



Tobacco Investments in the Pharmaceutical Sector: Countering the Narrative and Anticipating Other Issues

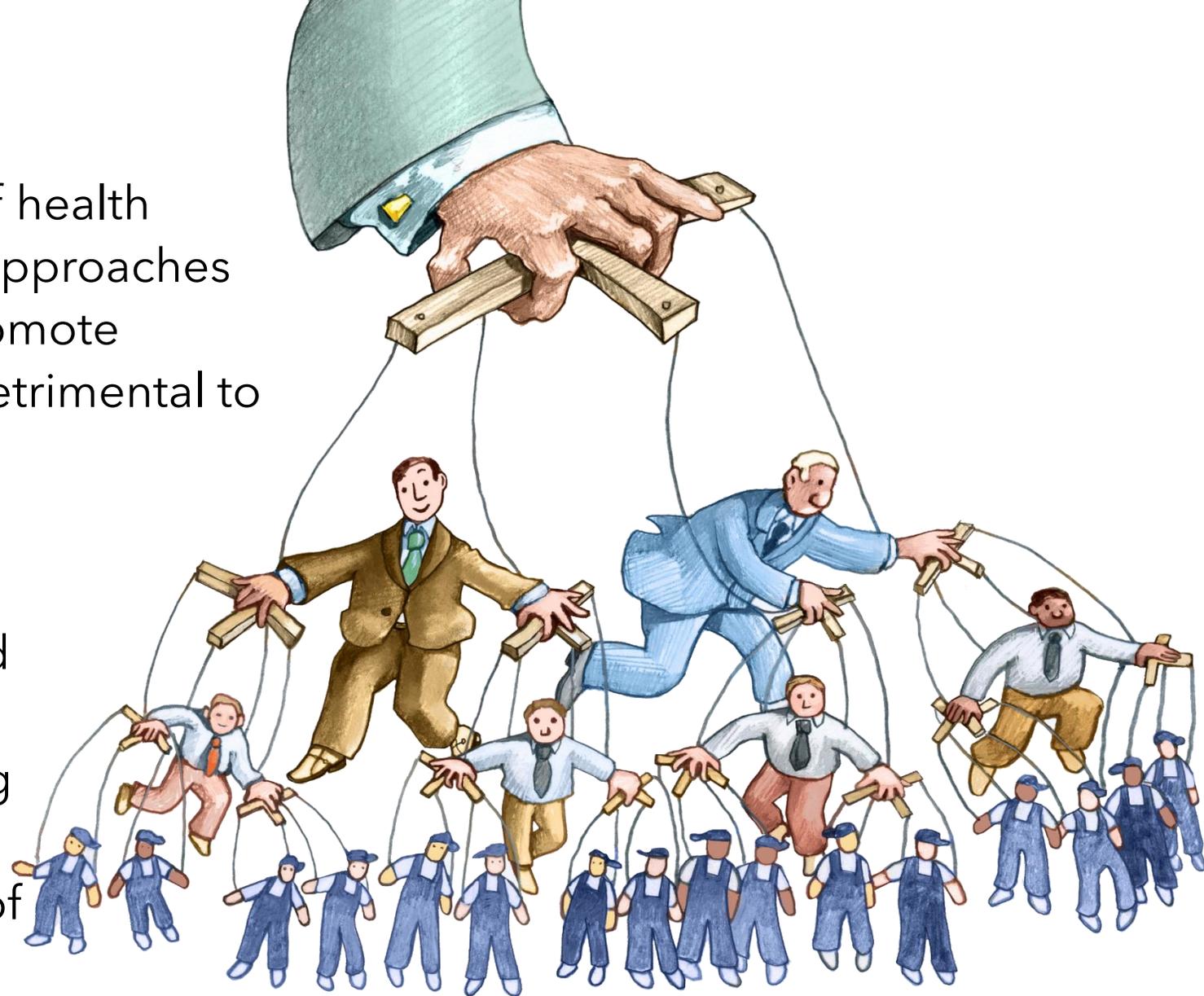
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The Commercial Determinants of Health

- The commercial determinants of health (CDoH) are the “strategies and approaches used by the private sector to promote products and choices that are detrimental to health.” (Kickbusch, et al, 2016)
- Such determinants include the influencing, undermining, and misdirecting of those who would otherwise confront bad actors—emphasis must be on preventing industry from wielding influence over the institutions and actors of global and national governance for health.



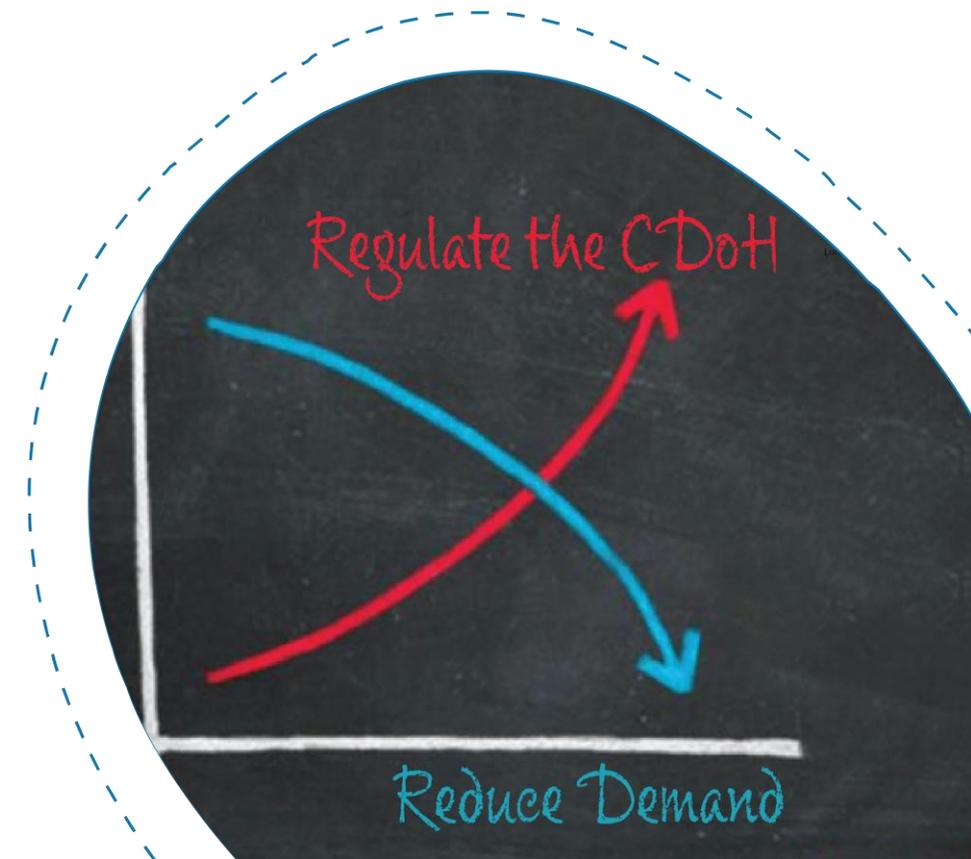
WHO FCTC is a Pathfinder for Efforts to Counter Other CDoH

- Tobacco is the archetypal harmful commodity, while tobacco industry tactics and the experience in combatting them helped give birth to the CDoH concept.
- The tobacco control experience and, in particular, the implementation of the WHO FCTC provide a comprehensive and fully substantiated guide to countering the CDoH.

The WHO FCTC's lessons for addressing the commercial determinants of health

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The Tobacco Industry's Redemption Narrative

An Example of the Tobacco Industry Redemption Narrative

- PMI claims that it “intends to operate Vectura as an autonomous business unit”.
- The acquisition of Vectura is yet another example that fits into the industry’s broader strategy of pretending to the public and governments they have moved beyond tobacco.



VECTURA

“We are very excited about the critical role Vectura will play in our Beyond Nicotine strategy...”
Jacek Olczak, PMI CEO

"It's like someone breaking your knees and then selling you the crutches,"

Ruth Tal-Singer, COPD Foundation

"It just screams, 'Huge conflict of interest,' ... Tobacco companies – there is no way they can be trusted."

Michelle Eakin, Associate Professor, Johns Hopkins University School of Medicine

Business

Philip Morris International cigarettes can cause lung disease. Now the company wants to sell medicine to treat it.

World's largest cigarette maker is making acquisitions as it pursues a 'smoke-free' future. Many scientists are doubtful.



(Daniel Stolle/For The Washington Post)

By **Todd C. Frankel**

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Redemption Narrative Example: Tobacco Industry Led “Harm Reduction”

- Industry actors are trying to position themselves as leaders in tobacco cessation.
- The tobacco industry, which is reaping the lion share of its profit from smoked tobacco products, is trying to increase profits from existing customers and hook a new generation on nicotine while repositioning themselves as good actors.
- This deceitful strategy cannot disguise the reality that the tobacco industry is the vector for one of human history’s most deadly epidemics, from which over 8 million people still die annually.

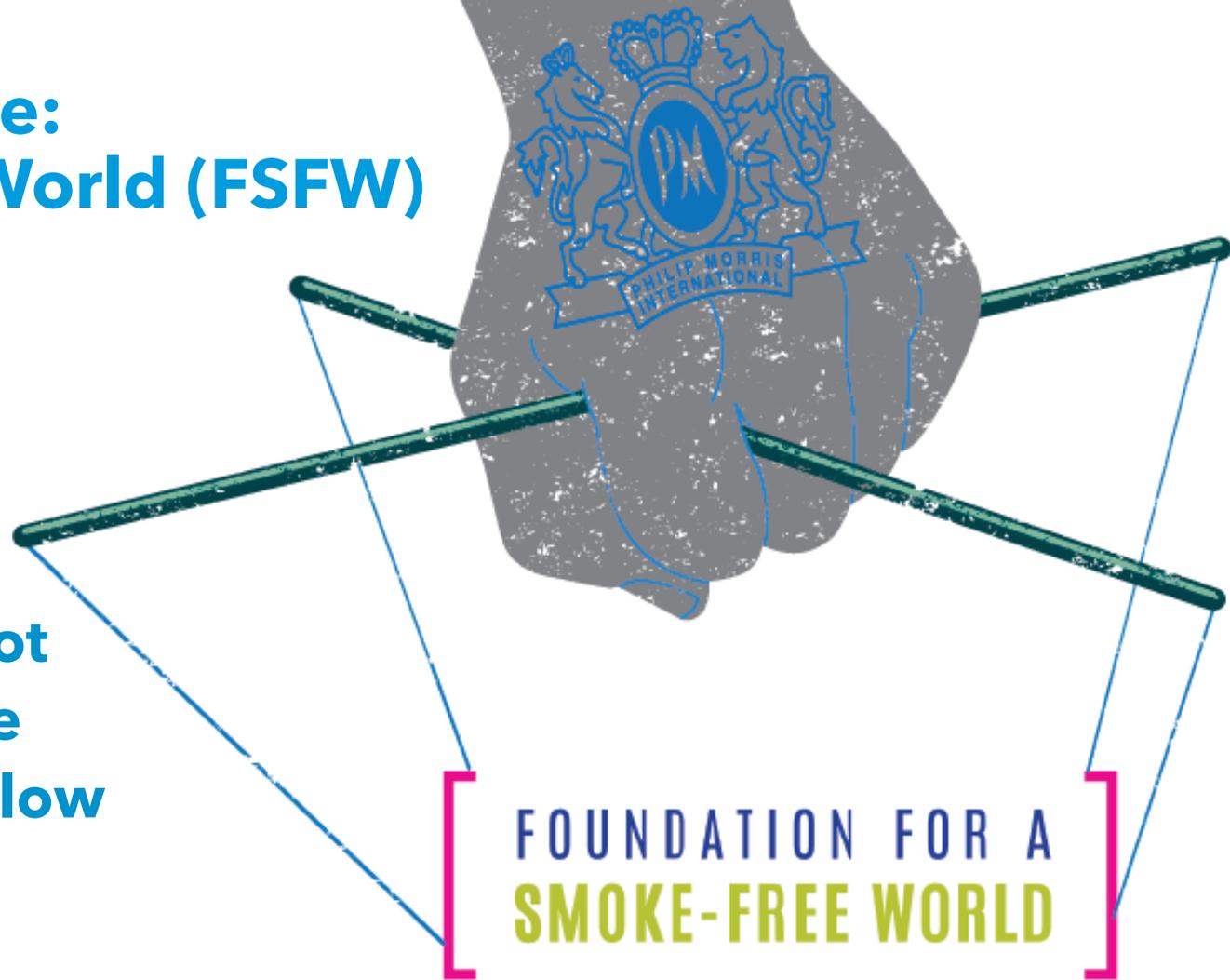


Redemption Narrative Example: Foundation for a Smoke Free World (FSFW)

- Funded solely by Philip Morris International - USD 1 billion over 10 years.

“WHO will not partner with the Foundation. Governments should not partner with the Foundation and the public health community should follow this lead.” - WHO Media Statement

“The Convention Secretariat regards this tobacco industry-funded initiative as a clear attempt to breach the WHO FCTC by interfering in public policy”- FCTC Convention Secretariat Statement



Redemption Narrative Example: Vaccine Investments

- BAT: "This is part of our ongoing commitment to innovation and science, which are fundamental to our business. As a company committed to building A Better Tomorrow, we are proud to play our part in the global fight against this virus."
- PMI: "It's an example of how rapidly science and innovation can achieve positive results for society, regardless of who is funding it."
- Yet another example of attempting to burnish its image and gain access to policymakers.

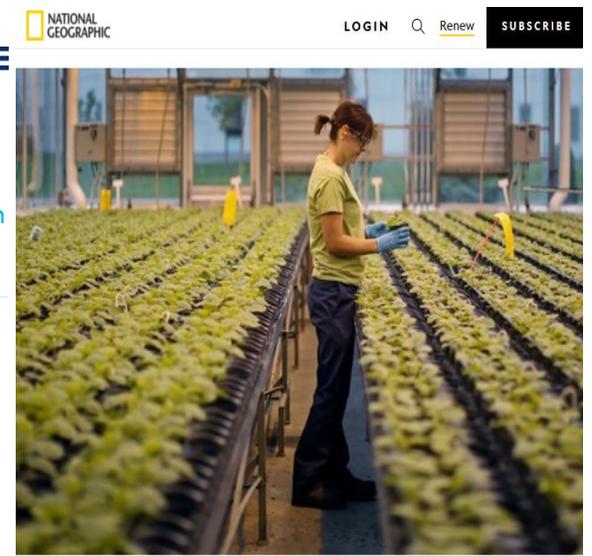


News Release

BAT progresses COVID-19 candidate vaccine into Phase I human clinical trials

16 December 2020

- Investigational New Drug application approved by the FDA for COVID-19 candidate vaccine, allowing BAT to progress into a Phase I clinical trial in adult volunteers
- Vaccine candidate created using innovative plant-based technology
- Vaccines manufactured using BAT's vaccine platform have the potential to be stable at room temperature which could offer significant advantages
- Study demonstrates BAT's commitment to delivering science and innovation that build A Better Tomorrow



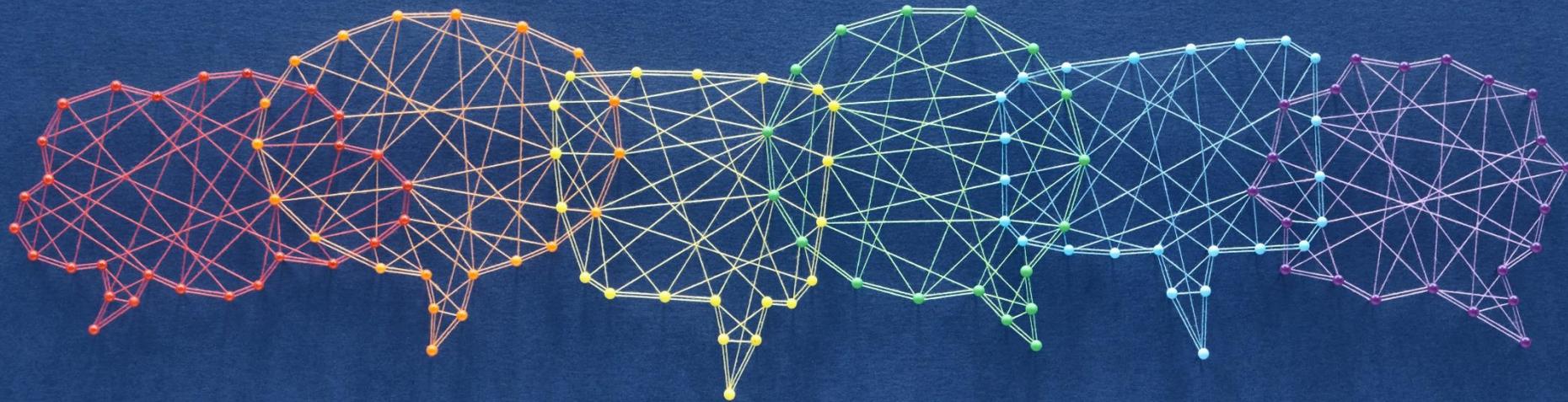
A worker inspects vaccine-containing tobacco plants at Medicago greenhouse in Quebec City.
PHOTOGRAPH BY MATHIEU BELANGER, REUTERS

SCIENCE | CORONAVIRUS COVERAGE

Your next vaccine could be grown in a tobacco plant



Medicago develops a plant-based vaccine for Coronavirus



Countering The Tobacco Industry's Redemption Narrative

Back to Basics: Preventing Industry Interference

WHO FCTC:

- **Article 5.3:** Parties shall **protect tobacco control policies from the tobacco industry**

WHO FCTC Guidelines

- WHO FCTC COP Guidelines to Article 5.3—There is a **fundamental and irreconcilable conflict** between the tobacco industry's interests and public health policy interests



Back to Basics: Legislating for Article 5.3

- Article 5.3 needs to be incorporated into national legislation to provide policymakers more and better tools for responding to novel tactics.

Industry Healthcare Investments

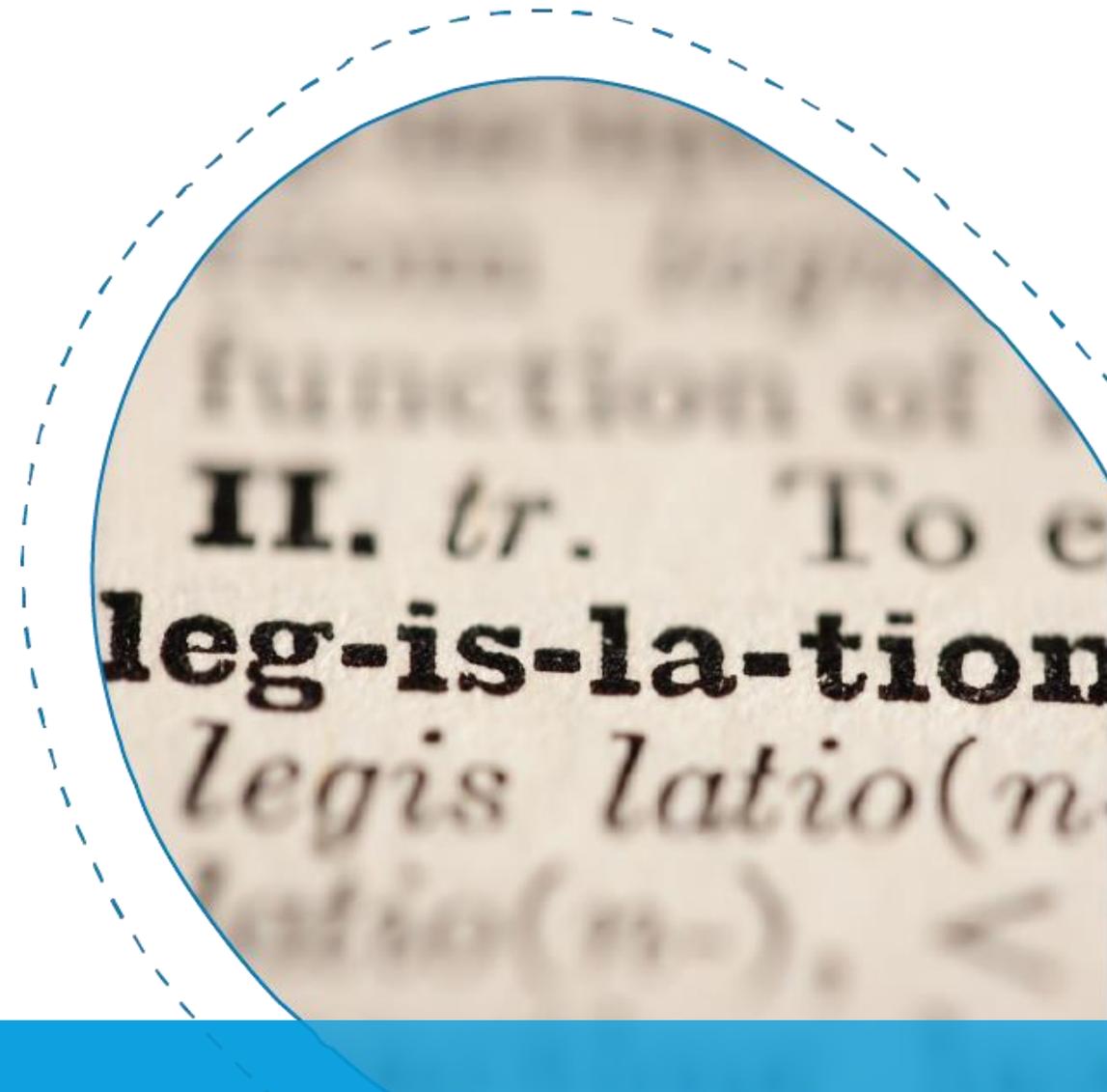
- Industry CSR initiatives such as investment in the health sector have to be isolated from public health governance and policy arrangements.



Back to Basics: Intersectoral Action to Prevent Industry Interference

The Case Study of Uganda

- In 2015, Uganda sought to insulate itself from industry interference by mandating intersectoral action on tobacco control and transposing Article 5.3 and its Guidelines directly into national legislation
- the impact of this intersectoral approach to counteracting the CDoH is demonstrated in its ranking as the third least interfered with country in the GGTC's Global Index for 2020



Back to Basics: Research, Surveillance and Exchange of Information

WHO FCTC:

- **Article 20:** Parties shall, subject to national law, **promote and facilitate the exchange** of publicly available scientific, technical, socioeconomic, commercial and legal information, as well as **information regarding practices of the tobacco industry and the cultivation of tobacco**



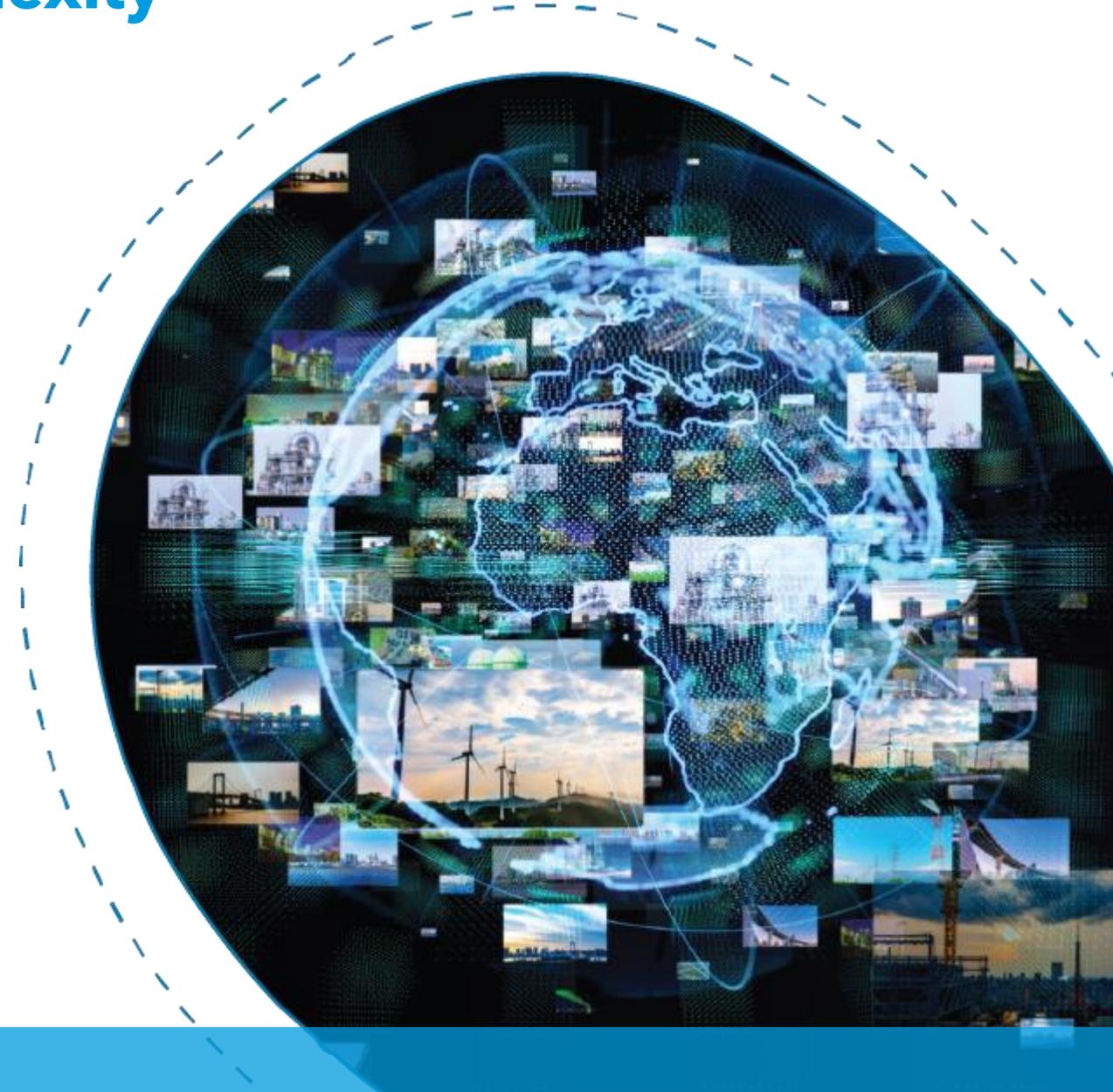
FCTC

WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

Back to Basics: Increasing Complexity

The New CDoH

- Tobacco and other industries are increasingly sophisticated and the tobacco industry, in particular, is constantly adapting to the stricter regulatory environment.
- As the influence of harmful actors spreads across new sectors and multiplies within them, we need early warning systems to monitor the industry and keep pace.
- Increased implementation of WHO FCTC Article 20 is essential .



Civil Society is Leading the Way

- The **STOP partnership** brings together CSOs involved in **exposing industry tactics**.
- STOP and the Global Centre for Good Governance in tobacco Control (GGTC), the FCTC knowledge hub on Article 5.3, have developed a **tobacco industry interference index** which is an invaluable tool for impelling and measuring implementation.

**Bloomberg
Philanthropies**



The Union



STOP.

**A GLOBAL
TOBACCO
INDUSTRY
WATCHDOG**

Key Messages

- WHO FCTC is a pathfinder for monitoring and countering negative CDoH.
- The tobacco industry redemption narrative needs to be tracked, exposed and countered at every turn.
- Article 5.3 needs to be fully implemented by all Parties and legislated for when appropriate.
- The continued work of the STOP partnership will ensure the world will not lose sight of the need to counter industry tactics.



Key WHO Programme: Economic and Commercial Determinants of Health

- Reflects the rise in both CDOH and private sector role in development
- Building on existing WHO work and evidence
- Spectrum of corporate behaviour: from supply chains through to marketing & regulatory influence
- Focus on power, equity and governance

➤ **WHO Global Report on CDOH**

➤ **WHO Global Conference on CDOH**



“The commercial determinants of health are, broadly speaking, those activities of the private sector that affect the health of populations.”

Maani N, Petticrew M, Galea S. Commercial Determinants of Health. Oxford University Press. Forthcoming.

Priority Areas

Corporate core business

Economic environment

- 'Growth markets'
- Subsidies/corporate welfare/tax

Trade, development, investment (incl. ESG)

- International financial flows
- Financial markets and investments

Environmental & social impacts (incl supply chains)

- Employment conditions
- Built & physical environments

Corporate citizenship and influence

'Safe spaces' for governments to engage with industry

- Who to engage with and how
- Transparency and conflicts of interest

Misinformation

- Science and research

Marketing

- Social norms and behaviours

Normalization of CDOH in global architecture

- UN processes on development

Outputs and Deliverables

Knowledge and advocacy`

- **Methodology for impact assessment of corporate engagement**
- **Working group on measurement of CDoH**
- **Critical analysis on harms and benefits from commercial products and activities ('alignment')**
- **Topic briefs**
- **Country briefs**
- **Case studies (both NCDs & CDs as well as COVID-19)**

Tools and capacity building

- **Development of a theory of change & intervention framework**
- **Ethical principles for corporate engagement on health**
- **'Code of practice' for engagement with industry (for public sector, academia & health actors)**
- **Analytical tool(s) for engaging with industry**
- **Capacity building for countries & local government**
- **Capitalize on existing tools such as HiAP**



Thank You!