

**CHALLENGING
BIG TOBACCO**

**CORPORATE
ACCOUNTABILITY
INTERNATIONAL** **NATT**

World No Tobacco Day Action Toolkit May 2012



In the company of public health advocates and courageous law makers, Yul Francisco Dorado, Corporate Accountability International's Latin America Coordinator, celebrates the passage of Colombia's landmark law establishing 100% smoke free places.

May - 2012



“It is horrific to think that an industry known for its dirty tricks and dirty laundry could be allowed to trump what is clearly in the public’s best interests. Big Tobacco can afford to hire the best lawyers and PR firms that money can buy. Big money can speak louder than any moral, ethical or public health argument and can trample even the most damning scientific evidence. I urge all these countries to stand firm together, do not bow to pressure... we must never allow the tobacco industry to get the upper hand.”

-Dr. Margaret Chan, Director General of the World Health Organization

About Corporate Accountability International:

Corporate Accountability International (formerly Infact) is a membership organization that has, for the last 35 years, successfully challenged irresponsible and dangerous corporate actions around the world. Corporate Accountability International and its members have secured major victories that protect people and save lives. Beyond its work on the global tobacco treaty, Corporate Accountability International aims to protect water resources, guarantee universal access to clean drinking water and promote the long-term viability of public water systems. In addition, the organization works to rebuild the broken food system, reversing the deadly epidemic of diet-related disease.

Corporate Accountability International is a nongovernmental organization (NGO) in official relations with the World Health Organization (WHO), an accredited observer to the WHO Framework Convention on Tobacco Control (FCTC) Conference of the Parties, and also has Special Consultative Status with the United Nations Economic and Social Council (UN ECOSOC). Corporate Accountability International is a founding member of the Network for Accountability of Tobacco Transnationals (NATT).

About NATT:

The Network for Accountability of Tobacco Transnationals (NATT) consists of more than 100 consumer, human rights, environmental, faith-based and corporate accountability NGOs in 50 countries. NATT was formed in the spring of 1999 to ensure a strong, unified voice for a Framework Convention on Tobacco Control (FCTC) that will:

- Institute effective controls over tobacco transnationals that are spreading tobacco addiction, disease and death; and
- Contribute to the establishment of broad global standards that hold corporations accountable for policies, practices and products that endanger human health and the environment.

Corporate Accountability International is a member of the Framework Convention Alliance (FCA), which is made up of more than 350 organizations from more than 100 countries working on the development, ratification, and implementation of the FCTC. See FCA resources online at www.fctc.org.

Table of Contents

- I. [World No Tobacco Day – Join the Movement!](#)
- II. [Why Challenge Big Tobacco?](#)
- III. [What We’re Calling for this World No Tobacco Day](#)
- IV. [Tips on Organizing a Visibility Event](#)
 - a. [Organize a Media Briefing](#)
 - b. [Organize a Petitioning Event](#)
- V. [Tips on Organizing an Advocacy Meeting](#)
- VI. [Tips on Generating Media](#)
- VII. [Talking Points/Messaging for Any Event](#)
- VIII. [Frequently Asked Questions](#)
- IX. [Additional Resources](#)
- X. [Appendix: Sample Materials/Resources](#)
 - a. [How to Send Photos](#)
 - b. [NATT Steering Committee Contact Information](#)
 - c. [Sample Petition](#)
 - d. [Sample Media Release](#)

I. WORLD NO TOBACCO DAY – JOIN THE MOVEMENT!

May 31, 2012

Each year, the international community comes together to inform the public about the dangers of tobacco use, the abusive practices of tobacco corporations, and what people around the world can do to claim their right to health and healthy living to protect future generations: World No Tobacco Day.

This year, World No Tobacco Day focuses on tobacco industry interference – providing an important opportunity for civil society and governments to raise the visibility of Big Tobacco’s efforts to undermine the World Health Organization Framework Convention on Tobacco Control (FCTC) and interfere with life-saving government regulations. **By taking action on World No Tobacco Day, we can keep Big Tobacco out of the FCTC process and ensure implementation of Article 5.3 of the treaty.**

This guide provides ideas and information that you can use to help your organization plan actions and events for this year’s World No Tobacco Day, including planning visibility events and organizing lobby meetings with government officials.

The World Health Organization (WHO) will be releasing a brochure on industry interference, and other organizational allies are releasing new materials to provide technical assistance for governments. Contact your WHO Regional Office for more information about the brochure and the WHO’s plans to support efforts already underway. See also the “[Additional Resources](#)” section of this guide.

We look forward to hearing more about your success organizing during World No Tobacco Day. Our work together truly reinforces the bold and courageous efforts of governments around the world at this critical time for the global tobacco treaty.

II. WHY CHALLENGE BIG TOBACCO?

Tobacco remains the largest preventable cause of death on the planet, killing almost six million people every year. The epidemic of tobacco-related disease affects all countries around the world, which is why the global community has unified behind a global tobacco treaty, formally known as the World Health Organization Framework Convention on Tobacco Control (WHO FCTC). The FCTC enshrines the world’s most effective tobacco control measures and will save 200 million lives by 2050 when fully implemented.

Tobacco industry interference is the single greatest threat to the treaty’s lifesaving measures. Together, we made sure the treaty included a critical provision – **Article 5.3 – that states that the tobacco industry has an irreconcilable conflict of interest with public health.** Article 5.3 is the backbone of the FCTC and the treaty cannot succeed if industry interference is not rooted out.

The guidelines to Article 5.3 of the FCTC encourage **governments to establish measures that limit tobacco industry interactions with government activities and to put in place public disclosure measures.** The guidelines are already paying dividends for public health globally.

Article 5.3 and its guidelines are the strongest tools we have to protect life-saving public health policies from industry interference. As international law, Article 5.3 can be invoked by your organization or

government to keep the tobacco industry out of the room when public health policymaking is taking place. Implementing Article 5.3 into domestic law is an even stronger statement of your government's commitment to public health over tobacco industry profits.

III. WHAT WE'RE CALLING FOR

To celebrate World No Tobacco Day on May 31, 2012:

- **Call on your government to REFUSE TO:**
 1. Treat tobacco corporations as "stakeholders" in public health policy.
 2. Partner with tobacco corporations in any capacity.
 3. Accept the tobacco industry's so-called corporate social responsibility schemes.
 - **Call on your government to:**
 1. Codify Article 5.3 of the FCTC into national law.
 2. Alert all government ministries to disclose all information about interactions with the tobacco industry.
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IV. TIPS ON ORGANIZING A VISIBILITY EVENT

Visibility events raise public awareness about World No Tobacco Day, the FCTC and Article 5.3 and its guidelines. These events also provide important opportunities to expose tobacco industry abuses, intimidation, and interference in public health policy in your country.

Sample Objectives for Visibility Events

- Generate 2-3 news stories that highlight your event or action.
- Generate visibility for Article 5.3 and its guidelines and the pressing need for domestic implementation
- Expose specific examples of tobacco industry interference in public health policy in your country
- Recruit and train volunteers and/or other NGOs

Preparing a Visibility Event

1. Decide on type of event. Materials and agenda will differ depending on the type of event. See below for different types of events you can organize.
2. Contact your WHO Regional Office and Corporate Accountability International: [Corporate Accountability International](#) and your regional WHO office can provide you with materials and additional support for the event. You can also find out whether other World No Tobacco Day Actions are already being held that you can support.
3. Recruit volunteers. Remember to contact them the night before the event to confirm participation.
4. Decide on a location. The event should be in a highly visible area. You may consider holding your event near a House of Parliament or a University campus.

May - 2012

5. Choose the time of your event. Choose a busy time when many people are around on May 31st. If your event involves the media, hold it earlier in the day, around 10-11am so that your event can appear on that evening's news.
6. Contact other organizations to see if they can help recruit volunteers and provide additional support.
7. Publicize the event by putting up signs, posters, and chalking around the area.
8. Develop a media outreach plan to help ensure that your visibility event will be covered by the local news outlets.
9. Gather materials. Ask your volunteers to help produce/print brochures, posters, and/or banners.

Types of Visibility Events

- *Media briefing* – Media events (in partnership with your [WHO Regional Office](#), when possible) are powerful tools to raise public awareness of the FCTC and industry interference, with an emphasis on local stories of successes/interference.
- *Petitioning event* – Show strong public support for domestic implementation of Article 5.3 and the FCTC by gathering petition signatures in support of implementation. You can also take photos along with the petitions to make your message more visually compelling. Organize a delivery to a government ministry or official.
- *Other ideas:*
 - *Journalist training* – Organize a training or workshop to educate journalists in your country about tobacco industry interference in public health policy and the mediaing need to implement Article 5.3 and its guidelines.
 - *Rally/march* – Create public awareness, media attention, and pressure government officials by organizing people to carry signs, sing songs, and/or participate in public forums.
 - *Street theater* – Dramatization of political and social events (such as tobacco interference in public health policy) can effectively engage the public and generate visibility.

A. TIPS ON ORGANIZING A MEDIA BRIEFING

Sample Agenda for a Media Briefing

1. Set up. Create a space for speakers to stand (easily visible for media). A podium is usually a good choice. Assemble visuals near speakers so that they are visible for media.
2. Greet media as they arrive. Hand out a media packet and collect their contact information.
3. Opening remarks/statements. Have a speaker kick off the event with an opening statement followed by your next speakers.
4. Take questions from media. End the media briefing by taking questions from journalists.

Materials Needed for Media Briefing

- Media advisory – send out at least 5 business days in advance of your event
- Media packets that include:
 - Your statement
 - Statements of other speakers at your event

May - 2012

- Media Release
 - Copies of recent/relevant media stories
 - Your contact information
 - Sign-in sheet for journalists
 - Pens
 - Visuals (photos, petitions, banner, posters)
-

B. ORGANIZING A PETITIONING EVENT

Types of Petitions

Gathering petitions is a great way to show your government that challenging tobacco industry interference in public health policy has public support. You can collect petitions before your lobby day and/or media briefing and show them to the government or media to visibly demonstrate this support.

- *Petitions* – A sample World No Tobacco Day petition is in [the materials section of this toolkit](#). It states that “we the undersigned join together to call for Parties to put people’s health above tobacco industry profits and implement Article 5.3 of the FCTC.” You can also make your own petition. Your petition should have a specific call to action from a government ministry.
- *Photo-Petitions* – World No Tobacco Day photo petitions are photos of people holding signs with the World No Tobacco Day image and a slogan such as, “Stop Industry Interference: Implement Article 5.3!” You can download an image for a sign from the [WHO website](#) or ask for an image via [e-mail](#), and then print a sign. Or, you can create your own signs.
- *Online* – The standard [World No Tobacco Day 2012 petition](#) is available below. You can also create your own online petition, send a link to your email group and listservs and encourage people to sign the petition online. [Contact Corporate Accountability International](#) for assistance in creating your own online petition.

Sample Goals for Petitioning Events

- Gather 500 petitions or 100 photo petitions per event.
- Recruit and train volunteers to help generate petitions or photo petitions.
- Educate the public on tobacco industry interference in public health policy.

Preparing for Petitioning Events

1. Recruit volunteers. Call the night before the event to confirm participation.
2. Decide on a location in a highly visible area with many people (e.g. festival, town square, university campus, or market).
3. Choose the time of your event. Choose a busy time when many people are around.
4. Contact other groups to see if they can help recruit volunteers.
5. Publicize the event by putting up signs and posters.
6. Gather materials. See below for a sample materials list. Ask your volunteers to help.

Sample Agenda for the Petitioning Event

1. Tell volunteers about World No Tobacco Day 2012 and the importance of our work on the FCTC.

May - 2012

2. Train volunteers on how to gather photo-petitions or petitions. Practice with each other.
3. Gather photo-petitions or petition signatures.
4. Approach passers-by to take the photo or sign the petition:
 - a. *If photo-petitioning*: Hand them a sign with a slogan on it, take a picture of the person. Ask the person to sign a paper petition as well. Hand out a fact sheet.
 - b. *If petitioning*: Hand the person a clipboard with petition and ask them to sign. Hand out a fact sheet.
5. After the event, count the total number of photos and paper signatures gathered and share with the group. Make sure there is a plan for each volunteer to [upload their photos](#) or email photos directly to FCTC@StopCorporateAbuse.org.
6. Deliver the petitions to the appropriate government officials or ministry. Many times this will be the health ministry, but in other cases it could be the legislature depending on what you're asking for. You should let the ministry know when you are going to deliver the petitions so they have a staff member on site to answer your questions and field your concerns. Invite the media to compel the ministry to make a public statement about your call to action.

Reporting a Petitioning Event

1. Write down how many petitions you gathered, how many volunteers came to the event, and how long you petitioned. Keep this information for your records and email the information to FCTC@StopCorporateAbuse.org.
2. If you have a scanner, scan and email your paper petitions for your records and for the government.
3. [Upload your photos](#) or email photos directly to FCTC@StopCorporateAbuse.org.

Materials Needed for Petitioning Event

- List of volunteer schedules and phone numbers
- Digital cameras for photo-petitioning, ideally one per 2 volunteers
- Signs with slogans for photo-petitioning
- [World No Tobacco Day petitions](#) and the WHO's World No Tobacco Day Brochures (available [here](#), or contact your Regional Office for hard copies)
- Sample script to use to ask people to sign a petition or take a photo-petition. Use [the talking points](#) to develop your script, but keep it short and sweet!
- Clipboards and pens

V. TIPS ON ORGANIZING AN ADVOCACY MEETING

Meetings with government officials provide important opportunities to directly engage government officials about full implementation of Article 5.3 and its guidelines.

You can use meetings to:

- Distribute the [Article 5.3 Fact-Sheet](#), [World No Tobacco Day Brochure](#), and/or [Article 5.3 Guidelines](#) to your Prime Minister, President, Health Minister, Parliamentarians, representatives from other ministries (especially Finance, Customs, or Agriculture), and other government officials.
- Urge your government officials to fully implement Article 5.3 and its guidelines.

May - 2012

- If legislation is pending that could incorporate provisions of the Article 5.3 guidelines such as transparency measures or conflicts of interest, advocate for their passage.
- Urge your government officials to look into alternative means of funding for the FCTC including a “polluter pays” principle, adoption of strong, effective guidelines on FCTC Article 19 (liability), Articles 17&18 (alternative crops), and Article 6 (taxation) at COP5.
- Expose and challenge tobacco industry interference in public health policy by sharing stories of tobacco industry interference in the FCTC process.

Sample Goals for Meetings with Government Officials

- Hold in-person meetings with 5-10 people in key positions in your government. Remember that many ministries beyond the health ministry will be involved in the implementation of the FCTC, so it’s important to educate as many as possible.
- Send letters to 5-10 key government officials and decision-makers.
- Involve other NGOs, including members of NATT, to make the action more effective.
- Involve local media to educate the public about World No Tobacco Day and tobacco industry interference in public health policy and to pressure government officials.
- Educate and pressure officials to implement strong tobacco control legislation.

Preparation for Meetings with Government Officials

- Decide on key decision-makers and government officials to meet
- Decide on your specific ask of decision-makers (for example, fully implement Article 5.3 and its guidelines, or implement transparency measures and safeguards against conflicts of interest.)
- Set meetings by calling government offices. Be persistent and don’t take no for an answer!
- Make agendas for the meeting
- Contact national and international NGOs to join your meetings
- Contact media

How to Involve the Media in Government Meetings

- Issue a media advisory 5 days prior to your meetings to be sure local news outlets are aware of the meetings/events. The advisory should tell them the who, what, where, when, and why of the meetings.
- Follow-up with interested journalists to provide them with the information they need to write a story on tobacco industry interference in public health, the FCTC, and your meetings
- Issue a [media release](#) to coincide with your meetings
- Generate letters-to-the-editor or editorials in newspapers across the country, highlighting your meetings

Sample Agenda for Government Meetings

1. Introductions and agenda review
 - Introduce yourself and briefly describe the work of your organization
 - Describe World No Tobacco Day 2012: your event, and actions around the world
 - Ask about their role and responsibilities related to the FCTC and domestic tobacco control policy
 - Review major areas you would like to cover in the meeting
2. Overview of the tobacco epidemic and the FCTC
 - How familiar are they with the human toll of tobacco? Do they think tobacco control is a high priority for your country? Why or why not?

May - 2012

- How supportive are they of the FCTC? What Articles are currently being implemented?
 - Use [talking points](#)
 - Check your country's ratification status at http://www.who.int/fctc/signatories_parties/en/index.html
3. Dangers of tobacco industry interference in public health policy
 - Have they been contacted by the tobacco industry or its representatives regarding the FCTC? Do they know of other officials who have been contacted? If so, which tobacco corporation or front group, and what did they say?
 - Share examples of tobacco industry attempts to influence health policy in your country—for a list of tactics, see [the Philip Morris International Exposed report](#).
 4. The solution: protecting health policy from tobacco industry interference
 - Are they familiar with Article 5.3 of the FCTC?
 - Make your ask (for example, “We urge you to fully implement Article 5.3 and its guidelines”).
 - Deliver petitions or other demonstrations of public support.
 - Deliver a copy of the [2012 World No Tobacco Day Brochure](#) and any other supporting materials.
 - Ask if they would like additional copies for other officials. Get names and contact information of other people to whom you should send/deliver materials.
 5. The opportunity ahead: 5th Conference of the Parties to the FCTC in November 2012
 - Do they know who will be representing your country at the 5th enforcement meeting on the treaty in South Korea in November? If so, who? If not, when can you follow up to learn who is on the delegation?
 - Ask if your government has a position on the proposed guidelines that are up for adoption. If so, what is it? If not, how and when will the position be developed?
 - If they have not yet seen the proposed guidelines, refer them to the online version at <http://www.who.int/fctc/>
 - Offer to answer any questions and/or provide further information.
 6. Thank you and wrap-up
 - Confirm follow-up steps related to domestic implementation of 5.3 and COP5.
 - Exchange business cards and contact information.

Materials Needed for Meetings with Government Officials

- [2012 World No Tobacco Day Brochure](#) (available on the WNTD website)
 - Fact sheets about tobacco industry interference in policy and/or the FCTC (available on www.ChallengingBigTobacco.org or via email)
 - [The Union's toolkit for governments on Article 5.3 implementation](#)
 - *Optional:* Letters/petitions calling on decision-maker to take action
 - *Optional:* Compelling news articles showing the problem
 - *Optional:* [Media release](#) to involve media in meetings with government officials
-

VI. TIPS ON GENERATING MEDIA

On journalists:

May - 2012

- Journalists are extremely busy people with many demands on their time and many people trying to get their attention. But they are always looking for stories, so if you pitch your story right, you have a good chance of generating media coverage.
- Call as many journalists as possible in your area. Make a list with phone numbers and keep tallies of who you call. Keep in mind the points below.
- Most journalists have afternoon deadlines, so call them in the morning. Leaving messages usually does *not* work. Just keep calling. Be persistent.
- Make calls before your event. Journalists' schedules are busy, so they need advanced notice. Try to reach them at least twice: once, a week before your event to get it on their calendar; and again one or two days before your event to get them to cover it.
- **Have a prepared statement** for journalists. Don't call until you know what you are going to say. Write it down. This will keep you focused. Start with your most newsworthy point to get the journalists' interest. Be brief.
- **Ask the journalist what they cover**, if you don't know. If they don't cover your topic ask if they are interested or if they know a journalist who is.
- **If you don't have an answer to a question, be straightforward** and say so. Offer to find out what the journalist is looking for.
- If a journalist calls you, **find out her/his deadline**. Feel free to tell the journalist you will call back with information she or he wants if you don't have it. (Keep their deadlines in mind).
- If a journalist writes about your event, be sure to **thank her/him for the coverage**. If there are inaccuracies, be sure to call the journalist to make a correction.
- **Follow Up**. You should call every journalist that attends your event after the event is over. Offer to provide additional information or an interview; ask if they are writing a story. Call journalists that you spoke with before the event but who did not show up. They may still be interested and you can tell them what happened.
- **Media Kits**. Bring packets for journalists to the event containing a media release, brief biographies of any speakers, clips from newspapers that mention the FCTC and/or your organization. The kits should be neat, attractive and not filled with too many inserts.

On media interviews:

- Identify yourself and provide a brief description of your organization.
 - Know exactly what you want to say. Develop a prioritized list of points you want to make (see [talking points](#) for help with this). Stay focused.
 - Be brief and clear. Make your point and stop. The more you say to a journalist, the more control the writer has over what to print, and the more chance there is of losing focus. Your quote will only be a part of the story, so say what you most want to get covered.
 - Be animated and lively. Convey the enthusiasm of the campaign. Don't sound boring!
 - If you don't know the answer to a question, say so and offer to find out.
-

VII. TALKING POINTS/MESSAGING FOR ANY EVENT

On World No Tobacco Day 2012:

- For WNTD this year, the WHO and allies are taking a bold stance to challenge Big Tobacco's bullying and "intimidation by litigation." As the global community has unified around implementation of the FCTC - which could save up to 200 million lives by 2050 – tobacco

industry interference poses the single greatest threat to effective implementation of the global tobacco treaty. Most recently, the industry has engaged in a series of intimidation tactics, including lawsuits in Uruguay and Australia, in an attempt to slow the progress of treaty implementation. But the WHO, faced with the industry's brazen disregard for the sovereignty of governments to protect the health of its citizens, has responded in kind by selecting "Intimidation" as this year's WNTD theme, setting a stern tone for the public health community leading up to this year's treaty negotiations in South Korea.

- This yearly celebration informs the public about the dangers of tobacco-use, Big Tobacco's abuses, what WHO is doing to curb the tobacco epidemic, and what people around the world can do to claim their right to health and healthy living to protect future generations.
- On World No Tobacco Day 2012, and throughout the following year, WHO will urge countries to prioritize tobacco industry interference at the heart of their efforts to control the global tobacco epidemic.
- The campaign will focus on the need to expose and counter the tobacco industry's brazen and increasingly aggressive attempts to undermine the WHO Framework Convention on Tobacco Control (WHO FCTC) because of the serious danger they pose to public health.

On tobacco's deadly toll:

- Every year, tobacco kills nearly six million people and that number is rising.
- Already more than 80 percent of tobacco related-disease and death occurs in developing countries.
- By 2030, if current trends are not reversed, tobacco will take close to 6.5 million lives in these countries each year.
- The tobacco crisis is both devastating and preventable – the single largest preventable cause of death and disease on the planet.

On the global tobacco treaty (FCTC):

- The global tobacco treaty, formally known as the World Health Organization Framework Convention on Tobacco Control (WHO FCTC), enshrines effective tobacco control initiatives assembled from across the globe into international law. It has been ratified by 174 countries, protecting nearly 90 percent of the world's people.
- The WHO estimates that broad implementation of the global tobacco treaty could save up to 200 million lives by 2050.
- The treaty also includes critical corporate accountability provisions that protect public health policy from tobacco industry interference, prioritize public health over trade, hold the tobacco industry liable for its abuses, and establishes comprehensive bans on tobacco advertising, promotion and sponsorship.
- Tobacco industry interference poses the single greatest threat to effective implementation of the global tobacco treaty.

On Big Tobacco:

- Big Tobacco has effectively exported the epidemic from the world's wealthiest people and countries to its most economically disadvantaged people and countries.
- But Big Tobacco's opportunity is in fact the developing world's crisis. The net economic impact of growing and consuming tobacco is to deepen poverty.
- Developing countries have historically had limited resources to prevent tobacco industry expansion into domestic markets and Big Tobacco from interfering in tobacco control policy. Take for example that in 2010, the Big Three tobacco corporations (PMI, BAT, and JT) had combined

revenues of \$210 billion. That's greater than the combined GDPs of: Jordan, Panama, Kenya, Cambodia, Mozambique, Bolivia, Liechtenstein, Estonia, and Ghana.

- The tobacco industry has a fundamental conflict of interest with public health policy, and with the aims and objectives of the WHO FCTC. The primary obligation of tobacco transnationals—like any corporation—is to deliver profits to shareholders. That means selling more of their addictive and deadly products.

On safeguards against Big Tobacco's interference:

- Because of the tobacco industry's conflict of interest, and its long history of undermining public health, countries that ratify the global tobacco treaty are legally obligated (by Article 5.3 of the FCTC) to protect their health policies against Big Tobacco interference.
- Parties unanimously adopted strong, effective guidelines on implementing Article 5.3 in November 2008 and include safeguards against a range of tactics used by Big Tobacco—from lobbying and drafting legislation, to gaining a seat at the table in public policy-making, to covering their tracks with public relations campaigns and so-called “corporate social responsibility” initiatives, to offering donations to governments.
- Now it is time to advocate for domestic implementation of the Article 5.3 guidelines to break the tobacco industry's influence over public health policies and allow the FCTC to reach its full potential and to put in place precedent-setting checks and balances to ensure health over profit.
- The good news is that thanks to Article 5.3 and its guidelines, governments around the world are making progress for public health, despite industry opposition.
 - Australia, for example, is standing strong against lawsuits by Philip Morris Asia, British American Tobacco, and Japan Tobacco over its plain packaging laws and is applying transparency measures regarding government interactions with the tobacco industry.
 - Norway, another country facing a legal challenge over its ban on cigarette displays in retail stores, fought back by selling \$2.1 billion in tobacco stock from its state pension fund.
 - Costa Rica, for almost a decade a poster-child for how Big Tobacco has used voluntary initiatives to weaken and delay effective tobacco control measures, just passed its national tobacco control law despite a legal challenge from the industry.

Frequently Asked Questions:

Where can I find the contact information of my WHO Regional Office?

Contact information for WHO Regional offices are online here:

<http://www.who.int/about/regions/en/index.html>. Please let us know if you're having trouble reaching your regional office by e-mailing us at fctc@stopcorporateabuse.org

My country is currently facing litigation by the tobacco industry. What should we do differently?

First, contact your WHO regional office to inform them of the situation. Recently, the WHO has started to support governments by weighing in on these lawsuits through legal briefs. You might also consider contacting the [Campaign for Tobacco Free Kids' International Legal Consortium](#). Lastly, if your

May - 2012

government is facing a lawsuit, its officials understand most intimately the urgent need for safeguards against the industry and civil society support. Use this opportunity to expose the industry's intimidation tactics and build public support for FCTC implementation.

My country has entered into an agreement with the tobacco industry. What should we do differently?

The first step towards severing problematic agreements with the industry that go against Article 5.3 and its guidelines is to expose the agreement. The Article 5.3 Guidelines clearly state that Parties should “reject partnerships and non-binding or non-enforceable agreements with the tobacco industry.” You can denounce the agreement publicly at a media briefing on World No Tobacco Day, using the agreement as an example of industry interference. If your country has ratified the FCTC, use the [Article 5.3 guidelines](#) as a tool to leverage your government to end the agreement.

My government officials aren't receptive to passing a comprehensive law codifying Article 5.3 and its guidelines. What should I do?

Do some research into which articles of the FCTC have already been implemented and which articles are pending implementation. Oftentimes, you can include certain guidelines to accompany other tobacco control measures. For example, Australia and New Zealand have applied transparency measures regarding government interactions with the tobacco industry.

Additional Resources:

- Corporate Accountability International's Campaign Challenging Big Tobacco resources page: www.challengingbigtobacco.org
- Corporate Accountability International's Article 5.3 Advocacy Flyer (in English, French, and Spanish): www.challengingbigtobacco.org
- The World Health Organization's World No Tobacco Day Resources Page: <http://www.who.int/tobacco/wntd/2012/announcement/en/>
- [The Framework Convention Alliance \(FCA\) has provided a resources page with video clips of leaders denouncing industry interference, case studies from around the world, and media resources.](#)
- The International Union Against Tuberculosis and Lung Disease's [The Union's toolkit for governments on Article 5.3 implementation](#)
- [Time's Up Tobacco](#) – HealthJustice Philippines Campaign against industry interference. Great examples of photo petitions and easy-to-read explanations of what industry interference looks like and how it affects tobacco control.
- [Southeast Asia Tobacco Control Alliance \(SEATCA\)'s 5.3 Toolkit](#)
- [Campaign for Tobacco Free Kids' "Tobacco Control Laws" Database](#)

May - 2012

Appendix:

I. How to Send Photos or Photo-Petitions

1. Go to <https://www.dropbox.com/>
2. Enter
 - a. Log in: FCTC@stopcorporateabuse.org
 - b. Password: IWR2010
3. Go to “Create Folder”
4. Name your folder with your petition photo info: “Your name_country”
5. Click the checkbox next to the folder
6. Click the “Upload” button
7. Select all of the photos you would like to upload (hold down SHIFT to select multiple files)
8. Click “start upload”
9. You will see the % uploaded
10. Send an email to me letting me know your photos have been uploaded

II. NATT Steering Committee Contact information:

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III. Reporting Industry Interference

It is important to assume that the tobacco industry will be present at your World No Tobacco Day event to gather information or to disrupt. A good way to handle this is to ask any industry representatives to leave – Big Tobacco takes every opportunity to derail the FCTC, and together we can stop this. If you have specific information about tobacco industry interference in the ratification and implementation process, expose it in the media and please send the information to Corporate Accountability International and NATT using [this](#) Google Form:

<https://docs.google.com/a/stopcorporateabuse.org/spreadsheet/viewform?formkey=dGtETE9UN3Z1U25XT3FpY25fYm9fWHc6MQ>.

IV. Sample Petition

Today, 174 countries are Party to the World Health Organization’s Framework Convention on Tobacco Control (WHO FCTC). Seven years after its entry into force, the world’s most quickly and widely embraced treaty now protects almost 90 percent of the world’s people from tobacco industry abuse.

It is no accident that the theme of this year’s World No Tobacco Day is industry interference. The tobacco industry has not given up, and its interference in public health policy poses the single greatest threat to broad implementation of this groundbreaking global treaty. Philip Morris International (PMI), British American Tobacco (BAT) and Japan Tobacco (JT) have built empires that sacrifice the health and well-being of millions of people, and they continue to use their political influence to weaken, delay and defeat tobacco control legislation around the world.

Because of the tobacco industry’s conflict of interest, and its long history of undermining public health, countries that ratify the FCTC are legally obligated (by Article 5.3) to protect their health policies against Big Tobacco interference.

The international community stands resolute behind Parties that are taking action to implement the treaty, especially in the face of tobacco industry bullying tactics. We, the undersigned, join together in our call for Parties to continue standing firm to put people’s health above tobacco industry profits by fully implementing Article 5.3 and its guidelines.

<u>Name</u>	<u>Phone Number</u>	<u>Address</u>	<u>Signature</u>

May - 2012

V. Sample Media Release



Media Release

Contact:
[CONTACT NAME], E-MAIL, PHONE

For Immediate Release:
May 31, 2012

WHO World No Tobacco Day aims to snub out Big Tobacco abuse

[CITY, STATE] – Big Tobacco’s international campaign to derail health policy has a global united front to contend with this [World No Tobacco Day](#), the [World Health Organization](#) (WHO), [Corporate Accountability International](#), [YOUR ORGANIZATION] and partners across the globe are launching an action initiative to expose and challenge the industry’s interference in the [global tobacco treaty](#) and related policies.

Even as tobacco’s annual death toll soars beyond six million, Big Tobacco has stepped-up its efforts to prevent proven tobacco control laws from taking effect. In [YOUR COUNTRY], [NAME OF TOBACCO TRANSNATIONAL] has [NAME THEIR ABUSE/INTERFERENCE]. Internationally, Philip Morris International and its competitors are suing countries like [Australia](#), [Norway](#) and [Uruguay](#) for implementing strong tobacco control laws.

“Big Tobacco is very publicly bullying countries like [YOUR COUNTRY] in hopes we will cave, our neighbors will cave, and treaty implementation will cave,” said [YOUR NAME, TITLE, ORGANIZATION]. “But the tobacco industry’s intimidation has only strengthened the international community’s resolve.”

Today, [DESCRIBE YOUR COUNTRY’S ACTION]. The action was one of [X] organized in [X] countries across the globe to launch the initiative and call for public officials to stand against industry intimidation and interference in health policy. All are a prelude to pivotal global tobacco treaty meetings this November in Seoul.

Advocates were readied with posters, fliers, and toolkits featuring the initiative’s theme: “tobacco industry interference.” The images were first unveiled at a morning press conference in Geneva.

Past themes for the WHO-sanctioned day of action and education around the harms of tobacco have avoided direct confrontation with the industry.

“This year’s theme is a testament to the growing awareness that tobacco industry interference poses the single greatest threat to progress on tobacco control,” said [NAME, TITLE, WHO REGIONAL OFFICER]. “The pretense that Big Tobacco is a ‘stakeholder’ in tobacco control or anything but a ruthless and devious enemy of public health has been cast aside.”

May - 2012

As part of the launch, [YOUR ORGANIZATION] joined Corporate Accountability International in calling on governments around the world to implement safeguards that protect public health policy from tobacco industry interference in line with the WHO Framework Convention on Tobacco Control (FCTC).

[YOUR ORGANIZATION] also partnered with Corporate Accountability International in releasing a report titled “Cutting through the Smoke,” documenting global stories of industry abuse and grassroots victories. Stories from the report include:

- “Ending the ‘cancer breaks:’ NGOs challenge PMI’s influence in the Philippines,” which documents the impact of tobacco’s marketing tactics aimed at women and girls in the region, and the use of corporate social responsibility programs to protect the corporation’s image.
- “Shielding the youth: Tireless grassroots groups go up against Big Tobacco in Nigeria,” which showcases the industry’s violations of international law in its direct marketing to young people.
- “A ‘beautiful law’ puts Big Tobacco on notice: Advocates bring a growing public health crisis under control in Colombia,” which follows the passage of the country’s first comprehensive national tobacco-control law, and the impact the industry is having on the nation’s health care system.

Corporate Accountability International, formerly Infact, is a membership organization that protects people by waging and winning campaigns challenging irresponsible and dangerous corporate actions around the world. For nearly 35 years, the organization has compelled corporations—like Nestlé, General Electric and Philip Morris/Altria—to halt a range of abuses. Corporate Accountability is an NGO in Official Relations with the World Health Organization (WHO).

The Network for Accountability of Tobacco Transnationals (NATT) includes more than 100 NGOs from more than 50 countries working for a strong, enforceable Framework Convention on Tobacco Control.

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