Tobacco industry interference in the policy-making process

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TTCs as corporations

TTCs as corporations
- “corporations have responsibilities to maximise profits”

FCTC Article 5.3
- It is the responsibility of governments that ratified the FCTC to protect health policies ‘from commercial and other vested interests of the tobacco industry’

Examples
- Plain packaging
- Corporate social responsibility
Plain packaging in England

English U-turn

“Having considered all the responses, the Government had decided to wait to see how the plain packaging legislation recently introduced in Australia pans out before making a final decision”
Plain packaging in England

- 2009 Health Act
- March 2011 Healthy Lives, Healthy People: A tobacco control plan for England
- 16 April-10 August 2012 Consultation
  - ‘There is strong evidence to support the propositions set out in the FCTC relating to the role of plain packaging in helping to reduce smoking rates’ (Moodie et al 2012)
- 12 July 2013 Results of consultation released

Plain packaging in England

Industry documents

- Key messages timeline (and predicted Government responses)
- Spreadsheets of supporters
  - Government (Special Advisors)
  - Third party (Retailers)
- Parliamentary vote count
- Commissioning supportive research
- Classic industry tactics
  - Calling on funded thinktanks
  - Commissioning research attacking evidence base for PP
  - Funding the ‘Hands off Our Packs’ campaign
Plain packaging in England

Additional potential factors
- Policy elites with industry ties
- Media campaigns

Why is PP as a setback to tobacco control?
- History repeated
- Violating FCTC Article 5.3
- Volume --> Value maximisation (Gilmore 2012)

Gilmore 2012 Understanding the vector in order to plan effective tobacco control policies: an analysis of contemporary tobacco industry materials. Tobacco Control. 21: 119-126.