

**CHALLENGING  
BIG TOBACCO**

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

## **World No Tobacco Day Action Toolkit: *Ban tobacco advertising, promotion and sponsorship***



*Lucky Strike, a top-selling brand of British American Tobacco cigarettes, hosted a Ferris wheel at the popular Heineken Open'er Music Festival in Poland in 2012. Tobacco advertising, promotion and sponsorships target youth and cost lives.*

*(Photo credit: MANKO Association of Poland)*

### **May 2013**

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**\*\*Please note that this toolkit is to be used solely for NATT members and allies. Though you are encouraged to duplicate and distribute all Appendix materials, please do not do so with the guide itself.**

May - 2013

Dear NATT friends,

This year marks the 24<sup>th</sup> consecutive World No Tobacco Day (WNTD) in which the international community joins together to bring attention to the tobacco industry's underhanded tactics to thwart public health policy. This year, thanks to the World Health Organization's chosen theme, we have the opportunity to focus on the tobacco industry's primary tactics for addicting new customers—tobacco advertising, promotion and sponsorship (TAPS). The tobacco industry relies on these tactics to hook millions of new customers to this deadly product every year. **Eliminating Big Tobacco's ability to market its deadly products will stall the industry's expansion into the developing world and stop new users from initiating the lethal addiction, saving millions of lives in the process.**

Last year, spurred by the World Health Organization's leadership, WNTD focused on tobacco industry interference. The theme provided a venue for civil society and governments to call out Big Tobacco's dirty tricks to undermine the World Health Organization Framework Convention on Tobacco Control's (WHO FCTC) life-saving public health measures around the world. Hundreds of actions were organized across the globe. Not since the release of millions of damning internal tobacco industry documents has a single event raised the profile of tobacco-industry interference as the primary obstacle to tobacco control to the degree that WNTD 2012 did. These actions have translated into an increased push from governments to pass policies in line with Article 5.3, a more coordinated effort to respond to tobacco industry interference and global solidarity in tackling the problem.

The WHO, governments and civil society are increasingly recognizing the tobacco industry's efforts to thwart public health policy as the primary obstacle to FCTC implementation. TAPS is a perfect example of this. As more and more countries pass tobacco-control laws throughout the world, the tobacco industry develops ever more aggressive tactics to interfere in the passage of and undermine existing TAPS bans. The result? **More kids left vulnerable to life-threatening marketing practices, more addiction, more disease and more deaths that are entirely preventable, particularly in the Global South.**

On 31 May 2013, hundreds of organizations and governments across the globe will be organizing rallies and marches, media visibility events, advocacy meetings, journalist trainings and other actions to shed light on the tobacco industry's abuses. This guide will provide you with all of the preparation, organizing, advocacy and media tools you need to prepare for a WNTD action that will garner international media attention and change the public policy in your country. As always, our staff is here to assist you if there is anything missing in this guide, so feel free to reach out directly as well!

By taking action for World No Tobacco Day 2013, we can take away Big Tobacco's primary tactic for addicting new customers. We look forward to working together for World No Tobacco Day and beyond to achieve a world free of tobacco-related addiction, death and disease.

Onward,



A handwritten signature in black ink, appearing to read "John Stewart".

John Stewart

**Campaign Director, Challenge Big Tobacco**



A handwritten signature in black ink, appearing to read "Cloe Franko".

Cloe Franko

**Organizer, Challenge Big Tobacco**



“The tobacco industry behaves like a corrosive substance that can eat through, or seep through, any crack or fissure in the armor of our defenses. Our response must be to seal all these cracks and fissures, one by one, with science and evidence, supported by instruments for applying this knowledge and backed by the rule of law.”

*-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.

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## I. WHY CHALLENGE BIG TOBACCO?

Every year, tobacco kills nearly six million people: it remains the largest preventable cause of death on the planet. This is an epidemic wholly driven by an industry with deeper coffers than the majority of the countries in which it operates. The epidemic of tobacco-related disease is global, which is why the international 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, protects nearly 90 percent of the world's population and will save 200 million lives by 2050 if fully implemented.

Tobacco-industry interference in the treaty is the single greatest threat to its lifesaving measures. Together, we made sure the treaty included a critical provision – **Article 5.3 – which 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.

Big Tobacco's primary business strategy is resulting in the exportation of the epidemic from the highest-income to the lowest-income countries, where 80 percent of tobacco-related deaths already occur. Big Tobacco's future hinges on its ability to interfere in and circumvent public health laws.

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. Without their full implementation, the tobacco industry will continue to thwart the policymaking process and undermine enacted policies in order to pursue its deadly agenda. No article of the treaty is safe from tobacco-industry interference.

Implementing Article 5.3 into domestic law is the strongest commitment of your government to public health over tobacco-industry profits. 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. This is a crucial feature of all tobacco-control efforts, including this year's WNTD theme of banning tobacco advertising, promotion and sponsorship.

## II. WHY BAN TOBACCO ADVERTISING, PROMOTION, AND SPONSORSHIP (TAPS)?

In 1955 Philip Morris' sales skyrocketed more than 3000% within a year of the introduction of the Marlboro Man. Iconic of America's western frontier, the Marlboro Man symbolized rugged masculinity and independence for youth and adults alike. As a result of their devious marketing, Marlboro is now the world's leading cigarette brand, especially among smokers under 18, and Marlboro's producer Philip Morris International (and PMI affiliates), is the world's most profitable international tobacco company. The Marlboro Man is a perfect example of a marketing icon and global-marketing strategy that effectively propelled Philip Morris International to become the industry leader and continues to encourage increased smoking rates, largely due to its youth appeal.

Marketing of tobacco products remains Big Tobacco's primary tactic for addicting new life-long customers. Corporate executives claim tobacco marketing's goal is to encourage existing smokers and adults to switch brands, but in fact the primary purpose of tobacco advertising, promotion and sponsorship is to encourage youth to begin smoking and those trying to quit to continue their deadly addiction.

Children are especially vulnerable to marketing and therefore a primary target for the tobacco industry's lethal marketing tactics. They are three times more sensitive to tobacco marketing than adults and are more likely to be influenced to smoke by marketing than by their peers. The younger children are when they first use tobacco, the more likely they are to become addicted to tobacco and the less likely they are to quit. In fact, almost 90% of smokers smoked their first cigarette before the age of 18, and almost a quarter of these individuals began smoking before the age of 10. The Marlboro Man, Joe Camel, concert-series sponsorships and promotions of products are some of the most blatant examples of tobacco advertising to children.

The good news is that governments around the world are recognizing that Big Tobacco's expansion into the developing world, fueled by predatory marketing tactics, needs to be stopped. Therefore countries across the globe are increasingly passing comprehensive TAPS bans. [Article 13](#) of the WHO FCTC recognizes that only TAPS bans that are "comprehensive and applicable to all forms of tobacco advertising, promotion, and sponsorship" effectively reduce the number of individuals smoking and starting to smoke. Comprehensive bans should eliminate all types of media and cross-border advertising, and include all forms of promotions and sponsorships. When effectively implemented, comprehensive TAPS bans reduce tobacco consumption by [7 percent](#), with rates declining by as much as 16 percent in some countries. These declines translate into millions of lives spared.

Despite Big Tobacco's claims that marketing does not affect people's decisions to smoke, the effectiveness of tobacco marketing is evidenced by the tens of billions of dollars spent by Big

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Tobacco each year on tobacco advertising, promotion and sponsorship. Moreover, recognizing the threat of life-saving measures that limit its ability to market its deadly product, Big Tobacco is increasing efforts to wield its political and economic influence to interfere in the passage and implementation of TAPS bans. The tobacco industry circumvents restrictions through tactics such as corporate social responsibility, point-of-sale marketing, sponsorships of sporting and music events, promotions, internet marketing and brand stretching (for a list of alternative tactics from the WHO, see [here](#)).

Each Party to the FCTC is not only legally required to enact comprehensive TAPS bans within five years of national entry into force of the treaty, but *millions* of lives also depend on the effective implementation of TAPS bans that will protect youth and adults alike from initiating this deadly habit that kills up to half of its users.

### III. WHAT WE'RE CALLING FOR

To take action on World No Tobacco Day 2013, call on your government to:

1. Pass comprehensive TAPS bans in line with Article 13 and its guidelines.
  - a. See the [Article 13 Guidelines](#) for a complete set of principles and recommendations for comprehensive TAPS legislation.
  - b. Ensure that legislation is bulletproof from tobacco industry attempts to circumvent and undermine it. See this [WHO factsheet](#) and ask your regional WHO office for examples of comprehensive TAPS legislation.
2. [If a TAPS ban exists], fully implement and enforce the existing TAPS ban, for example by requiring fines and citations for violations and strengthening the body responsible for doing so.
3. Refuse to treat the tobacco industry as stakeholders in public-health policy, partner with tobacco corporations in any capacity, or accept the tobacco industry's so-called corporate social responsibility schemes.
4. Set standards for holding responsible parties accountable for TAPS ban violations and ensure protection against conflicts of interest on implementation bodies and committees by ensuring tobacco-industry representatives and their allies are not present. See [Recommendation 4 of the Article 5.3 guidelines](#) for recommendations to remove conflicts of interest.
5. Pass legislation in line with Article 5.3 and its guidelines.

## IV. DETERMINING WHAT TYPE OF EVENT TO HOLD

This is a list of some key questions to discuss within your organization as you determine exactly what your event should consist of in order to be as *strategic* as possible for World No Tobacco Day.

- 1. What is the status of the national TAPS ban?**
  - Is there an incomprehensive ban or no ban at all? Is there a comprehensive ban that is not being enforced? Is there a ban of some sort making its way through Parliament? Is there a comprehensive and effective ban that should be highlighted for its success?
- 2. What is impeding the passage and implementation of a comprehensive TAPS ban?**
  - Is the tobacco industry, an industry representative, or someone with ties to the industry delaying the passage or implementation of a ban? Is the Prime Minister or a set of Members of Parliament against the ban? Is there a relationship between the government and the tobacco industry that is impeding the passage of a ban?
- 3. What is the objective of this action?**
  - Is it reasonable and strategic to call for a new TAPS ban, to improve the existing TAPS ban, to expose violations of the existing TAPS ban in order to hold responsible parties accountable, or to call for better enforcement mechanisms?
- 4. Who has the ability to effect change? Who is the action's target?**
  - Prime Minister? Members of Parliament? Ministers of the Ministries of Health, Agriculture, or Finance?
  - Note: if your target is the media, who are you trying to influence through media coverage?
- 5. What does this action look like?**
  - What will most effectively move the target and why? Is it a rally or march? A delivery of thousands of petitions? A really strong message delivered effectively through key media outlets, including international outlets?
- 6. Who/what is needed to create an effective action?**
  - Do you need engaged journalists, volunteers, high volume of staff hours, a supportive expert or person with high recognition and visibility, additional funding?

## V. PROS & CONS OF SPECIFIC TYPES OF EVENTS & ACTIONS

- **Visibility Event (Rally/March, Media Briefing, Petition Delivery other creative event)**
  - A visibility event will raise *public awareness* about World No Tobacco Day, the FCTC, TAPS bans and their implementation, and industry interference in public-health policy. They provide important opportunities to expose tobacco-industry violations of TAPS bans and interference in public health policy in your country in a way that is *creative, shocking, or informative*.
  - **Pros:** Visibility events are a great opportunity to engage the public with TAPS and industry interference through creative visuals and an action to draw the media. They also provide a great opportunity to activate potential volunteers and engage experts or people with a lot of recognition and visibility. You can add to the effectiveness of the visibility event by combining it with a [petition-delivery](#) to public officials to show the public support not only of those at the event, but also all of the petition signers. Making your key messages and call to action clear, concise and simple for the media, as well as doing advanced work to make sure the media cover it, will increase the action's visibility even more.
  - **Cons:** It can be time-intensive to plan the event, recruit volunteers, prepare speakers and work with the media.
  
- **Advocacy Meeting**
  - Meetings with government officials provide important opportunities to *directly engage* them about comprehensive TAPS bans and the importance of exposing industry attempts to undermine TAPS bans. Combining a petition delivery with an advocacy meeting is a great way to “bring” public support to your meeting.
  - **Pros:** Direct engagement with decision-makers allows you and your organization to build strong relationships and present yourself as an *ally and resource* for government officials. Advocacy meetings are also much *less time-intensive* than visibility events.
  - **Cons:** This tactic will not generate as much media coverage as a visibility event.

- **Journalist Training**

- Holding a journalist training or taking the opportunity to *directly engage* a handful of journalists face-to-face allows you to educate journalists in your country about tobacco-industry interference in public-health policymaking and the need to pass and implement comprehensive TAPS bans.
- **Pros:** Journalist trainings will not only lead to immediate media coverage, but will also provide the opportunity to continue *cultivating journalists for future coverage*. They give you the opportunity to position yourself and your organization as *experts and resources* for them to come to in the future.
- **Cons:** Journalist trainings do not directly engage the public, so the ability to influence your target is directly related to the quality of media coverage from your training.
  - **Note:** for a detailed Journalist Training Action Guide, see <http://www.stopcorporateabuse.org/resource/2012-journalist-training-action-guide> and contact [FCTC@StopCorporateAbuse.org](mailto:FCTC@StopCorporateAbuse.org) for additional appendix materials referenced in the guide.
    - **Note 2:** if you are unable to get journalists to commit to attending the entire training, consider organizing individual sit-down meetings with each to deeply engage them on the issues and answer their questions.

## VI. TIPS FOR ORGANIZING EVENTS

### A. TIPS FOR ORGANIZING VISIBILITY EVENTS

#### Types of Visibility Events

- Rally/march – Create public awareness and media attention, and pressure government officials by organizing people to carry signs, sing songs and unite behind the message of WNTD.
- Street theater – Dramatization of political and social events (such as tobacco-industry interference in public-health policy) can effectively engage the public and generate visibility. The more creative it is, the more likely journalists will want to cover it!
  - *Note:* You can incorporate a [petition delivery](#) into any of these events as a way to show strong public support for the cause.

#### Sample Objectives for Visibility Events

- Generate 2-3 news stories that highlight your event or action.
- Generate awareness for TAPS ban legislation and/or implementation.
- Generate visibility for Article 5.3 and its guidelines.
- Expose specific examples of tobacco industry interference in public-health policy in your country.
- Educate policymakers about the importance of passing comprehensive TAPS bans and insulating policymaking from attempts to undermine the process by the tobacco industry and their allies.
- Recruit and train volunteers and/or other NGOs.
- Take 5-10 good quality photos that portray the enormity, effectiveness and message of your event.

#### Preparing a Visibility Event

1. Decide on type of event. Materials and agenda will differ depending on the type of event. Be creative as you determine your event and consider how to incorporate visuals into the event that will attract media attention!
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. Decide on a location. The event should be in a highly visible area. Consider holding it near a House of Parliament, in the city center, or near a university campus.
4. Decide on the main message: The emphasis could be on the status of your country's TAPS ban, on industry interference, or on the effect of industry interference on TAPS bans and public health.

5. Choose the time of your event. Choose a busy time when many people are around on May 31<sup>st</sup>. If your event involves the media, hold it earlier in the day, around 10-11am, so that journalists can attend your event and it can appear on that evening's news.
6. Recruit volunteers. Confirm roughly twice as many volunteers as you need, since some may end up not making it to the event. Remember to contact them the night before the event to confirm participation, as well.
  - a. Note: if you collected petitions, call each of them to invite them to the action and ask them to volunteer.
7. Contact other organizations to see if they can help recruit volunteers, speak and provide additional support.
8. Publicize the event by putting up signs, posters and chalking around the area.
9. Develop a media outreach plan to help ensure that the local news outlets will cover your visibility event. Incorporate social media into your media plan in order to build the buzz leading up to and during the action. Expect [additional media materials](#) from us soon, including background information and a phone script to confirm press coverage, a template press release for World No Tobacco Day and a social media toolkit.
10. Gather materials. Ask your volunteers to help produce/print brochures, posters and/or banners.
11. After the event, call all journalists who attended the event or expressed interest in covering it to provide information and answer questions.

## Materials

- [Media Advisory](#)– send out at least 5 business days in advance of your event
- Visuals to bring attention to the message of World No Tobacco Day, could include:
  - World No Tobacco Day posters (contact your WHO regional office to request these)
  - Banner with World No Tobacco Day message, your organization's logo, Corporate Accountability International & NATT logos
  - [WNTD Infographic](#) from Corporate Accountability International (coming soon!)
- Informational flyers or fact-sheets to hand out to participants & viewers
- [Talking points](#) or statements for speakers
- Materials to recruit journalists, such as [pitch raps](#)
- Media packets for journalists that include:
  - Your statement
  - Statements of other speakers at your event, including their contact information
  - Media Release
  - Fact-sheet on TAPS
  - Copies of recent/relevant media stories
  - Your contact information
- High quality camera, photographer and list of good types of photos to take throughout the event.

## **B. TIPS FOR ORGANIZING A MEDIA BRIEFING**

### **Sample Objectives**

- Generate 2-3 news stories from your media briefing that highlight the status of your country's TAPS ban and call out industry interference in public health policy.
- Raise awareness of Articles 13 and 5.3, with an emphasis on specific stories of industry interference in your country.
- Cultivate relationships with journalists who attend your media briefing.
- Educate policymakers about the importance of passing comprehensive TAPS bans and insulating policymaking from attempts to undermine the process by the tobacco industry and its allies.
- Engage experts and allies to support the action.
- Take 5-10 good-quality photos that portray the enormity, effectiveness and message of your event.

### **Preparing**

1. Contact your WHO Regional Office to see if they would like to partner or provide support for the media briefing. They might be interested in sending a spokesperson to speak at the event or sharing a media list with you.
2. Determine the main messaging of the event. This will inform who you invite to speak and which organizations you would like to reach out to for the event.
3. Decide on a time and location. The event should be in a highly visible area, such as the House of Parliament, city center, or near a university campus. It should be hosted around 10 or 11 AM so that journalists can attend and your event can appear in the evening news.
4. Recruit speakers and volunteers. These could be from other organizations, local universities or experts.
5. Develop a media outreach plan to help ensure that your media briefing will be attended by key local, regional and international news outlets.
6. Prep speakers on their talking points. This is an important way to ensure your message is strong and clear.
7. Before the event, prep media packets; confirm speakers, volunteers and journalists; and gather materials.
8. After the event, call all journalists who attended the event or expressed interest in covering it to provide information and answer questions.

## Materials Needed

- [Media advisory](#) – send out at least 5 business days in advance of your event
- Visuals to bring attention to the message of World No Tobacco Day could include:
  - World No Tobacco Day posters (contact your WHO regional office to request these)
  - Banner with World No Tobacco Day message, your organization's logo, Corporate Accountability International & NATT logos
  - [WNTD Infographic](#) from Corporate Accountability International (coming soon!) – great for social media
- Media packets that include:
  - Your statement
  - Statements of other speakers at your event
  - Media release
  - Fact-sheet on TAPS
  - Copies of recent/relevant media stories
  - Your contact information
- Sign-in sheet for journalists
- Pens
- High-quality camera, photographer and list of good photos to take throughout the event

## Sample Schedule for a Media Briefing

1. Set up. Arrive early and create a space for speakers to stand (easily visible for media). A podium is usually a good choice. Assemble visuals and volunteers near speakers so that they are visible for media and will be in any photographs taken.
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.
  - a. Note: Have your first speaker start no more than 5 minutes later than scheduled because journalists are busy and will have to leave.
4. Take questions from media. End the media briefing by taking questions from journalists.

## **C. TIPS FOR ORGANIZING ADVOCACY MEETINGS**

Meetings with government officials provide important opportunities to engage them directly about the health and economic benefits of comprehensive TAPS bans and the necessity to reject any and all partnerships or support from the tobacco industry.

You can use meetings to:

- Urge your government officials to pass and fully implement comprehensive TAPS bans and other key provisions of the FCTC.
- Advocate for the passage of any pending tobacco control legislation.
- Educate policymakers about the importance of passing comprehensive TAPS bans and insulating policymaking from attempts to undermine the process by the tobacco industry and their allies.
- Expose and challenge tobacco-industry interference in public-health policy by sharing stories of tobacco-industry interference in the FCTC process, especially in relation to the passage of TAPS bans.
- Gather information regarding your government officials' priorities for the FCTC and COP processes.
- Distribute the [Article 5.3 Fact-Sheet](#), [World No Tobacco Day Brochure](#), [Article 5.3 Guidelines](#) and/or [Article 13 Guidelines](#) to your Prime Minister, President, Health Minister, Parliamentarians, representatives from other ministries (especially Finance, Customs, or Agriculture) and other government officials.

### **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 that you will not meet with.
- Involve other regional 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.
- Establish yourself as an expert in tobacco control and industry interference with government decision-makers.

### **Preparation for Meetings with Government Officials**

- Decide on your specific ask of decision-makers (for example, pass a comprehensive TAPS ban or implement transparency measures and safeguards against conflicts of interest).
- Decide on key decision-makers and government officials to meet.
- Set meetings by calling government offices. Be persistent and don't take no for an answer!

- Make agendas for each meeting.
- Contact national and international NGOs to join your meetings.
- Involve the media (See how-to below).

### **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 policy, 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

### **Materials Needed for Meetings with Government Officials**

- Materials available on [WNTD website](#)
  - Fact-sheets about [TAPS bans](#) and [Article 5.3](#)
  - Flyer about your organization
  - Your contact information/business card
  - *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
- 

#### **i. SAMPLE AGENDA FOR AN ADVOCACY MEETING**

1. Introductions and agenda review
  - Introduce yourself and briefly describe the work of your organization
  - Describe World No Tobacco Day 2013: your event and actions around the world
  - Ask about their role and responsibilities related to the FCTC and domestic tobacco-control policy
  - Review major topics you would like to cover in the meeting and ask if there is anything else they would like to address
2. Overview of the tobacco epidemic, the FCTC and Article 13
  - 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?
  - How supportive are they of the FCTC? What Articles are currently being implemented?

- Use talking points (will be included in media materials) to address the FCTC, TAPS bans and industry interference.
3. Dangers of tobacco-industry interference in public-health policy, specifically TAPS bans
- 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 TAPS fact sheet and region-specific media backgrounder (will be included in media materials)
4. The solution: (depending on your particular ask)
- 1) Pass comprehensive TAPS bans
- Are they familiar with Article 13 of the FCTC?
  - Make your ask (for example, “We urge you to pass and fully implement a comprehensive ban on tobacco advertising, promotion and sponsorship in line with Article 13 of the FCTC”).
  - Deliver petitions or other demonstrations of public support.
  - Deliver supporting materials from the WHO and Corporate Accountability International/ NATT.
- 2) Protect 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 supporting materials from the [WNTD website](#) and Corporate Accountability International/NATT.
  - 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: Priorities leading up to the Sixth Conference of the Parties
- Ask if they are currently involved in any COP intercessional work.
  - 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 a TAPS ban and COP intercessional priorities.
  - Exchange business cards and contact information.

## **D. GATHERING PETITIONS TO SUPPORT YOUR EVENT**

### **Types of Petitions**

Gathering petitions is a great way to create something tangible with which to show your government the public support for challenging tobacco-industry interference in public-health policy and implementing comprehensive TAPS bans. You can collect petitions before your visibility event, media briefing, or advocacy meetings to present to the government or media in order to visibly demonstrate this support.

- [Paper petitions](#) – A sample World No Tobacco Day petition will be included in the additional materials section of this toolkit to be delivered soon. You can also make your own petition or adapt this.
  - *Note:* Your petition should have a specific call to action for a government ministry and should always request a phone number of the signer so that you can reach out to them later to become involved.
- *Photo Petitions* – Photo petitions are photos of people holding signs with the World No Tobacco Day message and related visuals, such as egregious tobacco marketing to youth in your country. You will be able to download an image for a sign from the [WHO website](#) to print as a sign. You can also create your own signs!
- *Online* – The standard World No Tobacco Day 2013 petition will be available in the media materials. 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 Objectives**

- Gather 1000 online petitions, 500 paper petitions, or 100 photo petitions.
- Recruit volunteers and attendees for your event through calling and emailing all of your petition-signers.
- Educate the public on tobacco-industry interference in public-health policy and the status of the national TAPS laws.

### **Preparing for a Petitioning Event**

1. Decide what sort of petition event to hold: You can hold a petition-gathering event in a busy place with many volunteers, spread it out and collect petitions over a few days, or coordinate online petitions.
2. Recruit volunteers. Confirm about twice as many volunteers as you need because some will invariably not be able to make it on the day of the event. Call the night before to confirm participation.
3. Decide on a location in a highly visible area with many people (e.g. festival, town square, university campus, or market).
4. Choose the time of your event. Choose a busy time when many people are around.
5. Contact other groups to see if they can participate.

6. Publicize the event by putting up signs and posters in the area.
7. Gather materials. See below for a sample materials list. Ask your volunteers to help.

### **Materials Needed for Petitioning Event**

- List of volunteer shift schedules and phone numbers
- Digital cameras for photo-petitioning, ideally one per 2 volunteers
- Signs (printed or hand-decorated) with slogans for photo-petitioning
- World No Tobacco Day petitions and the WHO's World No Tobacco Day Brochures
- Sample script to use to ask people to sign a petition or take a photo
- Fact-sheet on TAPS bans and tobacco-industry interference for petition-signers
- Clipboards and pens

### **Sample Agenda for the Petitioning Event**

1. Give an inspiring but brief speech to volunteers about World No Tobacco Day 2013 and the importance of our work on the FCTC.
2. Train volunteers on how to gather photo-petitions or petitions. Practice with each other.
3. Gather photo-petitions or petition signatures for a set period of time.
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 email photos directly to you and to [FCTC@StopCorporateAbuse.org](mailto:FCTC@StopCorporateAbuse.org) so that Corporate Accountability International can promote your event and showcase this as a worldwide movement.
6. Deliver the petitions to the appropriate government officials or ministry during your World No Tobacco Day action. Many times this will be the Ministry of Health, 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](mailto: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](mailto:FCTC@StopCorporateAbuse.org).
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## VII. APPENDIX

### A. ADDITIONAL ONLINE RESOURCES

- Corporate Accountability International's Challenge Big Tobacco campaign resources page <http://www.stopcorporateabuse.org/resources> including:
  - Corporate Accountability International's Challenging Industry Interference Factsheet (in [English](#), [French](#) and [Spanish](#))
  - [Philip Morris International Exposed: Alternative Annual Report](#)
  - [Journalist Training Action Guide 2012](#)
- The World Health Organization's World No Tobacco Day Resources Page (they will post a brochure, technical resources, and posters here closer to WNTD):  
<http://www.who.int/tobacco/wntd/2013/en/>
- Campaign for Tobacco Free Kids' Tobacco Industry Advertising & Promotion Resource Page: [http://global.tobaccofreekids.org/en/resources/by\\_issue/advertising\\_promotion/](http://global.tobaccofreekids.org/en/resources/by_issue/advertising_promotion/)
- Campaign for Tobacco Free Kids' Tobacco Control Laws Database:  
[www.tobaccocontrolaws.org](http://www.tobaccocontrolaws.org)
- Tobacco Commons: [www.tobaccocommons.com](http://www.tobaccocommons.com)
- WHO TAPS Factsheet:  
[http://www.who.int/tobacco/mpower/publications/en\\_tfi\\_mpower\\_brochure\\_e.pdf](http://www.who.int/tobacco/mpower/publications/en_tfi_mpower_brochure_e.pdf)

## **B. ADDITIONAL RESOURCES TO BE INCLUDED IN MATERIALS**

- WNTD Infographic (Distributed by **mid-April**)
- WNTD Petition templates (Distributed by **first week of May**)
  - Sample script to use when petitioning
- WNTD Media materials (Distributed by **first week of May**)
  - Region-specific media backgrounders
  - Social media toolkit
  - Talking Points
  - Press release template
  - Pitch memo & calling script to confirm journalists
  - Action-specific photo/shot list (reporting structure & expectations)
  
- Tobacco industry interference in TAPS bans fact-sheet (Distributed by **first week of May**)

## C. TIPS FOR GENERATING MEDIA

### Regarding journalists:

- 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 and be persistent. It is okay to leave a message on the day of the event.
- Make calls before your event. Journalists' schedules are busy, so they need advance 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 journalist's 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 who 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 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, newspaper clips that mention the FCTC and/or your organization. The kits should be neat, attractive and not filled with too many inserts.

### Regarding 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 [WNTD 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.

## **D. 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](mailto: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 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.

## E. NATT STEERING COMMITTEE CONTACTS

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## F. REPORTING TOBACCO 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](https://docs.google.com/a/stopcorporateabuse.org/spreadsheet/viewform?formkey=dGtETE9UN3Z1U25XT3FpY25fYm9fWHc6MQ) Google Form: <https://docs.google.com/a/stopcorporateabuse.org/spreadsheet/viewform?formkey=dGtETE9UN3Z1U25XT3FpY25fYm9fWHc6MQ>.