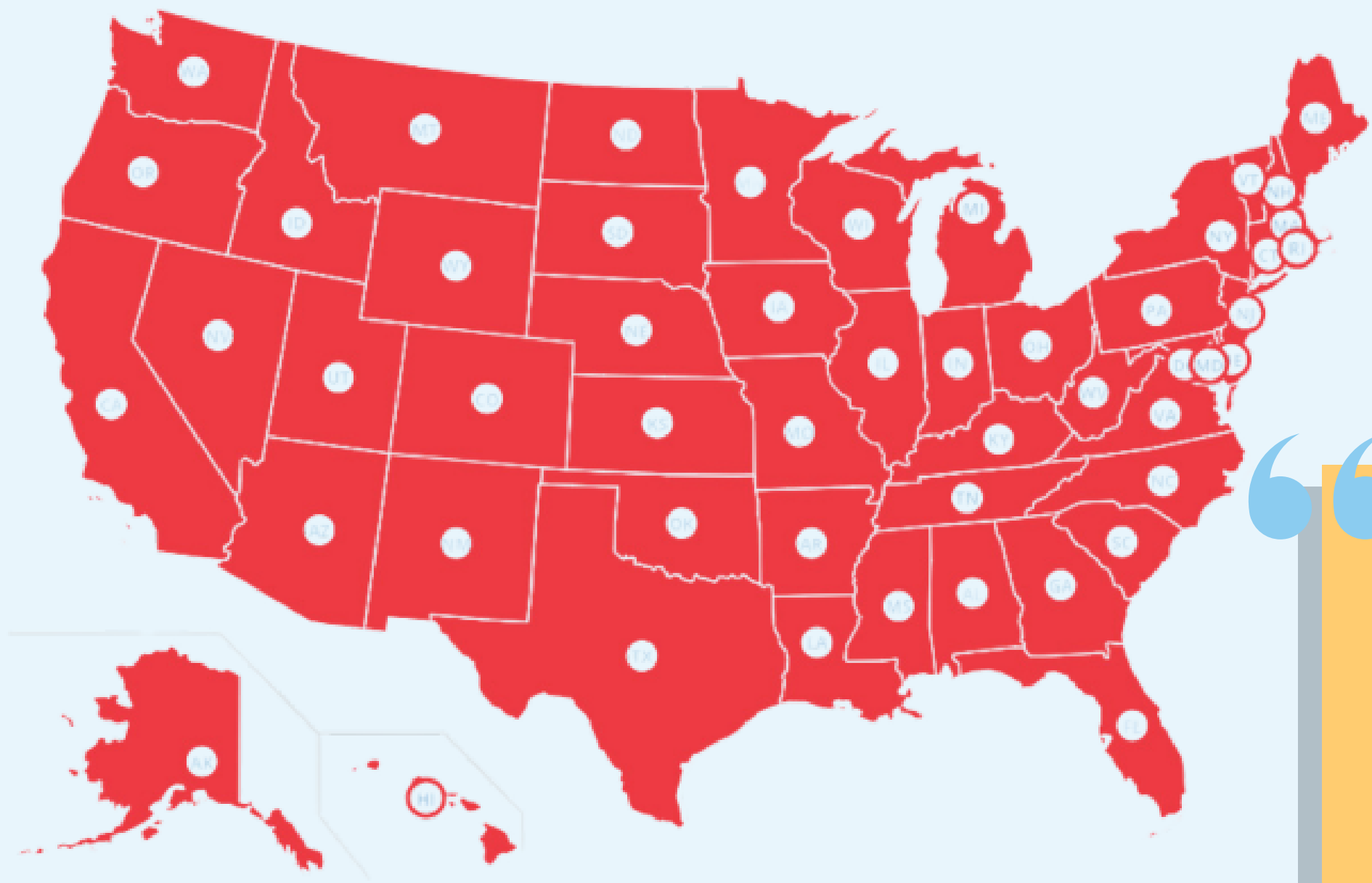
Close loopholes in executive branch ethics guidelines

Educate lawmakers on industry interference

Mandate philanthropic donation disclosure

Practical Tools

ash.org/tobacco-money/

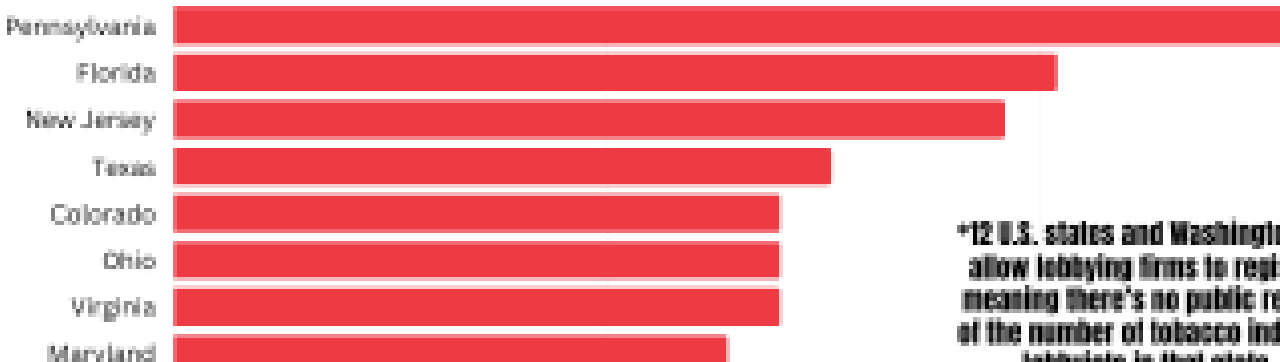


The tobacco industry has been a tremendous threat to public health for decades, and it's no surprise that they come with a wide array of lobbyists and consultants doing their bidding.

~Stacey Gagosian, Vice President of Public Policy at Truth Initiative

TOBACCO LOBBYIST AND LOBBYING FIRM TRACKER

Top 11 U.S. States: with the **Most** Tobacco Lobbyists (that we can publicly count*)



*12 U.S. states and Washington, DC allow lobbying firms to register, meaning there's no public record of the number of tobacco industry lobbyists in those states.

TAKE ACTION!

Read the full 2023 U.S. Tobacco Industry Interference Index report here:

ash.org/2023Index

It's time to mobilize and act! We invite you to share your invaluable stories of tobacco industry interference in your jurisdiction and provide relevant data to help us strengthen our efforts to highlight this issue. We also encourage you to utilize crucial tools like the Tobacco Industry Lobbyists and Lobbying Firm Tracker.

Together, we can have a significant impact on curbing the tobacco industry's influence and safeguard public health.

Contact us



grayn@ash.org **or** info@ash.org

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Pay-to-Play

How the Tobacco Industry Buys Access to Our Lawmakers

Juliana Broad | juliana@prwatch.org

Overview

- Who am I, and what is the Center for Media and Democracy?
- What is the American Legislative Exchange Council (ALEC)?
- How does the tobacco industry access our lawmakers?
- Where can you find our work?



exposedbycmd.org

FGA doesn't disclose its donors. But IRS data tracked by the [Center for Media and Democracy](#), which investigates the influence of money in politics, show some of the largest checks came from foundations tied to conservative causes.

"Banks are increasingly denying financing to creditworthy companies solely for the purposes of marketing their environmental credentials, to the detriment of their clients and shareholders. The letter from DEPA to ALEC board members that was released by the Center for Media and Democracy, a nonprofit watchdog group.

Do you see more stuff?

Yes. I think it has grown rapidly in the last few years. I think the *Dobbs* decision was a clarion call. We're going to continue to have an uphill struggle against that Republican political machine because the same big donors who ran the court-capture operation for all those years, which Center for Media and Democracy estimated was \$580 million operation and which got Leonard Leo a \$1.6 billion slush-fund payoff, is also behind the Republican dark-money political spending.

Other leading donors to Raga in 2022 include an arm of the US Chamber of Commerce, energy giant Koch Industries, and tobacco behemoth Altria, according to the liberal research group the Center for Media and Democracy (CMD).

looks devastatingly effective. A recent [study](#) by the Center for Media and Democracy found that, under existing state laws, 29 of the 50 state delegations to a convention would be selected exclusively by [Republicans](#). Nineteen would be chosen by Democrats, with only

WASHINGTON, DC – Today, Leonard Leo's Concord Fund was exposed by The Center for Media and Democracy as the top contributor once again to the far-right extremist Republican Attorneys General Association (RAGA), underscoring Leo's support for the group's baseless attacks on ESG, affirmative action, student debt forgiveness, and more. The latest filing shows that RAGA continues to funnel thousands of dollars per month to Leo's CRC Advisors for "consulting," perpetuating a circular dark money scheme between Leo's nonprofits and for-profits.

I.R.S. Asked to Investigate Nonprofit Linked to Cain Campaign

BY NICHOLAS CONFORESSO NOVEMBER 7, 2011 1:40 PM


A liberal-leaning watchdog group based in Wisconsin asked the Internal Revenue Service on Monday to investigate whether a tax-exempt organization linked to Herman Cain's top campaign aide violated the law by providing air travel and other help to Mr. Cain earlier this year when he was exploring a presidential bid.

The watchdog group, the Center for Media and Democracy, said



ALEC | American
Legislative
Exchange
Council
LIMITED GOVERNMENT • FREE MARKETS • FEDERALISM

MODEL POLICIES

SEARCH  [ADVANCED](#)

Model Policies

3 MONTHS AGO

Taxpayer Dollars Protect Workers Act

SECTION 1 - Statement and Purpose: WHEREAS, (insert state), as part of its economic development policy, has the right to set terms and conditions in connection with the awarding of...

3 MONTHS AGO

Elimination of Youth Justice Fines and Fees Act

Section 1. Legal Financial Obligations for Youth Referred to the Juvenile Justice System A. No fee, court cost or fine other than restitution shall be imposed on or collected from...

3 MONTHS AGO

Resolution Supporting a US-Taiwan Agreement for the Avoidance of Double Taxation and the Prevention of Fiscal Evasion with Respect to Taxes on Income

WHEREAS, the United States has entered into tax treaties covering more than 60 jurisdictions around the world which facilitate bilateral economic activity; strengthen global cooperation and benefit US businesses and...

3 MONTHS AGO

Safeguard American Votes and Elections Act (SAVE Act)

(1) In all elections, including primary elections, for any local, state, or federal public office, the following shall be prohibited: a. Voting systems that permit a voter to...

RESOLUTION ON TAXATION OF SMOKELESS TOBACCO PRODUCTS VERSUS CIGARETTES

Summary

This resolution recognizes that tobacco harm reduction is a vital component in a successful tobacco control strategy. While abstaining from all tobacco is the best way for smokers to reduce their risk of disease, state governments must also consider if those who will not abstain can reduce their risk by switching to tobacco products that present less risk. Research shows that 85 percent of U.S. smokers are unaware that smokeless tobacco products present less risk than cigarettes. Therefore, this resolution calls for transparency in terms of accurate and complete information on the relative risks of nicotine products that are not smoked. Furthermore, this resolution finds that excise taxes for smokeless tobacco products should reflect their relative risk in order to avoid arbitrary economic barriers to less risky products for consumers.

Policy Status





Type: Model Resolution
Status: Final
Date Finalized: June 23, 2017

Task Forces

- Tax and Fiscal Policy

Tags

- STFS 2017

RESOLUTION ON TAXATION OF SMOKELESS TOBACCO PRODUCTS VERSUS CIGARETTES

Resolution

WHEREAS, states have pursued for decades policies intended to encourage citizens who smoke to quit, and to discourage others who don't smoke from starting; and

WHEREAS, while cigarette smoking rates have declined substantially over the period from 1965-2004, the rate of decline has slowed in recent years and the Centers for Disease

Welcome to the 50th ALEC Annual Meeting



50TH ALEC
ANNUAL
MEETING



DOWNLOAD
THE ALEC APP
FOR MEETING
INFORMATION

alec.org

TASK FORCES

American City County Exchange

American City County Exchange
The American City County Exchange (ACCE) is America's only non-partisan forum for local government...

Civil Justice

The Civil Justice Task Force and its members are at the forefront of the efforts to restore fairness and predictability...

Commerce, Insurance and Economic Development

Members of the Commerce, Insurance and Economic Development Task Force believe that economic freedom is the cornerstone of prosperity. The...

Communications and Technology

With nearly 200 members representing all parts of the country and every segment of industry, the Communications and Technology Task...

Criminal Justice

Currently, nearly one in every 100 American adults is behind bars and once released from prison more than four in...

Education and Workforce Development

The mission of the ALEC Education and Workforce Development Task Force is to promote excellence in the nation's educational system...

POLICY CENTERS

Policy Centers



7 YEARS AGO

Center to Protect Free Speech

The purpose of the Center to Protect Free Speech is to educate legislators and concerned citizens regarding the importance of free speech; promote policies that ensure the ability...



8 YEARS AGO

Center for Innovation and Technology

The ALEC Center for Innovation and Technology provides state lawmakers with guides, data, research and a structure to imagine and create a plan of action for how innovation...



8 YEARS AGO

Center for State Fiscal Reform

The Center for State Fiscal Reform provides policymakers with dependable economic and fiscal policy research to solve public policy challenges and produce better economic outcomes for all Americans.



8 YEARS AGO

Center to Restore the Balance of Government

The Center to Restore the Balance of Government is a natural outgrowth of ALEC as the organization has such a strong federalism-focus. The Center will help...



OBJECTIVE

Help create an atmosphere of tolerance and fairness in the public's attitude toward smoking and smokers.

STRATEGIES

1. Continue to develop key ally groups who can and will tell the pro-tobacco side of issues. Examples being law enforcement and friendly fire department personnel
2. Develop through friendly legislative groups, the willingness to tell our story in such a manner that it becomes their position. Example: ALEC telling the pitfalls and problems of earmarking cigarette tax dollars for cancer research centers.
3. Continue to work with organizations who feel smoking regulations in the workplace are unfair and should be left to the managers of each company.

Source: UCSF's Truth Tobacco Industry Documents

LEADERSHIP

ABOUT ALEC

LEADERSHIP

STATE CHAIRS

ALUMNI

ALEC STAFF

Private Enterprise Advisory Council

To better promote the principles of limited government, free markets and federalism with real-world business experience, the ALEC Board of Directors enlists an advisory team of private-sector industry leaders.



Daniel Smith

Altria Client Services



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Ticket Information
Speakers
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Travel & FAQ

*Thank you to our 50th
Anniversary Gala Sponsors!*

Alibaba

Altria

American Association for Debt Resolution

American Bail Coalition

American Council for Life Insurers

Americans for Prosperity

American Philanthropic



News › Tobacco Giant Altria Buys Access to ALEC Lawmakers, Urges Deregulation



Altria, which owns the maker of Marlboro cigarettes, lobbied ALEC state lawmakers at last month's annual meeting. Source: Joshua Katt/Unsplash

Tobacco Giant Altria Buys Access to ALEC Lawmakers, Urges Deregulation



By [Juliana Broad](#) | August 21st, 2023 at 7:29 AM (CDT) [Edit](#)

Bills to Ban Local Soda Taxes Are Moving In the States, Coke and Pepsi Borrow from the Tobacco Playbook



By [Mary Bottari](#) | March

"Darling" of Big Tobacco Promotes Kid-Friendly Tobacco Products

Some ALEC Funders Flee, but Koch, Big Tobacco, and PhRMA Remain Loyalists

Submitted by [Rebekah Wilce](#)

July 1, 2011 - 12:43pm

ALEC and the Tobacco Industry

Submitted by [Anne Landman](#) on July 15, 2011 - 9:04am

Koch Draws on Big Tobacco for New PR Hires

Submitted by [Jessica Mason](#) on August 24, 2015 - 9:10am

Oil, Tobacco Interests Fund Luxury Getaway for Republicans

Submitted by [Anne Landman](#) on January 25, 2010 - 1:50pm

“Prohibitionist policies” – including bans of flavored tobacco meant to protect children and teens – “create so many unintended consequences: illicit markets, burdens on law enforcement, and it’s a burden on the criminal justice system,” said Mark King, Altria’s senior director for state government affairs.

“There’s 30 million adult smokers in the U.S.,” King said. “It’s not just the data; it’s your constituencies, people in our communities. But over 50% of them are interested in switching away from cigarettes. They want alternatives, and they want another product that they can transition away from smoking.”



Altria

About Altria

Moving Beyond Smoking

Responsibility

Investors

People & Careers



Media



Moving Beyond Smoking

From tobacco
company

To tobacco harm
reduction company



“You see this harm reduction model in a lot of other industries and it’s the same with tobacco as well.”

- Altria lobbyist at ALEC meeting

Where can you find our work?

ALECExposed.org — articles, resources, and a database of known ALEC lawmakers

SourceWatch.org — wiki for front groups

ExposedbyCMD.org — investigative reporting

TinyURL.com/CMDEmails — our newsletter

Point-of-Sale Corrective Statements TSET Campaign

Julie Bisbee

Executive Director

Tobacco Settlement Endowment Trust

Tyler Klaassen

Senior Marketing Strategist

VI Marketing and Branding

Chase Harvick

Campaign Manager

Tobacco Settlement Endowment Trust

TOBACCO STOPS WITH ME.

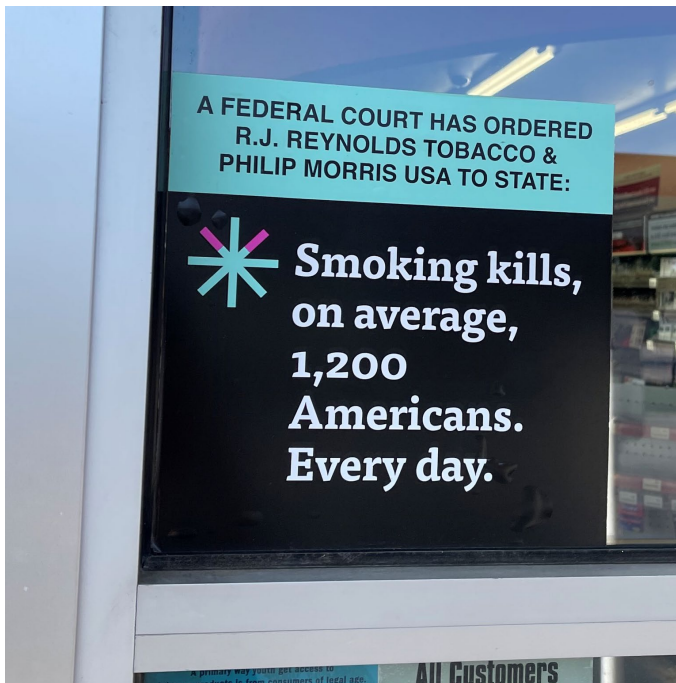
Campaign Background

- In 2006, the US District Court for the District Court of Columbia ruled that tobacco companies were guilty of breaking **civil racketeering laws**, marketing to children and lying to the public about the dangers of smoking. After years of fighting the ruling, the companies were forced to take action and admit their guilt in national media.


RICO Court Findings (U.S. v. Philip Morris, USA, Inc, *et al*)

1. Violated civil racketeering laws (engaged in an organized conspiracy to commit fraud)
2. Committed fraud
3. Are likely to continue to commit fraud
4. Denied that they control the level of nicotine to create & sustain addiction
5. Suppressed & concealed scientific research
6. Marketed low tar & light cigarettes as less harmful though they knew they were not
7. Marketed cigarettes to young people to replace smokers who die or quit smoking
8. Denied that secondhand smoke harms nonsmokers
9. Denied that smoking is addictive
10. Denied the health consequences of smoking






A FEDERAL COURT HAS ORDERED
PHILIP MORRIS USA & R.J. REYNOLDS TOBACCO TO STATE:

 **All cigarettes cause cancer, lung disease, heart attacks, and premature death—lights, low tar, ultra lights, and naturals. There is no safe cigarette.**

A FEDERAL COURT HAS ORDERED
PHILIP MORRIS USA & R.J. REYNOLDS TOBACCO TO STATE:

 **When you smoke, the nicotine actually changes the brain—that's why quitting is so hard.**


A FEDERAL COURT HAS ORDERED
PHILIP MORRIS USA & R.J. REYNOLDS TOBACCO TO STATE:

 **More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, combined.**


A FEDERAL COURT HAS ORDERED
PHILIP MORRIS USA & R.J. REYNOLDS TOBACCO TO STATE:

 **Secondhand smoke kills over 38,000 Americans each year.**

A FEDERAL COURT HAS ORDERED
PHILIP MORRIS USA & R.J. REYNOLDS TOBACCO TO STATE:

 **Cigarette companies control the impact and delivery of nicotine in many ways, including designing filters and selecting cigarette paper to maximize the ingestion of nicotine, adding ammonia to make the cigarette taste less harsh, and controlling the physical and chemical make-up of the tobacco blend.**

A FEDERAL COURT HAS ORDERED
PHILIP MORRIS USA & R.J. REYNOLDS TOBACCO TO STATE:

 **Secondhand smoke causes lung cancer and coronary heart disease in adults who do **not** smoke.**


A FEDERAL COURT HAS ORDERED
PHILIP MORRIS USA & R.J. REYNOLDS TOBACCO TO STATE:

 **Cigarette companies intentionally designed cigarettes with enough nicotine to create and sustain addiction.**

A FEDERAL COURT HAS ORDERED
PHILIP MORRIS USA & R.J. REYNOLDS TOBACCO TO STATE:

 **There is no safe level of exposure to secondhand smoke.**

A FEDERAL COURT HAS ORDERED
PHILIP MORRIS USA & R.J. REYNOLDS TOBACCO TO STATE:

 **Children exposed to secondhand smoke are at an increased risk for sudden infant death syndrome (SIDS), acute respiratory infections, ear problems, severe asthma, and reduced lung function.**

Campaign Strategy

- Time the release of the campaign around Big Tobacco's statements being released
- Use creative messaging that addresses Big Tobacco's deception
- Educate Oklahomans on the corrective statements themselves and the importance of this landmark decision
- Remind audience about Big Tobacco's current deceptive practices

Campaign Audience

- Primary audience Ages 35+
- College education
- Household income of higher than \$50,000
- Civically engaged

Creative Messaging

- **Big Tobacco's current tactics:** it's important to drive home that the fight is not over. Big Tobacco has found new ways to target children and addict new users. Joining the fight is as important as ever and the CTA for the campaign invited users to do so at StopsWithMe.com.

Tactics

- Earned media
 - Press release
 - Organic website promotion
- Talking points for partners
- TrueView (YouTube ads)
- Social Video
- Promoted Social Posts

A FEDERAL COURT HAS ORDERED
R.J. REYNOLDS TOBACCO & PHILIP MORRIS USA TO STATE:

 Cigarette companies intentionally designed cigarettes with enough nicotine to create and sustain addiction.



TOBACCO STOPS WITH ME.com
TSET

Big Tobacco is finally forced to tell the truth and publicly admit their guilt. <https://bit.ly/BTguilty>

 CLICK TO COPY

Tactics

Telling the **WHOLE** truth is tough
for Big Tobacco.

We helped them out by editing their court-ordered mandates.

A FEDERAL COURT HAS ORDERED
R.J. REYNOLDS TOBACCO &
PHILIP MORRIS USA TO STATE:

* Smoking is highly
addictive *AND DEADLY.*
Nicotine is the
addictive drug in
tobacco. *THAT'S*
MAKING COMPANIES
BILLIONS OF DOLLARS
AT YOUR EXPENSE.

Learn more about Big Tobacco's lies at

TOBACCO STOPS WITH ME.com
A Program of
TSET



Telling the **WHOLE** truth is tough
for Big Tobacco.

We helped them out by editing their court-ordered mandates.

A FEDERAL COURT HAS ORDERED
R.J. REYNOLDS TOBACCO &
PHILIP MORRIS USA TO STATE:

* Secondhand
smoke kills over
38,000 Americans *^*
FAMILY MEMBERS/FRIENDS/
NEIGHBORS/COWORKERS
each year,
... AND TOBACCO COMPANIES
HAVE KNOWN THESE DEADLY
FACTS ALL ALONG.

Learn more about Big Tobacco's lies at

TOBACCO STOPS WITH ME.com
A Program of
TSET

TOBACCO STOPS WITH ME.

Print

Telling the **WHOLE** truth is tough for Big Tobacco.

We helped them out by editing their court-ordered mandates.

A FEDERAL COURT HAS ORDERED
R.J. REYNOLDS TOBACCO &
PHILIP MORRIS USA TO STATE:



There is no safe
level of exposure
to secondhand
smoke.

*SMOKING HURTS
EVERYONE,
AND TOBACCO
COMPANIES KNOW IT.*

Telling the **WHOLE** truth is tough for Big Tobacco.

We helped them out by editing their court-ordered mandates.

A FEDERAL COURT HAS ORDERED
R.J. REYNOLDS TOBACCO &
PHILIP MORRIS USA TO STATE:



Smoking is highly
addictive, *AND
DEADLY.*
Nicotine is the
addictive drug in
tobacco. *THAT'S
MAKING COMPANIES
BILLIONS OF DOLLARS
AT YOUR EXPENSE.*

Telling the **WHOLE** truth is tough for Big Tobacco.

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A FEDERAL COURT HAS ORDERED
R.J. REYNOLDS TOBACCO &
PHILIP MORRIS USA TO STATE:



Secondhand
smoke kills over
38,000 Americans *^*
*FAMILY MEMBERS/FRIENDS/
NEIGHBORS/COWORKERS*
each year,
*... AND TOBACCO COMPANIES
HAVE KNOWN THESE DEADLY
FACTS ALL ALONG.*

TOBACCO STOPS WITH **ME.**

Landing Page



TOBACCO STOPS WITH ME.

Videos – “Nicotine”

BIG TOBACCO
LIED FOR DECADES
ABOUT:
**MANIPULATING
NICOTINE LEVELS
IN CIGARETTES**

LEGALLY, HERE IS WHAT TOBACCO
COMPANIES ARE FORCED TO SAY NOW:

“ALTRIA, R.J. REYNOLDS TOBACCO AND LORILLARD
INTENTIONALLY DESIGNED CIGARETTES TO
MAKE THEM MORE ADDICTIVE.”

~~LEGALLY, HERE IS WHAT TOBACCO
COMPANIES ARE FORCED TO SAY NOW.~~
TRANSLATION:

~~“ALTRIA, R.J. REYNOLDS TOBACCO AND LORILLARD
“We intentionally designed cigarettes to
INTENTIONALLY DESIGNED CIGARETTES TO
make sure people got hooked and stayed hooked.”
— MAKE THEM MORE ADDICTIVE.”~~

GET THE TRUTH BEHIND THE LIES AT

TOBACCO STOPS WITH ME.
StopsWithMe.com



TOBACCO STOPS WITH ME.

Social



After years of breaking civil racketeering laws, Big Tobacco is being punished. <https://bit.ly/BTguilty>



Have you seen Big Tobacco's court-ordered punishment in gas stations?

Results

- Campaign performance
- High awareness
- Increasing education

FREE Campaign Resources

- Corrective Statements assets available for FREE in CDC MCRC or StopsWithMe.com

CDC Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™


Media Campaign Resource Center (MCRC) Help Log Out Lindsey Funk, My Account 0 MCRC

CDC > Smoking & Tobacco Use > MCRC Home

Need Help?
Contact Us
mcrccdc.gov

Back to Search Results

Corrective Statements - Tar **FREE**




Ask a question about this ad
Reviews (0)

Media Type Video
Target Audiences Adults
Languages English
Cost Free
Produced For Oklahoma Tobacco Settlement Endowment Trust
Campaign Corrective Statements
Themes Tobacco Industry Manipulation
Highlight the tobacco industry's decades of misdeeds by explaining the court-ordered corrective statements. A series of 5 videos related to Secondhand Smoke, Health, Low Tar, Nicotine and Addictiveness

Description
More

Order Options Available - 1



Catalog ID QYSH 11275 (E-30)
Length 30 s
Language English

Request this Item

Transcript
OKTSET Corrective Statements - Tar (30 seconds)
Big tobacco lied for decades about the dangers of low tar and

TOBACCO STOPS WITH ME.

Protecting Tobacco Science Integrity

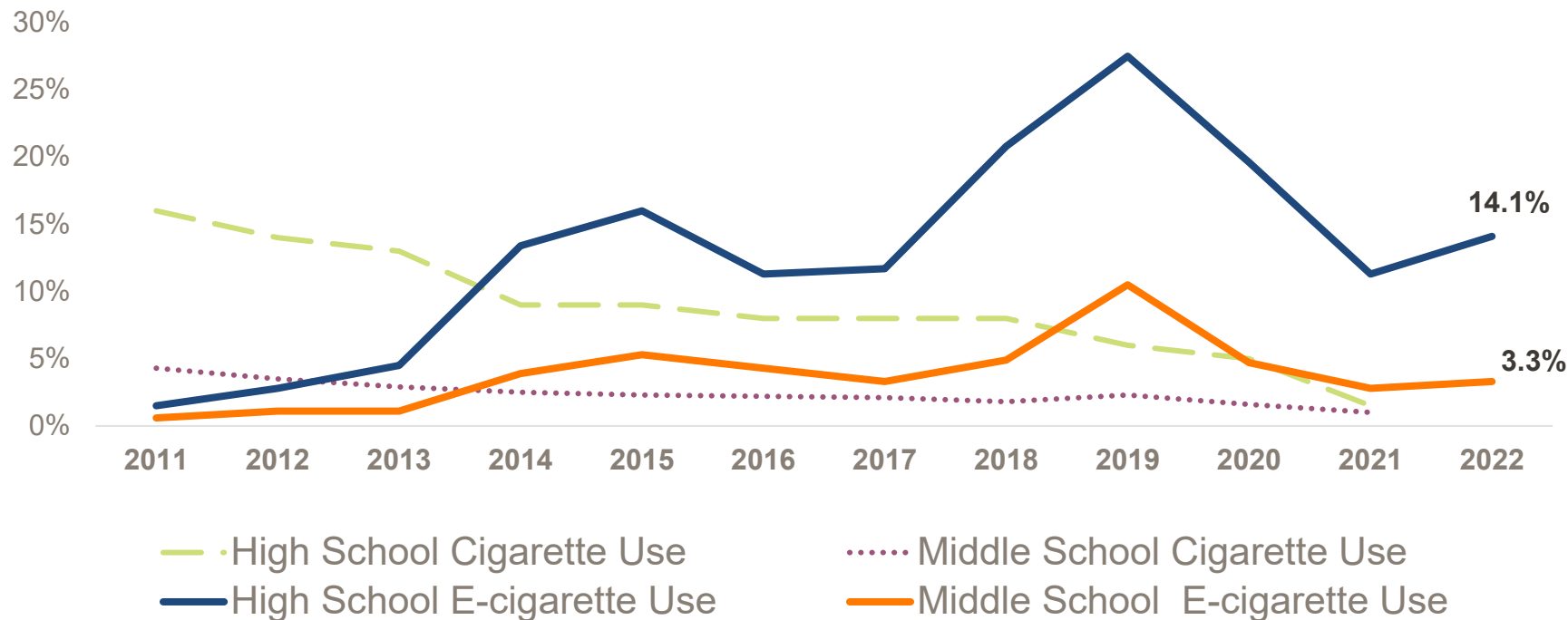
Padmini Kucherlapaty MS, MPH
Research Associate
October 5, 2023



Our Mission

- **Truth Initiative** is dedicated to achieving a culture where young people reject smoking, vaping, and nicotine.
- We speak, seek, and spread the truth about smoking, vaping, and nicotine through:
 - education
 - tobacco control research
 - community activism and engagement
 - treatment innovations

Evolving Tobacco Epidemic





SPINNING A NEW TOBACCO INDUSTRY

HOW BIG TOBACCO IS TRYING
TO SELL A DO-GOODER IMAGE
AND WHAT AMERICANS
THINK ABOUT IT

Industry Strategies

1

Expanding product portfolios to attract new customers and retain existing ones

2

Marketing new products to youth and young adults who have rejected cigarettes

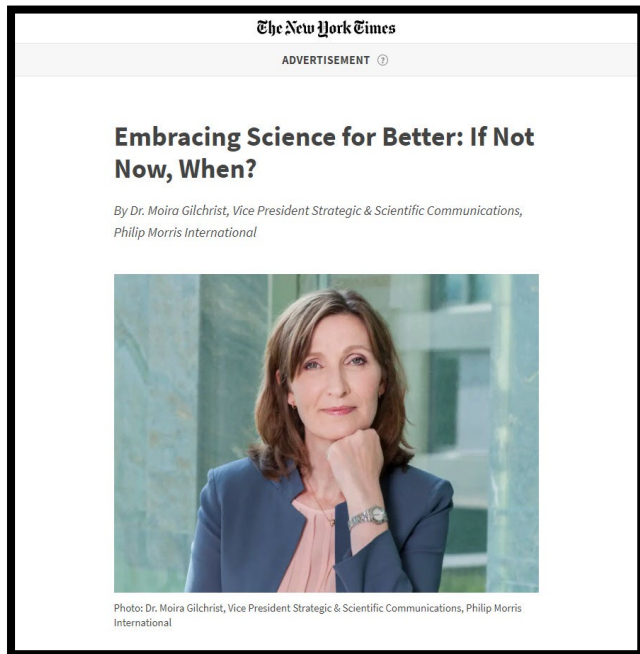
3

Changing the Narrative to improve industry reputation among influential audiences and the general public

4

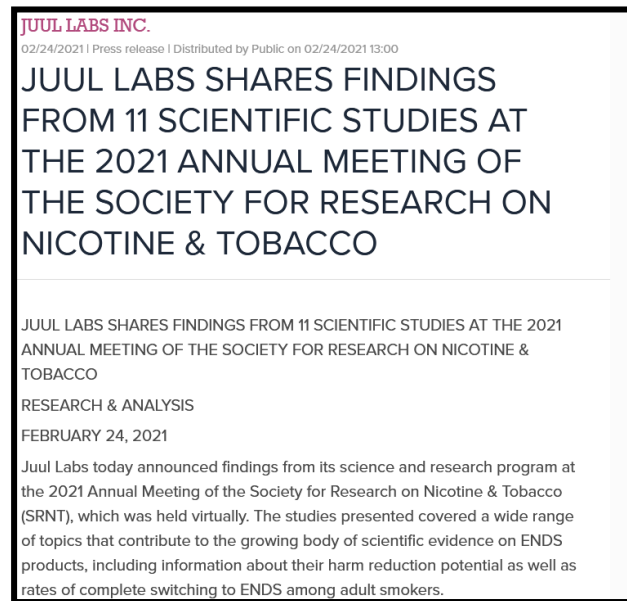
Lobbying and Cultivating influence with policy makers against policies that strengthen tobacco control efforts

Tobacco Industry Changing the Narrative



- Paid “advertorials” in the **New York Times**, **Wall Street Journal** to rehab their image
- Position themselves as on the side of “**science**” and “**harm reduction**”

Undermining Scientific Integrity



Undermining Scientific Integrity Through Grantmaking

PMI's Foundation for a Smoke-Free World (FSFW)

- Influencing the field via journal publications
- We reviewed U.S. FSFW grants from 2017-2022, Finding:
 - 61 grants to 42 U.S.-based organizations
 - 30 journal publications

Tobacco Science Integrity Steering Committee

Tobacco Science Integrity Steering Committee

Who: Discussion group of researchers, policy analysts, practitioners and program staff to help inform our field about industry actions

Strategies:

- **Educate** scientists, journals, and public health professionals about industry actions
- **Change policies** and practices in key scientific organizations to prevent conflicts of interest
- **Counter and expose** efforts by the industry to intimidate researchers and organizations
- **Educate a new generation of researchers** about historical industry actions and the importance of protecting scientific integrity

Improving COI Policies

- **Clarify wording:** Replace "tobacco industry employees" with a **clear definition**.
- **Eliminate loopholes:** Explicitly **exclude consultants** funded by the tobacco industry.
- **Remove exceptions:** Explicitly exclude tobacco industry employees or those funded by the tobacco industry from **publishing, participating in conferences, and reviewing papers**.
- **Improve accessibility:** Make instructions and COIs **easier to find**.

Changing membership policies

	APHA	SRNT	SBM
Action	Sent letters urging the adoption of comprehensive policy and a broader "tobacco industry" definition for APHA and AJPH	Sent letters recommending expanding their conflict-of-interest policy to exclude tobacco industry consultants	Sent a letter urging restriction of tobacco industry employees or those who receive industry funding from attending or presenting at their annual conference
Outcome	APHA formalized a conflict-of-interest policy for abstract submission and advertising at APHA	SRNT leadership acknowledged our recommendation and is working to collect data to determine membership eligibility for industry consultants in the future	SBM leadership was responsive and met with a small group to discuss the issue, we are in contact with them and look forward to see if they will change their COI policy

Counter And Expose Efforts By The Industry

Tobacco Control

[Home](#) / [Online First](#)

Article Text

Article menu

Ad watch

Tobacco industry advertising: efforts to shift public perception of big tobacco with paid media in the USA

[Robin Koval](#)¹, [Nicole Dorrier](#)¹, [Barbara Schillo](#)²

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The Tobacco Industry's Renewed Assault on Science: A Call for a United Public Health Response

[Jodie Briggs](#)MPP, MA, and [Donna Vallone](#)PhD, MPH

Tobacco Control

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Special communication

Paying lip service to publication ethics: scientific publishing practices and the Foundation for a Smoke-Free World

[Tess Legg](#)¹, [Michél Legendre](#)², [Anna B Gilmore](#)^{1, 3}

What can we do?

Promote Tobacco Science Integrity

Speak out!

1. Remain vigilant to industry interference
2. Work to change policies at journals, conferences, and organizations
3. Share the [website](https://truthinitiative.org/TSI) with colleagues so they can learn more

<https://truthinitiative.org/TSI>

Resources on Industry Interference

- Our [Website](#): Protecting Scientific Integrity from Tobacco Industry Interference
- [Watch our panel discussion](#): Undermining Scientific Integrity: The Tobacco Industry's Renewed Attack on Research and Reality
- [Spinning a New Tobacco Industry](#): How Big Tobacco Is Trying To Sell A De Gooder Image And What American Thinks About It.
- Koval et al. [Tobacco industry advertising](#): efforts to shift public perception of big tobacco with paid media in the USA
- Briggs and Vallone. [The Tobacco Industry's Renewed Assault on Science](#): A Call for a United Public Health Response
- Legg et al. [Paying lip service to publication ethics](#): scientific publishing practices and the Foundation for a Smoke-Free World

Thank you

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