

“Who is winning? The Tobacco Industry or Tobacco Control?”

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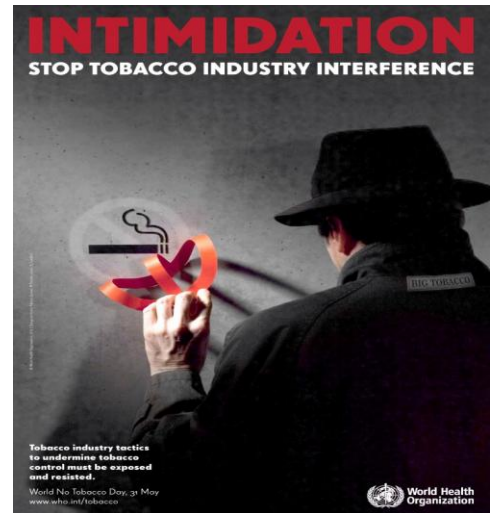
Healthy Cities Network Meeting, Fyn, Denmark

20 June 2019



Overview

1. The tobacco industry.
2. Youth.
3. New products.
4. Action.



1. Tobacco Industry



1.

Manoeuvre to hijack the political and legislative process

2.

Exaggerate economic importance of industry

3.

Manipulate public opinion to gain the appearance of respectability

4.

Fabricate support through front groups

5.

Discredit proven science and economic evidence

6.

Intimidate govts with litigation or threat litigation, or trade threats

WHO, 2012

The industry is powerful and rich

The **combined revenues** of the world's 6 largest tobacco companies in 2016 was more than USD 346 Billion, **10% larger than the Gross National Income of Denmark.**



The industry is a powerful force that does not fear the actions of nation-states because of their extensive resources and global market power.

Tobacco industry profits



Top 6 tobacco companies:

USD 44 billion annual profit.

Equivalent to **COMBINED** profits of Coca Cola, Walt Disney, General Mills, Fedex, AT&T, Google, McDonalds and Starbucks.

1. Hijack political process



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WHO, 2012

Subverting WHO



“Evidence from tobacco industry documents reveals that tobacco companies have operated for many years with

**THE DELIBERATE
PURPOSE OF
SUBVERTING THE
EFFORTS OF THE WORLD
HEALTH ORGANIZATION**

to control tobacco use. The attempted subversion has been elaborate, well financed, sophisticated, and usually invisible.”

—WHO Report of the Committee of Experts on Tobacco Industry Documents, July 2000

Examples worldwide

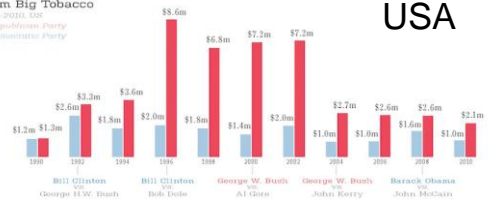


Pan-Africa: “The Secret bribes of Big Tobacco” BBC, 2015



EU: 80 TI lobbyists; health 5

Total Federal Election Contributions From Big Tobacco
2000-2010, US
US Republican Party
US Democratic Party



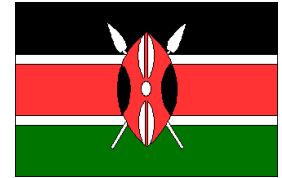
source: Tobacco Atlas, 4th edition; tobaccoatlas.org

Asia (actually everywhere): Interference with pack warnings

- The tobacco industry employed similar tactics in Malaysia, Cambodia, the Philippines, and Hong Kong to **derail, delay, and weaken** the development of effective health warning regulations.
- These tactics included:
 - lobbying and misinformation of high-ranking government officers and policy-makers
 - distributing industry-friendly legislative drafts
 - taking government to court
 - challenging government timelines for law implementation
 - mobilizing third parties



Industry removal of senior government official: Kenya



During FCTC negotiations, a **tobacco industry member** went to the office of the Permanent Secretary in the Kenyan MOH with proposals on how Kenya should handle the negotiations. He said:

“You know, if you don’t take the money and influence your team, then you’ll not be in a job come Monday.”

On Monday **he was no longer the permanent secretary, but was sent to a country as ambassador, a step down in the civil service.**

Beware new guise of industry: 2017 Foundation for a Smoke-free World



1. Philip Morris Int: USD1 billion.
2. Headed by Dr Derek Yach, ex-WHO.
3. Hijacked the terminology: “Smoke-free world”
4. Denounced by major health groups.
5. Tobacco industry has never shown itself to be credible, eg low tar cigarettes, lying about harm, etc.

6. Part-aim to convert smokers to iQOS.
BUT-Spend more on PR than on research grants.

AND-PMI quoted in 2017 as saying they will be in cigarette business for ‘much longer than 40 years!’



2. Exaggerate economic importance of Industry



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WHO, 2012



Economic myths



Tobacco industry says	Health economists say
Tobacco control will lead to job and business losses for farmers, factory workers, retailers, the hospitality industry and other businesses, and governments	NOT TRUE
The creation of smoke-free areas will cause loss of income for restaurant owners.	NOT TRUE
TAPS bans will severely affect the advertising industry	NOT TRUE
Increasing tobacco taxes will harm the poor and increase illicit trade	NOT TRUE

Many governments echo these concerns, to the extent these mistaken economic arguments are a major obstacle to tobacco control

3. Attempt to improve image



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WHO, 2012



TI Charitable giving 0.05-1% profits, but buys goodwill and media coverage

1. Spend vastly more on campaigns than amount given to charities.
2. Improves their image.
3. Buys silence from recipients.



Indonesia

Sampoerna/Philip Morris International, Indonesia's largest tobacco company, sponsored a rescue camp on the slopes of Mount Merapi, a volcano that erupted in Central Java in 2010. Staff members at the camp wore uniforms with company logos and drove response vehicles and trucks with the same logos.



China tobacco industry.

School signage reads

“Genius comes from hard work
Tobacco helps you be successful”

China

China's National Tobacco Corporation has sponsored at least 69 elementary schools, and thousands of students are exposed daily to pro-tobacco propaganda, names, and messages. School signage reads: “Genius comes from hard work / Tobacco helps you to be successful.”



source: Tobacco Atlas, 4th edition, tobaccoatlas.org

4. Fabricate support



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WHO, 2012

Industry-linked front groups



HK * Funded by Philip Morris**

UK: “Save Our Shops” Public lobby Campaign **Funded by the Industry Against a Tobacco Retail Display Ban in Shops**

5. Discredit evidence



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WHO, 2012

Economic misinformation. Industry employs KPMG, Auditors



- 2001: predicted following a smoking ban in HK:*
- Spending will fall by USD One billion **per year** in cafes, bars and F&B outlets of hotels.
 - Potential loss 21,500 jobs in hospitality trade.
 - **Receipts would fall in restaurants by 9.2%**

Hong Kong
Restaurant
Tax Receipts

Before ban and
2 years later:

↑ **31%**

6. Intimidate with legal and trade threats



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Legal challenges: Australia




“It is fair to say that we are being targeted by what can only be described as **subversive and disgraceful tactics by the tobacco industry**, including using every available vehicle and opportunity to try and intimidate and/or threaten us to withdraw the legislation.”

Jane Halton, Secretary of the Department of Health and Ageing, Australia, 2011

Costs of trade challenges



- Typical cost to govts: US\$3-8 million
- As high as over US\$ 50 million
-  Regulatory chill effect on other governments,
even if rarely successful

2. The Tobacco Industry and Youth



How does the tobacco industry manipulate YOUTH?



The tobacco industry launches richly-funded marketing campaigns that **falsely link tobacco use to :**

a) Boys: macho, popularity, excitement, adulthood, coolness, rebellion.

b) Girls: beauty, slimness, prestige, rebellion, emancipation and freedom.

(But a bondage not a freedom)

First with the finest cigarettes...through Lorillard research

Bob Davis :

August 30, 1978

Please draft a reply for me by 9/11 -

TO: Mr. Curtis Judge

FROM: T. L. Achey - Field

SUBJECT: Product Inf



Mr. Judge figures (attached), you will #1 selling Lorillard brand in Field 3

concern must be the "Lights" market; however, efforts placed into several "taste" brands a few years.

The success of NEWPORT has been fantastic during the past few years. Our profile taken locally shows this brand being purchased by black people (all ages), young adults (usually college age), but the base of our business is the high school student.

NEWPORT in the 1970's is turning into the Marlboro of the 60's and 70's. It is the "In" brand to smoke if you want to be one of the group.

Our problem is the younger consumer that does not desire a menthol cigarette. If that person desires a non-menthol, but wants to be part of the "In group", he goes to Marlboro.

Could we be furnishing a back-lash to Marlboro from our NEWPORT brands?

The base
of our
business is
the high
school
student

Lorillard document

Aug 1978

BATES

03537131-03537132

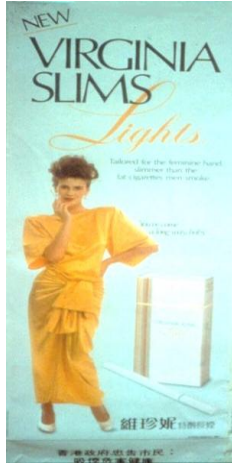
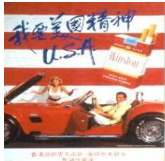
Teen brain maturation

The front of the brain does not mature until the age of about 23 years old.

This is where youth makes long-term decisions.

This is why no-one starts to smoke after about 23.





Philippines: Marlboro Racing cars



Movies: Paid product placement

- The producers of *License to Kill* took a \$350,000 payment to have James Bond smoke Larks.
- In *Superman II*, woman reporter Lois Lane, a non-smoker in the comics, chain-smoked Marlboros, and the Marlboro brand name appeared some 40 times in the film. Phillip Morris paid a mere \$40,000 to the producers for this.
- **Sylvester Stallone** took a \$500,000 payment from one tobacco company to smoke their brand in three of his films.
- Phillip Morris even placed its products in *Who Framed Roger Rabbit?* and *The Muppet Movie*.



Movies: Product placement



“Where are my goddamn cigarettes? Guys? What’s wrong with this picture?”

— Sigourney Weaver in Avatar (2009), set in 2154 (3 tobacco shots)

Actors often seen smoking, ranked by kid-rated smoking roles: 2002-2018

		Smoked	Kid-rated		Tobacco
		in films	films	(%)	impressions
1	Hugh Jackman	7	7	100%	2.2 billion
2	Jared Harris	6	5	83%	6.6 billion
3	J.K. Simmons	6	5	83%	4.8 billion
4	Vince Vaughn	8	6	75%	4.3 billion
5	Paul Giamatti	7	5	71%	1.9 billion
6	Johnny Depp	6	4	67%	2.6 billion
7	Don Cheadle	6	4	67%	2.3 billion
8	Idris Elba	6	4	67%	1.1 billion
9	Ray Winstone	8	5	63%	4.4 billion
10	John Goodman	7	4	57%	9.1 billion
11	Will Ferrell	7	4	57%	3.1 billion
12	Robert Downey, Jr.	6	3	50%	5.4 billion
13	Jude Law	6	3	50%	4.9 billion
14	Ben Affleck	6	3	50%	4.2 billion
15	Matthew McConaughey	7	4	43%	2.4 billion
16	Sam Rockwell	7	4	43%	1.7 billion
17	Nicolas Cage	6	2	33%	1.9 billion
18	Aaron Eckhart	6	2	33%	1.5 billion
19	Terrence Howard	7	2	29%	5.6 billion
20	Leonardo DiCaprio	8	2	25%	15.4 billion

Which youth smokes?

- Boys more than girls
- Less intelligent and less educated
- **Lowest socio-economic class**
- Youth whose parents smoke
- Experimenters of just **ONE** cigarette (delayed 3 years)
- **N.B. Health knowledge almost the same between smokers and non-smokers... the main difference is whether youth think it is:**
 - **A) cool or**
 - **B) a dirty, dangerous and expensive habit**



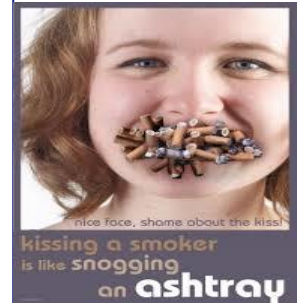
No



Yes

N.B. Youth responds to the effects of smoking during youth

- Being an addict
- **Being manipulated by tobacco industry**
- **Fitness and sports impairment**
- Unattractive to opposite sex
- **Asthma and other respiratory problems worse**
- Genes are damaged - predisposing to later cancer
- **Hardening of artery walls - predisposing to heart disease**
- **Genetic abnormalities in sperm of teen-age boys**
- **Economic cost**



3. New products



Boeing 737 Max

The cause of the crashes are still uncertain.

Regulatory authorities around the world have rightly applied the **“Precautionary Principle,”** in the interests of public health and life, to halt the use of these planes until the cause and the real dangers are clarified.



Boeing 737 Max

No government or legislator today, before the evidence becomes available, would either:

- a) risk travelling personally in one of these aircraft, or
- b) authorize airport authorities to allow the 737 Max to operate, and bear the responsibility of another possible crash.



Too soon to tell

- These new products have been in use for only a few years.
- Ordinary cigarettes have been on the market for over a century and we are only **now** uncovering some of the harm they do.
- Harm of new products not known, but early studies all show they are not safe.
- As with Boeing 737 Max, can't leave it to the industry to self-regulate.



Trendy products

- HTP and e-cigarettes are trendy, electronic products with great appeal to youth... even to look like USB (but beware embedded software).
- They both offer a real risk of 'renormalising' smoking, at a time when many countries have reduced smoking rates.

Previously misled by industry

The tobacco industry has told us twice before they have a safe product – *filters*, and then *low tar* - which both turned out not to be safe at all.



E-cig booth, Shopping mall, UK, 2015

Ecig: We don't know:

.. what is in the hundreds of different products.



..if they help smokers quit - or the opposite - encourage them to keep smoking with dual use.



Ecig: Effect on youth

- There is already a substantial body of evidence that “e-cigarettes increase risk of ever using combustible tobacco cigarettes among youth and young adults.”
- Most studies have been done in North America and Europe, so the effect in low and middle-income countries unknown.



The “precautionary principle” should apply to E-cigarettes and heated tobacco products



- 40 countries already **banned**.
- Another 15 countries restricted.

Ecig Advertising

- There is appalling advertising, e.g. from the US



Taste like candy



THE FLAVOR TRAP

How Tobacco Companies Are Luring Kids with Candy-Flavored E-Cigarettes and Cigars

American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™



Cancer Action Network™
American Cancer Society



American Heart Association



American Stroke Association
life is why™



AMERICAN LUNG ASSOCIATION



CAMPAIGN for TOBACCO-FREE Kids

JUUL e-cigarettes

- JUUL
 - Fluid
 - Flavours
- Nicotine salts (new)
 - Less irritating
 - Deeper inhalation
 - 1 JUUL pod = 2 packs of Marlboro cigarettes
- Partly bought up by Altria, Philip Morris for 13 billion dollars



Sponsoring parties

The makers of PAX invite you to the
JUUL LAUNCH PARTY



IT'S HERE! **JUUL**

Thursday, June 4th | 7 - 11 PM | New York City

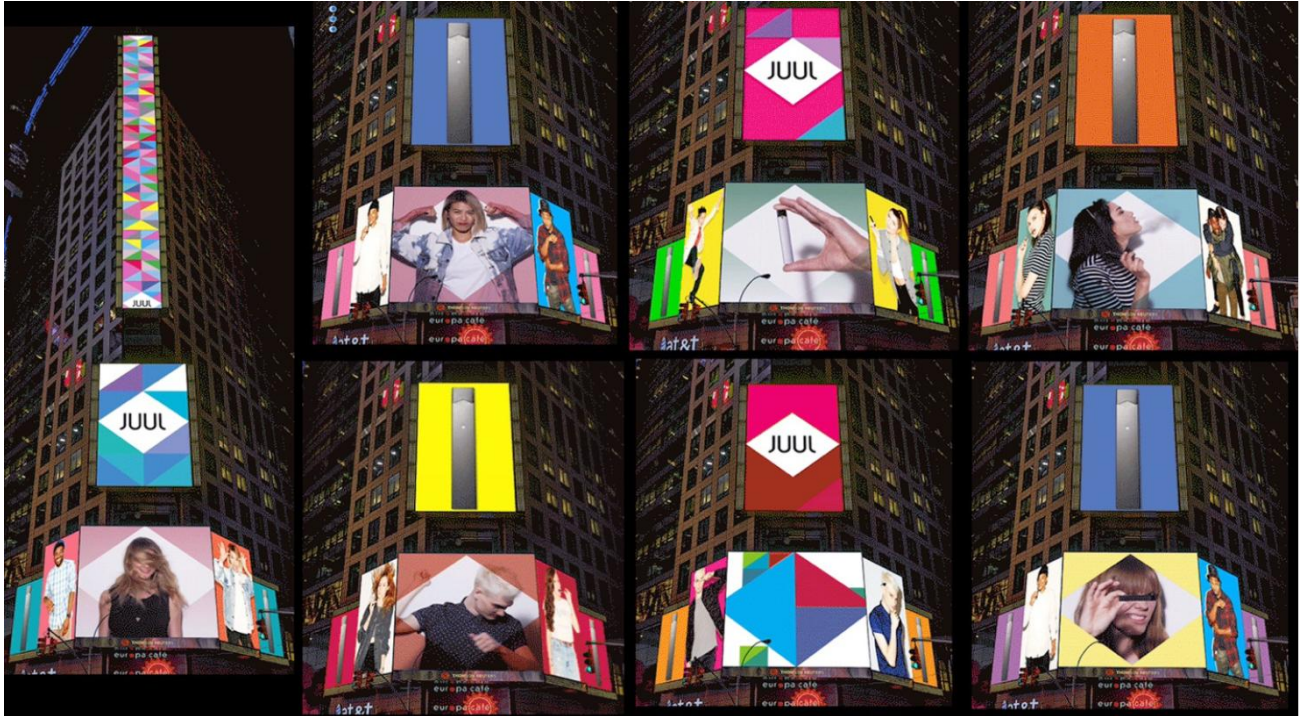
\ **THE JUUL PRODUCT LAUNCH PARTY** /
FROM THE MAKERS OF PAX



MUSIC BY
CHAPMAN / illuminati AMS / May Kwok
+ Special Guest Performance

THURSDAY JUNE 4TH

Times Square billboards



Heavy marketing on social media

2014: 238 Facebook tobacco-fan pages

>120,000 pro-tobacco videos on YouTube

<http://www.k-message.com/tobacco-in-social-media/>

Tobacco company employees create fan-groups for tobacco products



#JUUL >300,000 posts

when you unplug your grandfather's life support to charge your juul



How sophomores look at their juul when it's almost out of juice



Hey Kids! Elmo Says:



to be cool,
You gotta hit the Juul!



YOU TUBE

GIANT VAPE RINGS!!!



107 pro-smoking apps available on smartphones

- 42 pro-smoking apps in Google's Android Market
- 65 in the Apple App Store
- Free to download
- Appeal to kids
 - cartoons and games
 - images of specific cigarette brands
- Game "Puff Puff Pass"
 - simulate smoking by holding the phone near the mouth and using the microphone to virtually smoke



Influencers



christina_ich • Follow

christina_ich I love #iqos
#ad #trustinIQOS #IQOS #QQ

Load more comments

travelkhuya Superbă!

baroutgianr Frumoasa superb:

irinabujor Nu mai fumezi delo

normale???? @christina_ich

doina.savin

iantoc.stefan

ana_paraschiva_10 Îmi plac en

tâi

lidialia Scumpa mai esti

ms.simmy Superbă

unumihai Drăguța ...

de

ci

IS

MA

Ac



ayame382 • Follow
iqos store Harajuku

ayame382
#IQOSThisChangesEverything
#IQOS Ambassador #IQOSJapan
Happy Valentine's
Always look Thank you everyone of
adult smokers is willing
For this time to introduce the IQOS
color perfect for Valentine's [IQOS 3
MULTI X gave a special shot in
Tachibana Anome]
go-getter cameraman's makeup's
been gathered stylist's who is
by Su'tsu very nice photo was
completed

2,647 likes
FEBRUARY 8

Add a comment...

Post



govype • Follow

govype Wishing our friend @Ryellen the
very best at tonight's #BritAwards where
she's nominated for Best British Female
Solo Artist
#vype #govype #vape #vapecommunity
#vapeation #vapeLife #vaper
#vapestagram #instavape #Ryellen
#bestbritishfemale soloartist
#britawards2019
Vype e-cigarettes contain nicotine. 18+
only. Read leaflet in pack.
vulcan_mods Not bad! true!

141 likes

FEBRUARY 20

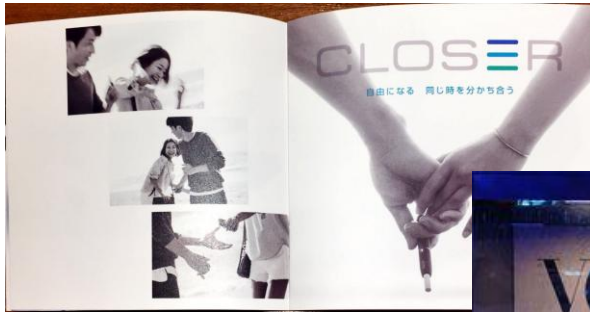
Add a comment...

China trade fair, 2015

Vaping booth



iQOS – heated tobacco



WHO: HTPs “no safer than conventional tobacco”



- Currently, **no evidence** to demonstrate that HTPs are less harmful than conventional tobacco products.
- Contrary to claims from tobacco industry-funded studies, there is currently **no evidence** to suggest that reduced exposure to these chemicals translates to reduced risk in humans.
- Therefore, additional independent studies will be required to substantiate claims of reduced risk/harm.



WHO: Not enough evidence on safety of HTPs for second-hand exposure.



- Currently, **insufficient evidence** on potential effects of HTP second-hand emissions.
- Independent studies are needed to assess the risk posed to bystanders exposed to emissions released from HTPs.

WHO: “Large knowledge gap”



- This generation of HTPs has not been on the market long enough for potential effects to be studied.
- **Conclusions cannot yet be drawn about their ability to assist with quitting smoking (cessation), their potential to attract new youth tobacco users (gateway effect), or the interaction in dual use with other conventional tobacco products and e-cigarettes.**
- Future independent studies should address these effects, as well as the safety and risk of HTPs.

Marketed as trendy and lifestyle products

Booth in Ukraine street food festival



Offered free samples



Sponsor party in university with free samples



Sponsoring parties, music festivals, magazines for young women



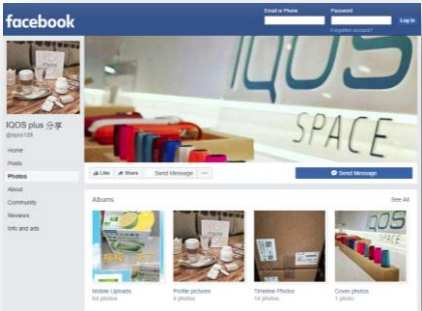
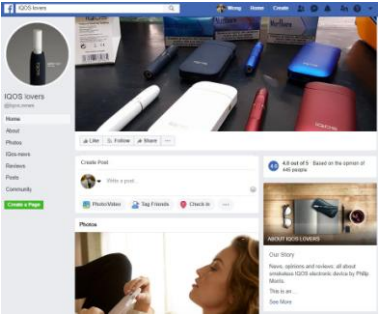
Food festivals, film festivals



Free samples



Promotion and sale on social media



Attract youngsters to try

Accessories with limited edition
and design with cartoon



Youth in the promotion



senor_babbar · 追蹤

senor_babbar Just having photo with beautiful 🐦 at @onesalonica #instakidphoto #instakid #instakids #kidsinstagram #pose #poser #model #kidsmodel #kidsmodeling #kidsfashion #notendorsing #notendorsingsmoking #nosmoking #beautifulbird #birdphotography #birdphoto #iqos #iqosstore #iqosthessaloniki #onesalonica #thessaloniki #thessalonikimou #salonika #shopping #mall #shoppingmall #salonika #saloniki #greece #greece2018 babybib_plus 🙌!!



57 個讚好

2018年2月15日

登入 以讚好或回應 ···



107 個讚好

neidomutaip Afternoon tea party 🍵 #healthysmoking #permission #iqos3 #iqos #heets

3月8日 · 查看簡評

Youth in the promotion

WORLD

May 10, 2019 10:42 pm

Updated: May 10, 2019 10:45 pm

Tobacco giant halts marketing blitz after product was pitched by 21-year-old model – younger than it allows

By Chris Kirkham, Reuters

Comments Facebook Twitter Email Print ...



Alina Tapilina, whose social media profile says she is 21 years old, holds a "heated tobacco" IQOS device as part of a campaign by Philip Morris International to market the device in an Instagram post April 5, 2019.

Alina Tapilina/Social Media via REUTERS.

"I finally have the new IQOS 3, and I can confidently say yes to change ... the level of harmful substances is on average about 90 percent lower than in smoke," Tapilina, 21 years old shown in social media profile wrote in an April post. "You haven't yet switched to IQOS?"

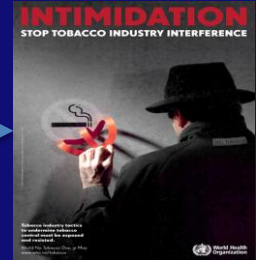
(Source: Global News, 10/5/2019)

4. Action

Surveillance of industry:

Monitor and expose industry behaviour, including falsehoods, bribery, crime, corruption, undue influence on governments, CSR, constituency building, etc.

STOP 'Stopping tobacco organisations and products' – new watchdog



Regulations:

Lobby and advocate for strong TC measures/FCTC/mpower.

FCTC 5.3: Keep industry away from policy making.

Code of conduct for government



Combatting the industry:

Counter industry arguments – harm, social, economic, tax, etc.

Counter-marketing campaign.

Ban corporate sponsorship.

Campaign for disclosure of donations, against free tax breaks, keeping industry out of trade treaties.

Thank you



**Tobacco kills.
We are at war with the
tobacco industry.
We will continue fighting
until we beat Big Tobacco.**



vitalstrategies.org

Acknowledgements and Resources

PICTURES OF PROMOTION

[Hong Kong Council on Smoking and Health](#)

[Professor Charlotta Pisinger, University of Copenhagen, Denmark](#)

RESOURCES

[WHO: http://www.who.int/tobacco/industry/en/](http://www.who.int/tobacco/industry/en/)

South-East Asia Tobacco Control Alliance SEATCA Tobacco watch: <http://tobaccowatch.seatca.org/>

<http://www.stopcorporateabuse.org/industry-interference>

<http://www.tobaccoportal.org/marketing-and-influence/>

TobaccoTactics: http://www.tobaccotactics.org/index.php/Main_Page

Source Watch Tobacco Portal: http://www.sourcewatch.org/index.php/Tobacco_industry

Tobacco industry documents: <https://www.industrydocumentslibrary.ucsf.edu/tobacco/>

Stanford University project on tobacco manufacturing citadels around the world and links to health at

https://web.stanford.edu/group/tobaccopriv/cgi-bin/wordpress/?page_id=953