



**FCTC**  
WHO FRAMEWORK CONVENTION  
ON TOBACCO CONTROL  
SECRETARIAT • KNOWLEDGE HUB



Global Center for  
Good Governance  
in Tobacco Control

# GUIDE FOR PARTIES TO THE WHO FCTC ON HOW TO CONDUCT INDUSTRY MONITORING

September 2018

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WHO FCTC SECRETARIAT'S KNOWLEDGE HUB ON ARTICLE 5.3

AT THE GLOBAL CENTER FOR GOOD GOVERNANCE IN TOBACCO CONTROL (GGTC),  
THAMMASAT UNIVERSITY, THAILAND



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The editorial team (composed of Ms. Bungon Ritthiphakdee, Dr. Mary Assunta, Atty. Deborah Sy, Mr. Allan Villanueva, and Mr. Wendell Balderas) representing the WHO FCTC Secretariat's Knowledge Hub on Article 5.3 at the Global Center for Good Governance in Tobacco Control (GGTC), School of Global Studies, Thammasat University, Thailand, coordinated the preparation of this guide with inputs from the WHO FCTC Secretariat.

Significant contributions were made to this document by Prof. Anna Gilmore, Director of the Tobacco Control Research Group (TCRG) at the University of Bath, United Kingdom of Great Britain and Northern Ireland, and Dr. Karen Evans-Reeves, TobaccoTactics senior editor; Dr. Mahesh Rajasuriya, Director of the Center for Combating Tobacco (CCT) at the University of Colombo, Sri Lanka, and Dr. Manuja Perera, editor, TobaccoUnmasked; Ms. Silvana Rubano Turci of the Center for Tobacco or Health Studies at the National School of Public Health/Oswaldo Cruz Foundation, Rio de Janeiro, Brazil; and Atty. Deborah Sy, Head of Global Policy and Strategy at the Global Center for Good Governance in Tobacco Control (GGTC), Thammasat University, Thailand.

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## ***About the WHO FCTC Secretariat***

The WHO FCTC Secretariat is a global authority concerning the implementation of the WHO FCTC that was established in accordance with Article 24 of the WHO Framework Convention on Tobacco Control (WHO FCTC). It also works as the Secretariat to the Protocol to Eliminate Illicit Trade in Tobacco Products, another international treaty in its own right.

The WHO FCTC Secretariat is hosted at the World Health Organization (WHO) Headquarters in Geneva, Switzerland. When carrying out its functions, the WHO FCTC Secretariat cooperates with the relevant departments of WHO, other competent international organizations and bodies, as well as non-governmental organizations accredited as observers to the Conference of the Parties (COP), the governing body of the Convention. For more information, visit: <http://www.who.int/fctc/secretariat/>.

## ***About the WHO FCTC Secretariat's Knowledge Hub on Article 5.3***

The WHO FCTC Secretariat's Knowledge Hub on Article 5.3 based at the Global Center for Good Governance in Tobacco Control (GGTC), is a joint initiative of the School of Global Studies, Thammasat University, Thailand, and the Southeast Asia Tobacco Control Alliance (SEATCA). GGTC aims to provide the world with strategies and tools to counter tobacco industry interference and promote policy coherence in tobacco control at the national, regional, and global levels. For more information, visit: [www.ggtc.world](http://www.ggtc.world) and <http://untobaccocontrol.org/kh/article-53/>.

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# 1 Background

The World Health Organization Framework Convention on Tobacco Control (WHO FCTC) is the first international treaty negotiated under the auspices of WHO. It was adopted by the World Health Assembly on 21 May 2003 and entered into force on 27 February 2005. It has since become one of the most rapidly and widely embraced treaties in the United Nations history. Parties to the Convention have since developed a second international treaty, the Protocol to Eliminate Illicit Trade in Tobacco Products. The Protocol entered into force on 25 September 2018.

The WHO FCTC was developed in response to the globalization of the tobacco epidemic. It is an evidence-based treaty that reaffirms the right of all people to the highest standard of health. The Convention represents a milestone for the promotion of public health globally and provides new legal dimensions for international health cooperation.

In the Preamble, Parties recognize the need ***“to be alert to any efforts by the tobacco industry to undermine or subvert tobacco control efforts and the need to be informed of activities of the tobacco industry that have a negative impact on tobacco control efforts.” This relates to FCTC Article 5.3, which states that: “In setting and implementing their public health policies with respect to tobacco control, Parties shall act to protect these policies from commercial and other vested interests of the tobacco industry in accordance with national law.”***

At its third session (Durban, South Africa, 17-22 November 2008), the Conference of Parties (COP) adopted Guidelines for implementation of Article 5.3 on the protection of public health policies with respect to tobacco control from commercial and other vested tobacco industry interests (decision FCTC/COP3(7)).<sup>1</sup>

The introduction to Article 5.3 implementation Guidelines states that: “Parties are encouraged to implement these Guidelines to the extent possible in accordance with their national law.” This is to be done without prejudice to the sovereign right of the Parties in determining and establishing their tobacco control policies.

Successive global progress reports on implementation of the WHO FCTC globally and other resources on implementation of the Convention by the Parties describe examples of advanced implementation of Article 5.3 of the Convention. In spite of the progress made, tobacco industry interference is still cited as the most significant barrier in implementation of the Convention and many Parties still find it difficult to promote policy coherence on tobacco industry interference at the whole-of-government level. There is therefore a need to further strengthen implementation of Article 5.3 of the Convention and utilization of its Guidelines, and to assist Parties in their efforts to put in place measures to protect their public health policies from vested tobacco industry interests.

At its seventh session (Delhi, India, 13-18 November 2016), reiterating Parties’ commitment to Article 5.3 implementation, COP adopted decision FCTC/COP7(8).<sup>2</sup> The decision calls on Parties “to remain vigilant of tobacco industry efforts to undermine the implementation of the WHO FCTC.” It also promotes the necessity for Parties to the Convention to use Article 5.3 Guidelines to effectively protect tobacco control policies from tobacco industry influence.

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<sup>1</sup>[http://www.who.int/fctc/guidelines/article\\_5\\_3.pdf](http://www.who.int/fctc/guidelines/article_5_3.pdf)

<sup>2</sup>[http://www.who.int/fctc/cop/cop7/FCTC\\_COP7\(8\)\\_EN.pdf?ua=1](http://www.who.int/fctc/cop/cop7/FCTC_COP7(8)_EN.pdf?ua=1)

# 2 Tobacco industry monitoring

The Guidelines for implementation of Article 5.3 of the Convention, under the section “Monitoring implementation of Article 5.3 of the Convention and of these Guidelines,” highlight the importance of tobacco industry monitoring.

Under this section, the Guidelines stipulate that:

*“Monitoring implementation of Article 5.3 of the Convention and of these Guidelines is essential for ensuring the introduction and implementation of efficient tobacco control policies. This should also involve monitoring the tobacco industry, for which existing models and resources should be used, such as the database on tobacco industry monitoring of the WHO Tobacco Free Initiative.*

*Nongovernmental organizations and other members of civil society not affiliated with the tobacco industry could play an essential role in monitoring the activities of the tobacco industry.”*

In this section, the Guidelines refer to the WHO database on tobacco industry monitoring.<sup>3</sup>

## Box I. Tobacco industry monitoring database of WHO

This database contains articles in English that are continuously populated through Internet resources, mainly news outlets, wire services, and news releases. The database includes tobacco industry-related materials, groups, and individuals that operate to advance goals that benefit the tobacco industry’s interests. This publicly available resource helps prove that all tobacco industry tactics and interference with public policy-making aim to increase tobacco consumption and are detrimental to public health. The database is not a comprehensive collection of all tobacco industry-related articles in English, but a sample of such articles. It merely provides some examples of what could be the outcome of tobacco industry monitoring efforts in various countries. Furthermore, this database is not regularly refreshed. This is why the disclaimer of the database indicates that additional resources on tobacco industry monitoring activities can be found through various academic, advocacy, and news sources.

The database can be accessed at: <http://www.who.int/tobacco/industry/monitoring/>.

This database is not the only resource WHO has developed over the years to support global work related to tobacco industry interference. Some additional resources are presented, as follows:

- The WHO’s research paper “Tobacco industry interference with tobacco control”<sup>4</sup> summarizes numerous reports, articles, and papers. It also provides a comprehensive list and description of tobacco industry interference tactics. Moreover, it provides examples of models for tobacco industry monitoring.

<sup>3</sup><http://www.who.int/tobacco/industry/monitoring/en/>

<sup>4</sup> WHO, Tobacco industry interference with tobacco control, 2008

- Another WHO report, the “Technical resource for country implementation of the WHO Framework Convention on Tobacco Control Article 5.3,”<sup>5</sup> offers practical steps that Parties can take to implement the Article 5.3 Guidelines. It also provides examples of best practices applicable to the implementation of Article 5.3. Among these are activities aimed at collecting, disseminating, and exchanging information on tobacco industry activities that impact on tobacco control.

The WHO FCTC Secretariat, in its implementation database, in relation to Article 5.3 of the Convention, also created a list of resources, and made them available at <http://untobaccocontrol.org/impldb/>.

Using such initial examples on how to conduct tobacco industry monitoring, globally, several tobacco control organizations and research groups have explored different approaches to tobacco industry monitoring, and developed models for conducting such work.

Models for tobacco industry monitoring range from ad hoc data collections and preparation of scientific papers to more comprehensive and sustainable approaches that are embedded in the functioning of research entities, such as academic and public health institutions, non-governmental organizations, and research groups. Research groups based in the University of Bath, University of California in San Francisco, Campaign for Tobacco-Free Kids (CTFK), Corporate Accountability International (CAI), and SEATCA (a COP observer) are only a few examples of entities that currently carry out tobacco industry monitoring.

Parties to the Convention are encouraged to permanently monitor tobacco companies and importers as well as other entities that further the interests of the tobacco industry, and to carry out tobacco industry monitoring to gather information on how tobacco industry operates in their jurisdiction, how it promotes its products, and how it interferes with policymaking. Many information requirements actually derive from the recommendations of the Article 5.3 Guidelines.

The magnitude of such projects could range from hiring a consultant (by a government entity or any other relevant stakeholder) to produce a report whenever such information on tobacco industry operation becomes necessary (e.g., when the development and adoption of a new tobacco control legislation is initiated, such report could help anticipate resistance that can be expected from the tobacco industry and its allies vis-à-vis introduction of such policy) to a regular or continuous data collection and report preparation that often includes thorough analytical work.

A more formal, long-term, and sustainable option (should appropriate resources be available) for tobacco industry monitoring could be the establishment and operation of the so-called tobacco industry monitoring observatories. Establishment of such observatories was piloted by the WHO FCTC Secretariat in the past few years. Lessons learned from this piloting will be presented and discussed in this guide.

## 3 The concept of tobacco industry observatories

In an effort to strengthen Parties’ monitoring of tobacco industry activities in accordance with Article 5.3 Guidelines, a pilot project was started in 2016, aimed at establishing observatories in selected academic, scientific, or government institutions of WHO FCTC Parties. The project was initiated in the BRICS<sup>6</sup> framework following the model of the TobaccoTactics project of the University of Bath, United Kingdom of Great Britain and Northern Ireland. Currently, such observatories are operational in three Parties (Brazil, South Africa, and Sri Lanka). Some other BRICS countries and other Parties also consider establishing similar observatories. This guide summarizes the experiences of this pilot project and the early lessons learned by the operating observatories.

The idea of establishing tobacco industry observatories was driven by the need of the three Parties to counter the efforts of their tobacco industry to undermine tobacco control. It was also inspired by the work of the University of Bath, which operates a global initiative for monitoring tobacco industry tactics and a linked website – <http://www.tobaccotactics.org> – for making its findings publicly available.

<sup>5</sup> [http://apps.who.int/iris/bitstream/10665/44880/1/9789241503730\\_eng.pdf](http://apps.who.int/iris/bitstream/10665/44880/1/9789241503730_eng.pdf)

<sup>6</sup> BRICS: Brazil, Russia, India, China, and South Africa

## Box 2. About TobaccoTactics

TobaccoTactics<sup>7</sup> is a project implemented by the Tobacco Control Research Group (TCRG) at the University of Bath. It is a unique academic resource and database that exposes how the tobacco industry influences policy and public health in the United Kingdom, the European Union, and internationally. Its website is built on a MediaWiki platform. It provides details on the tactics and techniques the tobacco industry and its allies employ to undermine tobacco control measures. The team explores many topics on public health issues, such as tobacco industry interests in e-cigarettes and heated tobacco products, tobacco industry attacks on plain packaging and other policy initiatives; tobacco industry involvement in and influence over tobacco smuggling; and so on. TobaccoTactics also contains profiles of people, organizations, and tobacco industry allies and front groups, describing role each plays.

Based on its initial work with the three observatories, the Convention Secretariat wishes to promote similar projects within capable institutions in their countries. This approach differs from TobaccoTactics in that the new observatories will involve cooperation with the hosting governments. Governments will benefit from and provide support to the observatory. Compared with TobaccoTactics, this difference might serve as an advantage as the government that has a strong commitment to Article 5.3 can learn from tobacco industry monitoring. On the flipside, it may be a challenge in many countries where governments have strong tobacco industry relations.

The role of such observatories<sup>8</sup> is to monitor tobacco industry strategies and tactics that undermine efforts to develop and implement local tobacco control legislation. Tobacco industry observatories can work at the country level, and/or take on a regional role, as appropriate, by examining and exposing industry influence within the relevant region. It is foreseen that governments, academia, and civil society will subsequently use this information to guide policymaking and advocacy and increase transparency in policymaking, thereby reducing the tobacco industry's ability to influence inappropriately, and subsequently enabling FCTC Parties to protect their tobacco control efforts from vested industry interests.

## Box 3. GGTC's role with respect to observatories

In November 2017, the Convention Secretariat launched its new Knowledge Hub on FCTC Article 5.3,<sup>9</sup> as outlined in COP decision FCTC/COP7(8). Accordingly, it has been tasked to coordinate with and provide additional support to the observatories subject to availability of resources. The new Knowledge Hub is operated by the Global Center for Good Governance in Tobacco Control (GGTC) at the Thammasat University in Bangkok, Thailand.

As a first step, the GGTC, acting as the Knowledge Hub on Article 5.3, has taken up the role of coordinating the elaboration of this document (on establishing observatories), the first draft of which was presented by the Convention Secretariat at a GGTC-hosted meeting of experts in Bangkok, Thailand, on 30-31 October 2017.

The draft was discussed and benefited from the contributions of Article 5.3 experts and representatives of already-functioning observatories. Representatives of the already-operating observatories and the Convention Secretariat contributed to this document in the various stages of its preparation.

<sup>7</sup> [http://www.tobaccotactics.org/index.php?title=Main\\_Page](http://www.tobaccotactics.org/index.php?title=Main_Page)

<sup>8</sup> <http://www.who.int/fctc/implementation/knowledge-management/en/>

<sup>9</sup> <http://untobaccocontrol.org/kh/article-53/>

# 4 Operating a tobacco industry observatory

**Establishment.** Parties should first identify an appropriate entity to establish and host the observatory. Government institutions, think tanks, academic institutions, and non-government organizations may be best suited to perform the functions of a tobacco industry observatory. While different forms and approaches could be identified for tobacco industry monitoring, the Convention Secretariat's expertise and experience lie in the support of the observatories within academic institutions backed by governments. Such an arrangement adds to the future sustainability of observatories and heightens the credibility of the information gathered for crucial beneficiaries such as governments and policymakers.

The decision to establish an observatory and the plan to identify its scope of work should take into consideration national and regional peculiarities, organizational capacity, and available financial resources for the project.

**National and regional peculiarities.** Such specificities may be influenced by several factors: the level of the tobacco industry's presence in the particular country and/or region; level of the country's economic involvement in tobacco growing; consumption preferences of different forms of tobacco (e.g., water pipe tobacco, smokeless tobacco); level of economic development; effectiveness of country governance; and, presence and dynamism of the civil society. It is a well-known fact that the tobacco industry interferes more aggressively and openly with tobacco control policies in low- and middle-income countries (LMICs), or countries with transition economies and vulnerable democratic institutions. Weak tobacco control legislation and poor WHO FCTC implementation, especially with respect to Article 5.3, also provide more opportunities and a favorable context for the tobacco industry to interfere with policymaking. Therefore, establishing tobacco industry observatories in Parties where the industry is still present and influential is crucial, despite significant challenges.

**Organizational capacity.** This document describes the skills, knowledge, technical expertise, and administrative support that are needed to set up an observatory. While every observatory's set-up is unique, many face similar challenges, and present comparable needs. An evaluation of the financial and organizational capacity of the institution, as well as the development of a realistic work plan and detailed budget should be carried out before setting up the observatory. The institution should possess relevant technical expertise, project and personnel management capacity, and have operational policies and procedures already in place.

**Financial resources, which play a crucial role in the establishment of an observatory,** should be available within the institution. Government funding or other non-tobacco industry sources can also be utilized. Sufficient funds need to cover initial team training, development and implementation of monitoring models, set-up of a separate online platform (website), and delivery of initial projects and outcomes. A fundraising plan should be developed and undertaken to sustain the observatory, with a clear estimation of the minimum amount of funds needed to keep it operational. The most significant components of the budget are staffing costs (2 or 3 people) and website development and maintenance. National and international donors should be both considered.

## Modus Operandi

An institution that takes up the function of a tobacco industry observatory must consider the following items:

- Scope of work of the observatory
- Staff structure and responsibilities
- Conflicts of interest
- Monitoring methodology and techniques
- Website administration and communication guidelines
- Dissemination of information and communication with stakeholders

## 4.1. Scope of work for tobacco industry observatories

To support implementation of Article 5.3 in the Parties' jurisdictions, the tobacco industry observatories should aim for:

- Identifying tobacco companies, their partners, and front groups that operate in the respective country, and creating their profiles;
- Collecting information about and monitoring the activities, tactics, programs, and campaigns of the tobacco industry and its front groups, which aim at preventing, delaying, and defeating public health and tobacco control policies;
- Promoting and facilitating open access to data, information, and research on the activities of the tobacco industry and its allies. Furthermore, it can advise the media, NGOs, and other stakeholders to ensure accurate coverage of tobacco industry tactics;
- Assisting governments, policymakers, and decision-makers by informing them of the findings of the monitoring activities, raising their awareness on tobacco industry efforts to influence policymaking, and participating in the development and implementation of policies concerning FCTC Article 5.3; and,
- Disseminating the finding and information as widely as possible through the website, and also via publications, newsletters, factsheets, events, etc.

### ***Identifying tobacco companies, their partners, and front groups***

It is essential for the observatory to start researching the landscape in which the tobacco industry operates in order to understand the complexities of its influence. It is necessary to collect background information about tobacco companies, such as their production facilities, financial and other reports, tobacco brands that they produce, their market shares, public speakers, and other details through the use of openly accessible data. Developing tobacco industry profiles at country and regional level is the best way to present such information. Moreover, it is important to gather information on any tobacco industry-affiliated institutions, groups, and personalities that receive industry funding and may promote industry interests. This data collection should precede and provide a sound basis for the monitoring of activities that will be done on a more dynamic and regular basis.

### ***Monitoring activities***

Monitoring includes information collection and processing under specific, established rules and with periodic regularity. In these operations, observatories should develop, organize, and implement a system that will search, collect, and categorize different types of information about the tobacco industry, front groups, and affiliated organizations that may influence and undermine tobacco control policies. Such a system should enable those conducting the monitoring to use a variety of search instruments and information-gathering techniques valid in the local content. This work includes the categorization and storage of the collected information, in line with pre-set rules. The challenge in this exercise is to ensure that comprehensive information is collated, as the tobacco industry's influence takes a wide range of activities, approaches, and aspects.

### ***Promoting access to information***

It is important to not only collect, but also promote and disseminate monitoring results as described in the Article 5.3 Guidelines. For these activities, the observatories can set up a website or use one of the existing sites to publicize, analyze, interpret, and promote the information and data collected or revealed during the monitoring process. An essential part of the work may require the interpretation of this information and data to make them more understandable and relevant to the local context. It is imperative to make the information interconnected (e.g., through links, tags) to other information previously published and available on the Internet. This adds to the credibility of the facts publicized and safeguards the project from manipulative claims of blame and litigation attempts. Promotion work can include: creating a targeted list of tobacco control allies; feeding pieces of research to local and regional media; participating in global information exchange networks; and, conducting targeted events on the findings and analysis (e.g., press events, presentations, and press releases). These activities are essential to create a system for information dissemination through available channels, such as social media accounts and owned media.

## ***Cooperation with government and decision-makers***

The Guidelines for Article 5.3 implementation were developed for the use of FCTC Parties. They apply to government officials, representatives, and employees of any national, local, or other public or semi-public institution or body within the jurisdiction of a Party, and any person acting on their behalf.<sup>10</sup> In other words, government authorities may be the priority audience interested to learn and develop concerns about tobacco industry tactics. For these types of activities, observatories may be expected to establish connections and relations with government officials and develop competent and trustworthy communication channels with which they can promptly inform their respective governments of facts regarding tobacco industry interference. Such work may result in information exchange or leakage of internal documents that need to be analyzed or published by a third party. It is particularly important during periods of tobacco control legislation development, discussion or passage, when the government may be unable to identify tobacco industry tactics or front groups, and to prevent their negative impact on policy. Observatories may also propose to organize trainings for government officials, decision-makers, and other groups on matters concerning Article 5.3 and its Guidelines.

Observatories should also consider linking with local and national NGOs, which will be able to increase and widen the dissemination activities.

## **4.2. Staff structure and its responsibilities**

A good team is key to project success. Therefore, it is crucial for potential observatories to designate or develop sufficient staff capacity to perform the scope of work to be taken.

A high level of competency and ability to learn, adjust, and use online monitoring tools should be highly developed among the members of the observatory team.

Team compositions can vary depending on institutional circumstances. It is recommended that a project staff chart with clear roles and responsibilities be prepared and made available for the observatory team.

### ***Legal support***

While other essential components of project management are similar to the observatory project, legal support should be specifically looked at due to the particular precautions that are necessary for the operational observatories.

Based on the experience of the existing observatories, and to address possible litigation threats, observatories should have a mechanism for legal and content clearance in place. It is particularly recommended that:

- All documents should require content clearance and fact checking. Documents considered sensitive should be sent to legal support to obtain authorization before publication.
- The team should engage in formal relations with a legal consultant (lawyer) who, upon request, can review and provide legal clearance for developed materials before they are published.

A general recommendation is to conduct negotiations with a hosting institution, academia, and/or tobacco control groups to establish a legal support mechanism that will safeguard observatories from possible litigation threats. The types of information that may be revealed by the monitors might challenge the tobacco industry or its allies' legitimacy and harm their "reputation." Threat of litigation and intimidation are common tactics that the tobacco industry and its supporters often use to challenge governments that undertake effective and bold tobacco control measures.

<sup>10</sup> [http://www.who.int/fctc/guidelines/article\\_5\\_3.pdf](http://www.who.int/fctc/guidelines/article_5_3.pdf)

## Box 4. Example of team composition for potential observatories

The experience from pilot observatories provides the basis for recommending the following team composition:

### *Core Team*

#### ***Project coordinator/director***

- Provides overall management and coordination of the observatory
- Identifies and coordinates with experts to develop a monitoring and operational guide
- Conducts operational and strategic planning
- Performs the function of focal point representing the observatory nationally, and as appropriate, beyond national boundaries
- Be a pivotal speaker to the media
- Renders the administration of the institution that hosts an observatory

#### ***Investigator/researcher***

- Conducts research and monitoring work on tobacco industry activities
- Creates industry profiles and front groups' profiles
- Analyzes and categorizes information and documents
- Writes feeds for the website

#### ***Communication manager***

- Develops an observatory website
- Updates information on the website
- Provides technical support to stakeholders
- Produces information document for dissemination
- Disseminates findings via all available platforms (website, newsletter, press release, social media, events, etc.)

At least one person in the team should be able to perform editorial functions, such as rewriting and editing all outputs to improve their readability, proofreading to detect and correct errors, and checking accuracy of contents of publications.

*Backup Team, which could be sourced out as and when needed:*

- ***IT person - Provides technical service to support equipment, website, communications, and training support to the team.***
- ***Lawyer - Offers consultations and conducts pre-publishing document and content examination upon request.***

Aside from IT person and lawyer, backup can be provided by the hosting institution through dedicated staffing for administrative support.

### 4.3. Absence of conflicts of interest

In line with FCTC Article 5.3 and relevant implementation Guidelines, institutions that host the observatories should not be and have never been affiliated with the tobacco industry, or any organizations and individuals that work to further industry interests.

Additionally, in order to safeguard the credibility, independence, and objectivity of the work conducted by the observatory, the hosting institution should ensure that any interactions between the observatory, its host institution, and private sector entities do not give rise to any real or perceived conflicts of interest regarding the objectives and implementation of the Convention.

The host institution needs to ensure and attest that the director and staff designated to perform functions at the observatory do not have any interaction, affiliation, or relationship with the tobacco industry, any organizations, and individuals working to further industry interests.

This also includes companies that can give rise to, or be seen as giving rise to, a conflict of interest on any of these activities.<sup>11</sup>

#### 4.4. Monitoring methodology and techniques<sup>12</sup>

The observatory team needs to develop or acquire a monitoring model and methodology that will best fit the available resources, expertise, and capacity. As a start, it is recommended to:

- Establish the framework through which the tobacco industry will be monitored in line with the observatory's scope of work;
- Determine the monitoring frequency (weekly, monthly, quarterly, etc.);
- Identify the priorities for monitoring (for ongoing vital tobacco industry activities, such as lobbying, marketing, pricing, etc.);
- Identify the key people or entities to monitor, follow, and track;
- Determine monitoring and search techniques;
- Develop valid systems for codifying information, categorization, and storage.

While developing the monitoring framework, it is important to take into consideration that:<sup>13</sup>

- The tobacco industry is continuously changing and adjusting to new tobacco control policies;
- Many documents, either leaked or open to public during numerous litigation processes, may not explain the contemporary tobacco industry tactics;
- Current tactics become better understandable through everyday tobacco industry monitoring.

*What should be monitored?*

Tobacco control embraces a broad sector of social relations and fields (as reflected in the WHO FCTC). This includes, but is not limited to, public health, economics, politics, governance, education, ecology, media, marketing, etc. This is crucial to identify to narrow down the starting scope for information gathering and processing. It is recommended that the monitoring methodology include the following:

- Tobacco companies' actions, statements, campaigns, materials, and relevant documents (e.g., annual reports);
- Tobacco industry front groups, their positions, actions, and campaigns;
- Statements and activities of the politicians engaged with the tobacco industry, or those of other entities or individuals who further industry interests;
- E-cigarette companies and groups, pro-harm reduction scientists/speakers with tobacco industry links;
- Official websites of parliaments and governments that may reflect official papers, requests, letters of proposals from the tobacco industry and its front groups.

<sup>11</sup>Examples of the type of interaction, affiliation, or relationship with, and financial, or other tobacco industry interests that can give rise to, or be seen as giving rise to, a conflict of interest, can be found in the Declaration of Interest (DOI) for WHO experts: [http://www.who.int/occupational\\_health/declaration\\_of\\_interest.pdf](http://www.who.int/occupational_health/declaration_of_interest.pdf).

<sup>12</sup>The information presented is largely based on the TobaccoTactics model at the University of Bath.

<sup>13</sup>Based on the training materials provided by the TCRG at the University of Bath

## Box 5. Recommended information sources for observatories

The following information sources can be used by the observatory team for monitoring:

- Newspapers – national, regional, and local
- Broadcast media – TV and radio
- Tobacco company websites (all types of reports)
- Tobacco industry journals
- Government and parliamentary officials' websites
- Taxpayers' databases
- Parliament members' and government officials' income declaration databases
- Parliament/government archives
- Lobbyists and organization registries
- Company and media registries
- Tobacco control journals and updates from advocate groups (e.g., Framework Convention Alliance, Global Tobacco Control Network)
- Tobacco industry monitoring centers/projects (list is provided below)
- EU Commission and EU Parliament, if relevant
- Marketing research groups (e.g., KPMG, TNS, etc. with history of cooperation with tobacco industry)
- Euromonitor (paid access)
- Websites of pro-industry think tanks and front groups
- Whistle-blower and blogger pages
- Social media (e.g., LinkedIn, Facebook, Twitter, tobacco control networks, and tobacco companies' pages)
- Websites of tobacco control organizations (e.g., WHO, FCTC Secretariat, Campaign for Tobacco-Free Kids, Action on Smoking and Health)
- Websites of other FCTC Observatories
- Corporate monitoring databases (Source Watch, Powerbase, etc.)
- Websites monitoring bribery and corruption
- Websites monitoring conduct of political leaders and government officials

### *Information coding and classification*

In line with the experience and practice of the already-established observatories, there is a need to sort out, categorize, and codify the gathered information. Along these lines, the TCRG at the University of Bath has developed a comprehensive coding system and trained several teams to adopt it.

A coding system might be used by an observatory to systematize data collected through tobacco industry monitoring. Different tags, notes, highlights, and colors can be used to classify the received information.

First, it is worth to identify what information to codify. This may include **activities** (events, campaigns, initiatives), **concepts** (ideas, arguments, statements, priorities), **interactions** (meetings, conferences, correspondence, memberships), **sources** (reports, policies, persons, evidence), **attributes** (sector, funder, audience, products), and **sentiments** (towards policies, products, organizations).

Depending on the expertise level, different coding systems can be developed for different tobacco industry tactics or groups. Coding helps to identify trends, build a broader picture of the tactics employed, and present a topic more systematically.

## Box 6. Online monitoring instruments

Tobacco industry observatories should get acquainted with and acquire both basic and advanced widely available online search tools. Some of these are well known and widely used, such as:

- Google – Dominates the search market
- Bing – Claims to offer excellent video search and to give twice as many auto-complete suggestions than Google
- DuckDuckGo – Claims not to retain users' data so that it won't track ones' results based on the previous behavior
- Dogpile – Claims to pull in results from various engines, including Google, Yandex, and Yahoo, but removes advertisements
- WebCrawler – Claims to have a far more explicit delineation between paid search ads and organic results
- Yandex – Widely used search engine among Russian-speaking Internet users

There is a wide range of search engines and techniques that can help retain proof of information found, and dig deeper into the data. It is important to keep evidence of information and data gathered. There are also online instruments that enable users to get additional facts, data, and information beyond the scope of everyday search engine use, such as:

- WHO.IS (<https://who.is/>) – Provides insights on domains and the people behind them through a search engine. This instrument is useful for tracking the ownership, position, and registration of the websites;
- WayBackMachine (<http://www.wayback.com/>) – Is an Internet archive or digital library that claims to explore more than 308 billion webpages saved over time. This instrument is useful for finding information deleted from the websites by their administrators, or information that disappeared from the Internet due to other reasons; and,
- Web Cite (<http://www.webcitation.org/>) – Is another archiving system for web references (cited webpages and websites, or other kinds of Internet-accessible digital objects), which can be used to ensure that quoted web material will remain available to readers in the future.

It is important to note that information that is normally behind a pay wall (e.g., LinkedIn) cannot be archived using WayBackMachine and Web Cite. Hence, a researcher needs to screen-grab the gathered information after including the date on his/her computer.

Making screenshots, using snipping tools, copying links, and fixing the date of access to the information source are important methods to keep proof of research.

In addition to the online monitoring tools (see Box 6), other more “traditional” monitoring and information search techniques should be explored (e.g., newspapers, media observers, national media agencies). Among these are information and intelligence searches of leakage channels from partner organizations and allies to whistle-blowers and journalists. These types of interactions require establishment of long-term and trustworthy relations, regular communications, and mutual information sharing.

Using official requests for information to government and public institutions, in accordance with local freedom of information acts, is another important and recommended monitoring tool. This line of investigation is particularly important when information on tobacco industry communications, meetings, and correspondence with the government is not readily publicized.

## **Information storage**

The observatories should consider creating or utilizing existing information storage infrastructure to protect the collected data (e.g., the information gathered on a particular person or organization prior to it being synthesized into a research output such as a webpage). The most efficient way might be to use the hosting institution's servers and adjust back-up rules. In the absence of such a system, the observatory should consult information technology (IT) professionals on how to efficiently organize a safe information storage capacity and back-up facility with the resources available.

The structure of the internal storage system should be organized, and content should be categorized in order to make it easy for multiple users to access information. This storage system may be organized by topics, groups, and categories developed under the coding system.

One of the ways to organize the storage system is to use Evernote (<https://evernote.com/>). This is an online service platform that helps users store, synchronize, and search for notes, webpages, images, emails, etc.

## **4.5. Online platform for tobacco industry observatories**

Following the model introduced by the TCRG's TobaccoTactics, two pilot observatories (in Brazil and Sri Lanka) have used MediaWiki<sup>14</sup> software in building their websites (see Sections 5.1 and 5.2 for details).

The benefits of using Wiki software are manifold. It allows the observatories to create an information network inside one of the largest information platforms. It also benefits from the free software instruments and aids the use of cross-references that can help promote each other, as well as the topic. For users, the Wiki platform creates opportunities for better information searches using the same categories and keywords. Please see Annex B for the definition of Wiki software, benefits of its use, and other relevant details.

### **Structure of observatory's website**

It is advisable for observatories to navigate the website of the existing observatories and monitoring projects to form a picture of what structure should be used for their site.<sup>15</sup> Such an arrangement should embrace tobacco industry profiles and tactics, cases of industry interference, documents, materials, research, and investigations categorized according to the pre-set rules, and so on. The following components for a website structure can be taken into consideration by new observatories:

- Homepage that contains information about purpose and functions of the observatory, WHO FCTC Article 5.3 and its guidelines, and relevant COP decisions;
- Tobacco industry profiles;
- Tobacco industry tactics demonstrated with cases and examples;
- Tobacco industry arguments on different tobacco control strategies and special topics pertinent to a country or region (plain packaging, taxation, smoke-free policies, etc.);
- Profiles of front groups and tobacco industry-affiliated individuals;
- Tobacco industry documents and their interpretation;
- Cases of tobacco industry involvement with government and parliament officials;
- Examples of tobacco industry influence on mass media and academic institutions; and,
- Resources on Article 5.3, best practices, research papers, reports, and so on.

### **Language of websites**

For national observatories, use of the national language should be prioritized on the website. However, it is recommended to seek resources that will enable set-up of a bilingual site (English and/or a regional language, preferably one of the six UN languages if one is widely used in the region). This will help other observatories and international tobacco control groups to utilize the findings and will also help in information sharing among other WHO FCTC Parties and globally.

<sup>14</sup> <https://www.mediawiki.org/wiki/MediaWiki>

<sup>15</sup> Examples can be found on the following websites: Africa Center for Tobacco Industry Monitoring and Policy Research: <https://www.atim.co.za/>; Center for Combating Tobacco: <http://www.cct.lk/>; and, Observatório sobre as Estratégias da Indústria do Tabaco: [http://observatoriotabaco.ensp.fiocruz.br/index.php/P%C3%A1gina\\_principal](http://observatoriotabaco.ensp.fiocruz.br/index.php/P%C3%A1gina_principal)

Also, if capacity permits, teams should consider translating documents from the national language(s) to English in order for the international tobacco control community to use and reference.

#### 4.6. Communication tips for tobacco industry observatories

An observatory team may collect and process a vast amount of information, materials, and data. One of the most important tasks, after sorting out and categorizing all the received data, is its interpretation.

### Box 7. Communication guidelines developed and used by the TobaccoTactics team<sup>16</sup>

Tips on how to write to general audience:<sup>17</sup>

**1. Avoid generalizations and unsubstantiated sweeping statement –**

- Support statements with as much primary material as possible.
- Just because someone else has said it is true in a newspaper article for example, does not mean it is necessarily correct.
- Quoting the article without checking the facts does not protect one from libel.

**2. Avoid sarcasm and anger –**

- Use temperate language.
- Sarcasm, ranting, and anger are counter-productive because they alienate people.
- It makes the reader think that the information is of poor quality.
- This also gives the information a lack of objectivity and makes the argument impartial.

**3. Quote accurately –**

- Take care to quote people or printed material carefully, and to represent their views correctly.
- Misquotations can lead to legal repercussions.
- Ensure that people's views or published information are not taken out of context, therefore changing the meaning.

**4. Use timeless language –**

- Assume that people will be reading the article well into the future.
- Try to write all materials in the past tense.
- Avoid words like “now,” “recently,” and “currently.”
- Terms such as “at the time of writing” should be avoided if possible too.

**5. Do not assume prior knowledge –**

- One should not assume the reader has any prior knowledge of the tobacco industry and its activities.
- However, it is not practical to provide a detailed background of every person and organization mentioned.
- Give a brief explanation of the relevance of people or institutions and link to other information (either within your own website or externally), which provides more data/ materials to enable readers to follow up.

**6. Explain all acronyms –**

- Spell out the full meaning of abbreviations and acronyms the first time you use them on any page. Thereafter, use the abbreviation.

**7. Make prose appropriate for the audience –**

- If the observatory writes for a general audience, it should use simple prose that flows smoothly from the page. The following make an article more comfortable to read:
  - Short, simple sentences and paragraphs;
  - Short (no longer than three-syllable) words;
  - Brief explanations of important people, organizations, tactics, and events; and,
  - Text broken up by headers that signpost what follows.

<sup>16</sup>This material is reproduced from the <http://www.tobaccotactics.org/>. Copyright University of Bath and used with its permission. All rights reserved.

<sup>17</sup>Source: TobaccoTactics Team

Tobacco monitoring websites should post information that is factual, unbiased, and well referenced. It is also important to explain to readers why a particular person or organization is presented or quoted on the website. Observatory staff need to collect and present enough objective materials and information about a person's or organization's actions, public speeches, and positions.

### ***Using social media***

Social media are very much part of everyone's life and have shown to be effective in disseminating information to a wide range of audiences. Observatories are therefore encouraged to utilize social media to promote their activities, findings, and research. Updates and posts are efficient ways to communicate significant results of the monitoring nationally, regionally, and globally. Cross-references, tags, images, and multimedia make the content more accessible to the user. Moreover, posting through already-established, pre-moderated networks on social media gives an observatory extra visibility and impact. Links to the observatory website should also be made in order to provide followers and visitors further reading materials.

### ***Information materials and publications, seminars, and trainings***

Aside from using a website to reach out to an audience, observatories can produce and publish various information materials, such as reports, brochures, leaflets, factsheets, etc. tailored to specific target groups (e.g., government officials, journalists, experts). Monthly or quarterly updates and feeds in a pre-set format can help establish relationships with the media and different stakeholders. Often, separate communication channels are used to disseminate this information; so it is important to utilize available channels and develop new ones for this purpose. Press releases, opinion editorials, and news articles are also useful options for dissemination of information to wider audiences.

### ***Seminars, trainings, and other events***

Other information- and experience-sharing activities include conferences, workshops, training, and other events related to the topic. Observatories are particularly encouraged, in cooperation with international partners, to coordinate and conduct trainings, seminars, and workshops for government officials and policymakers. These individuals are the primary target audience for the Article 5.3 implementation Guidelines, as well as the findings and analyses of the observatories. The Guidelines direct Parties to raise awareness on tobacco industry practice of using individuals, front groups, and affiliated organizations that act, openly or covertly, to further industry interests.

## **4.7. Establishing tobacco industry monitoring centers: Potential observatories**

Existing entities or teams that are currently undertaking some forms of systematic monitoring of tobacco industry interference are critical in supporting the implementation of Article 5.3. These may include government institutions, think tanks, non-government organizations, or teams with a systematic monitoring and alert system and working collaboratively with governments and policymakers, but have no clear and regular process for documenting, interpreting, and disseminating their findings.

Such entities or groups are highly encouraged to formalize their work as "monitoring centers," and eventually, should aim for their transformation into full-fledged observatories.

It is vital for them to build the capacity needed to reach some of the basic standards recommended in this guide (Box 8) in order to heighten the credibility of the information they gather and enhance their institutional sustainability, for instance:

- a. Define their scope of work in writing for purposes of transparency;
- b. Document their staff structure and responsibilities in relation to monitoring work to ensure accountability;

- c. Adopt rules and procedures to address any conflicts of interest;
- d. Adopt a specific standard for their methodology and techniques (see Box 8 for minimum standard);
- e. Observe communication guidelines as listed in Section 3.6 to avoid or avert legal threats;
- f. Disseminate or publish well-referenced reports in English on a periodic basis; and,
- g. Commit to network with other centers and observatories, and be flexible in adopting interoperable systems and sharing information.

Monitoring centers should initiate linkage with academic institutions that can assist them in enhancing sustainability of their activities. It will benefit the Parties to consider endorsing and/or supporting such monitoring centers in order to realize their treaty obligation of implementing Article 5.3, including raising awareness on tobacco industry tactics.

The Knowledge Hub for Article 5.3 may coordinate technical support, along with the TCRG, for monitoring centers if these show potential to become observatories. The monitoring centers may be designated as observatories upon a showing of their commitment and capacity, as described above, and as appropriate, endorsement by their respective governments.

## **Box 8. Guide to a minimum standard as to the scope of work and monitoring methods**

### **Focused monitoring should cover at least:**

- The tobacco companies that comprise the majority of the cigarette/ tobacco market, as well as their key front groups;
- All of such companies' and front groups' actions, statements, campaigns, materials, and relevant documents (e.g., annual reports) as publicly available;
- Official websites of parliaments and governments that may reflect official papers, requests, letters of proposals from the tobacco industry and its front groups, particularly, at the minimum, the sites of prime minister/ head of state, finance, trade, labor, and agriculture.

### **Information sources should cover at least:**

- All publicly available news articles at all levels: international, national, regional, and local;
- Tobacco company websites (all types of reports);
- Government and parliamentary officials' websites;
- Pertinent government registries covering front groups, as applicable; and,
- NGOs and institutions involved in tobacco control websites.

Note that as the monitoring center's capacity increases, the scope and the sources of information should also expand to ensure more comprehensive monitoring and investigations.

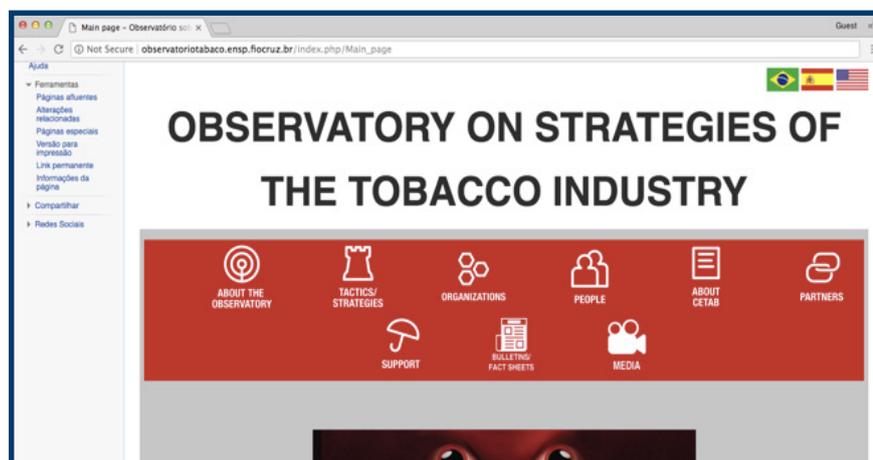
# 5 Observatories established in cooperation with the Convention Secretariat

The following section presents the experiences of the observatories that were established as part of the Convention Secretariat's pilot project.

## 5.1. Tobacco industry observatory in Brazil

The first observatory was established in Rio de Janeiro, Brazil, in March 2016. It is coordinated by the Center for Tobacco and Health Studies of the National School of Public Health of the Oswaldo Cruz Foundation (CETAB/Ensp/Fiocruz), which is a public academic institution, and belongs to the Brazilian Ministry of Health. The project was made possible due to joint efforts and support from the Convention Secretariat, the International Union Against Tuberculosis and Lung Diseases, the National School of Public Health of Brazil, the Foundation for Scientific and Technological Development in Health (Fundação Para o Desenvolvimento Científico e Tecnológico em Saúde - Fiotec), and the National Commission for the Implementation of the Framework Convention. The observatory consulted with the TobaccoTactics team at the University of Bath during its set-up.

The establishment of the observatory was supported by the Ministry of Health of Brazil, providing it with a high degree of credibility. The observatory's website is bilingual, including information in both English and Portuguese. Its team translates some of the pages into Spanish to increase its regional reach. As of November 2017, six (6)



staff members are employed with various levels of involvement: a project coordinator, an investigator, a journalist, an analyst, an administrator, and a translator. The team uses MediaWiki to create and maintain its website, that is, in their own words, "tactics-based."

The observatory investigates and highlights the various tactics utilized by the tobacco industry in Brazil and neighboring countries. It provides online information on the following items:

- Tobacco industry litigation tactics to weaken the WHO FCTC implementation in Brazil;
- Tobacco industry tactics and strategies to undermine tobacco control measures;
- Farmers' role in building the argument against tobacco control;
- Proof that the tobacco industry interferes with public health policies;
- Counter-arguments to the tobacco industry on illicit trade; and,
- Documents that verify the activities mentioned above.

Its website's major sections are the following:

- Maneuvering to hijack the political and legislative process;
- Exaggerate on the economic importance of the industry;
- Manipulate public opinion to gain the appearance of respectability;
- Create "support" through front groups;
- Depreciate proven scientific research; and,
- Intimidate governments with litigation or threat of litigation.

The observatory often serves as the think tank for Article 5.3-related matters for government representatives. Its website gives credit to other several organizations and institutions that provide technical support to establish and sustain the project, such as the National Commission for the Implementation of the Framework Convention (CONICQ), the Pan American Health Organization (PAHO), the Alliance for Tobacco Control in Brazil (ACTBR), and the University of Bath. This broad group of stakeholders should guarantee its longer-term sustainability.

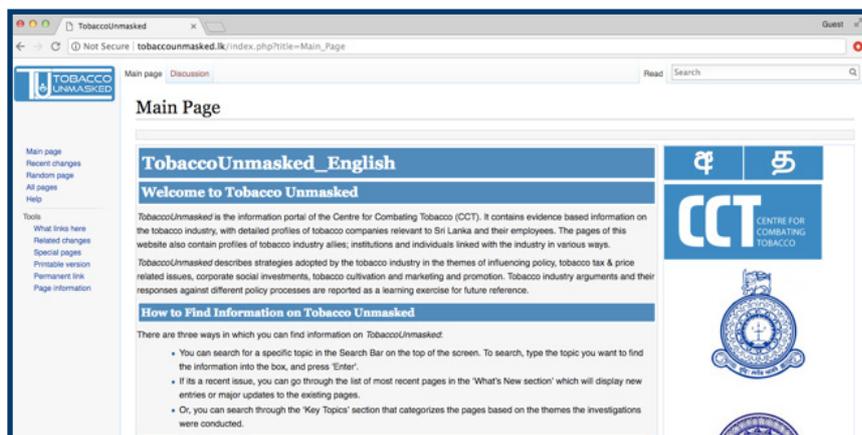
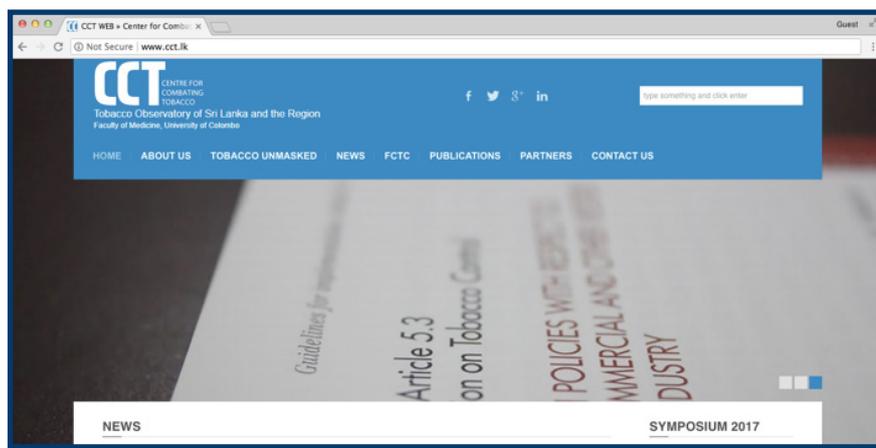
## 5.2. Tobacco industry observatory in Sri Lanka

In June 2016, a second tobacco industry observatory, the Center for Combating Tobacco (CCT), was established in Sri Lanka, at the Faculty of Medicine, University of Colombo, a public research university. It was publicly launched in June 2017 when its official information portal, TobaccoUnmasked (tobaccounmasked.lk) website, was finalized and ready to go public.

TobaccoUnmasked uses MediaWiki and maintains a structure similar to that of the TobaccoTactics website. It is supported by six (6) staff members. Its team describes the website structure as “topic-based,” i.e., pages are created around different tobacco control topics where tobacco industry interference is identified. It is supported by three (3) local implementation

partners, namely: the Alcohol and Drug Information Center (ADIC) Sri Lanka, National Authority on Tobacco and Alcohol (NATA), and the Expert Committee on Tobacco, Alcohol, and Illicit Drugs of the Sri Lanka Medical Association (SLMA). Its editor spent a year at the University of Bath with the TobaccoTactics team learning how the latter researched and disseminated information through the TobaccoTactics website.

TobaccoUnmasked ([tobaccounmasked.lk](http://tobaccounmasked.lk)) contains evidence-based information on tobacco industry, with detailed profiles of tobacco companies that operate in Sri Lanka and their employees. Its webpages include tobacco industry profiles, allies, institutions, and individuals linked with the industry in various ways. TobaccoUnmasked describes strategies adopted by the tobacco industry to influence policy development and implementation in tobacco taxation and price-related issues, corporate social investments, tobacco growing, marketing, promotion, etc. Tobacco industry arguments and their responses to different policy processes are also reported as a learning exercise for future reference.



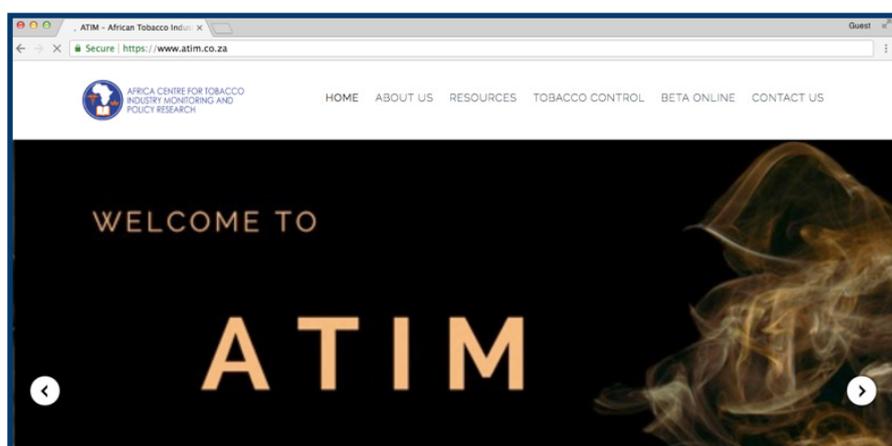
The TobaccoUnmasked team goes beyond monitoring and conducts advocacy on FCTC Article 5.3, including media events and workshops for government officials and journalists. The main aim of its advocacy program is to promote awareness and implementation of Article 5.3 in order to raise awareness and counteract threats to tobacco control.

Being based in a public research university provides many benefits to the observatory, such as healthy independence from government, high level of credibility, and use of its host university's resources. More material benefits to the hosting arrangement include safe Internet and data storage facilities, office space, and the possibility to engage and involve student assistance in projects. The observatory has an expert panel that regularly reviews the research and investigation pages, and provides guidance and clearance. This decreases the risk of litigation and increases the credibility of published materials.

On its website, the project credits the WHO FCTC Secretariat, the International Union Against Tuberculosis and Lung Disease, the University of Bath - TCRG, and the University of California in San Francisco - Center for Tobacco Control Research and Education as its technical partners.

### 5.3. Tobacco industry observatory in South Africa

At the beginning of 2017, a tobacco industry monitoring center called "The Africa Center for Tobacco Industry Monitoring and Policy Research" was initiated in Pretoria, South Africa by Sefako Makgatho Health Sciences University under the leadership of Prof. Lekan Ayo-Yusuf in association with a network of policy advocates and researchers. The Convention Secretariat collaborated with the university's tobacco control team (which receives the support of the Ministry of Health), and assisted in the creation of the observatory to commence operation in the region. The team has developed the website and started information collection about the tobacco industry and its influence in the area.



The observatory's homepage provides data on industry monitoring across the African continent. It contains up-to-date information on tobacco industry activities and developments, and evaluates their impacts on tobacco control policies. It informs tobacco control academics, policymakers, and

advocates about ongoing developments in both the tobacco industry and the tobacco control community. The information it provides increases public knowledge and creates transparency on tobacco control policy processes in line with Article 5.3.

Based on the observatory team's comments, its website, which is built on WordPress platform and has a different structure compared with the other two observatories, is still at a developing stage.

# 6 Lessons learned and challenges

- Cooperation and coordination with relevant government institutions to gain their support for establishing observatories is beneficial. This adds credibility to the project, provides potential for direct information exchange, and mitigates some “political” risks.
- Setting up an observatory based on the best existing models (e.g., TobaccoTactics) require sufficient financial resources, time (minimum one year), and project management approach.
- Even within established tobacco control groups, it is challenging to allocate time and to designate a team to conduct a large-scale national monitoring.
- Using MediaWiki as platform for an observatory is rather compelling and seems to be a better option for information sharing and “data interoperability.”<sup>18</sup>
- Observatory side events, such as trainings, workshops, consultations, and so on can be beneficial for the advancement of WHO FCTC implementation in a given country, especially in the area of Article 5.3.
- The lack of technical capacity remains a challenge for Parties establishing tobacco industry monitoring.
- Financial resources to support the long-term operations of observatories remain as the main challenge since they are fully dependent on funding.
- If the establishment of an observatory faces major challenges, organizations should consider setting up a monitoring center first, with a view to progressing into becoming an observatory at a later stage.
- Technical expertise and networking support for observatories is highly necessary. It is for this reason that much expectation may be placed on the newly established Knowledge Hub on Article 5.3. The Knowledge Hub could provide a platform for regular information exchange and training for the existing and upcoming observatories and monitoring centers. This work can be carried out under the auspices of the Knowledge Hub, with the involvement of other relevant partners and experts.

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<sup>19</sup>“Data interoperability” means exchange of information that preserves the meaning and relationships of the data exchanged.

# 7

## Technical and expert support of tobacco industry observatories

### Initiatives of the Secretariat of the WHO FCTC

Since 2015, the Convention Secretariat has been allocating resources for and provided technical assistance, where appropriate, for the piloting of a network of tobacco industry monitoring observatories. As part of this process, and with the aim to provide technical support for the observatories in construction, a first meeting and training for interested Parties' and organizations' representatives was held in November 2015 in Bangkok, Thailand.

### Training at the University of Bath, United Kingdom of Great Britain and Northern Ireland – Tobacco Control Research Group (TCRG)

The second comprehensive technical training for representatives of newly established observatories and two (2) institutions that were considered to become observatories, was organized and conducted by the University of Bath - TCRG in March 2017, upon the request of the Convention Secretariat. This was a pilot five-day training tailored by TobaccoTactics experts for the participants who undertake the practical work to establish the observatories, their websites, and monitoring frameworks. The participants learned how to categorize information, how to write for Wiki-page audience and for other targeted audiences, and how to search for information using open-access tools. Participants found the training very useful, and requested to repeat the activity after one year of practical work within country context. The University of Bath continues to offer these courses on an annual basis.

As a result of this work, as of November 2017, three (3) pilot tobacco industry observatories have become fully operational. By that time, a Knowledge Hub on Article 5.3 was established at the Thammasat University in Bangkok, Thailand, and operated by GGTC.

### Coordination and Support from the GGTC: the Convention Secretariat's Knowledge Hub on Article 5.3

In accordance with the COP decision FCTC/COP7(8),<sup>20</sup> the new WHO FCTC Secretariat's Knowledge Hub on Article 5.3 has committed to coordinate the work of experts on Article 5.3 to develop international cooperation. Accordingly, GGTC, in collaboration with experts such as the TCRG at the University of Bath and SEATCA in Bangkok, has committed to develop technical capacity of observatories through:

- On-line consultations, workshops, and e-learning tools;
- Tailored technical support program; and,
- Trainings, seminars, and conferences.

Since its inception, GGTC has been coordinating the work of experts, including observatories and knowledge hubs, and connecting these with a few Parties working to implement Article 5.3. In November 2017, it organized the first international meeting/workshop on the implementation of Article 5.3, bringing together participants from more than 20 countries. The workshop provided a venue for participants to report on their work, and exchange information about their challenges and lessons learned.

GGTC also coordinates the work of the observatories and knowledge hubs to ensure a cohesive and collaborative approach. An initial meeting of observatories was held at the launch of the Knowledge Hub on 01 November 2017. Experts and observatories' representatives who attended the meeting also discussed and supported the idea of developing a guide document that reflects existing experience and practical recommendations in setting up and maintaining tobacco industry observatories and monitoring centers.

<sup>20</sup> [http://www.who.int/fctc/cop/cop7/FCTC\\_COP7\(8\)\\_EN.pdf](http://www.who.int/fctc/cop/cop7/FCTC_COP7(8)_EN.pdf) (Requests the Convention Secretariat to establish a Knowledge Hub for Article 5.3 that... coordinates the work of experts on Article 5.3 to develop international cooperation, including cooperation with other Knowledge Hubs, as appropriate, and with the Observatories)

## Annex A - Useful links and resources

**Conference of the Parties Decision FCTC/COP7(8): Protection of public health policies with respect to tobacco control from commercial and other vested interests of the tobacco industry**

Link: [http://www.who.int/fctc/cop/cop7/FCTC\\_COP7\(8\)\\_EN.pdf?ua=1](http://www.who.int/fctc/cop/cop7/FCTC_COP7(8)_EN.pdf?ua=1)

**Declaration of interests for WHO experts**

Link: [http://www.who.int/occupational\\_health/declaration\\_of\\_interest.pdf](http://www.who.int/occupational_health/declaration_of_interest.pdf)

**Good country practices in the implementation of WHO FCTC Article 5.3 and its guidelines**

Link: <http://www.who.int/fctc/publications/fctc-article-5-3-best-practices.pdf>

**Guidelines for implementation of Article 5.3 of the WHO Framework Convention on Tobacco Control on the protection of public health policies with respect to tobacco control from commercial and other vested interests of the tobacco industry**

Link: [http://www.who.int/fctc/guidelines/article\\_5\\_3.pdf](http://www.who.int/fctc/guidelines/article_5_3.pdf)

**MediaWiki**

Link: <https://www.mediawiki.org/wiki/MediaWiki>

**Technical resource for country implementation of WHO framework convention on tobacco control article 5.3 on the protection of public health policies with respect to tobacco control from commercial and other vested interests of the tobacco industry**

Link: [http://apps.who.int/iris/bitstream/10665/44880/1/9789241503730\\_eng.pdf](http://apps.who.int/iris/bitstream/10665/44880/1/9789241503730_eng.pdf)

**TCRG classification system for organizations and industry activities. Adapted from: Hatchard, JL; Fooks, GJ; and Gilmore, AB (2016). Standardized tobacco packaging: A health policy case study of corporate conflict expansion and adaptation. BMJ Open.**

**Tobacco industry interference with tobacco control**

Link: <http://www.who.int/tobacco/publications/industry/interference/en/>

**Tobacco industry monitoring database**

Link: <http://www.who.int/tobacco/industry/monitoring/en/>

**TobaccoTactics**

Link: <http://www.tobaccotactics.org>

**WHO FCTC Knowledge Hub on Article 5.3**

Link: <http://untobaccocontrol.org/kh/article-53/>

**WHO FCTC Secretariat's Knowledge Hubs and the tobacco industry monitoring centers (observatories)**

Link: <http://www.who.int/fctc/implementation/knowledge-management/en/>

**Wikipedia: Instructional materials/ MediaWiki training videos**

Link: [https://en.wikipedia.org/wiki/Wikipedia:Instructional\\_material/MediaWiki\\_training\\_videos](https://en.wikipedia.org/wiki/Wikipedia:Instructional_material/MediaWiki_training_videos)

### **Observatories:**

**Africa Center for Tobacco Industry Monitoring and Policy Research**

Link: <https://www.atim.co.za/>

**Center for Combating Tobacco**

Link: <http://www.cct.lk/>

**Observatório sobre as Estratégias da Indústria do Tabaco**

Link: [http://observatoriotabaco.ensp.fiocruz.br/index.php/P%C3%A1gina\\_principal](http://observatoriotabaco.ensp.fiocruz.br/index.php/P%C3%A1gina_principal)

## Annex B - Wiki software: Definition and benefits of use

According to the official Wikipedia website: "Wiki software is a collaborative software that runs a wiki, which allow users to create and collaboratively edit 'pages' or entries via web browser. A wiki system is usually a web application that runs on one or more web servers. The content, including all current and previous revisions, is usually stored in either a file system or a database. Wikis are a type of web content management system, and the most commonly supported off-the-shelf software that web hosting facilities offer."

MediaWiki is written in PHP scripting language that is uniquely suited to web development. It is one of the most advanced, install-it-yourself, free Wiki packages available. While it is built for public websites that anyone can update, like Wikipedia, a user can customize it to limit access to individual users. It is extendable via plug-ins that add functionality. It can also be customized so that it does not look like Wikipedia. This will allow observatories to display their logos and the logos of their partners on their homepage and format their website in a way that looks unique if desired.

The following are the benefits of using MediaWiki software:

- Long-term maintenance and support – No need to worry that in the foreseeable future the codebase will be abandoned and not maintained by its developers;
- Suitability for a huge, highly active, and established network – The English Wikipedia, the most important Wiki in the world, contains more than 4 million pages and 470 million unique visitors monthly; and,
- Lots of content that can be borrowed – A variety of the available content on Wikipedia can be imported to the website.

Online exercises and training materials on the use of MediaWiki are available on the Internet.<sup>20</sup>

Moreover, the University of Bath - TCRG has developed a writing manual for TobaccoTactics which provides details on how to code information for publication on a MediaWiki site.





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A Joint Initiative of the School of Global Studies, Thammasat University  
and the Southeast Asia Tobacco Control Alliance (SEATCA)

**A:** Academic Service Building 33, Thammasat University,  
Klong Luang, Rangsit, Pathumthani, Thailand 12121

**T:** +66 2 564 3154

**E:** [ggtc@ggtc.world](mailto:ggtc@ggtc.world)

**W:** [www.ggtc.world](http://www.ggtc.world)

<http://untobaccocontrol.org/kh/article-53/>