De-normalizing the tobacco industry: Banning CSR by tobacco industry

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WHO FCTC: Ban CSR Activities by TI

Article 5.3

- Denormalize the tobacco industry’s CSR activities

Article 13

- Ban tobacco related CSR activities because they are a form of sponsorship
"educating the public about the tobacco industry’s deceptive practices and the industry’s role in the tobacco epidemic"

Garfield Mahood. Non-Smokers’ Right Association Canada
Thailand’s activities on TI Denormalization

Tobacco control network works closely with MOH

- Publicize the impact of tobacco use
- Monitor tobacco industry activities / data
- Expose industry tactics / Law violation
- Rebut industry’s statements
- Disseminate information / fact sheet / booklet on TI misconducts
- Set up working group to counter TI’s CSR activities
Raise awareness on TI tactics

Trust us: We are the tobacco industry (Thai version)

“Tear the mask of Tobacco Industry” booklet
BANNING TI’S CSR ACTIVITIES: LESSON LEARNED
Issue 2: Protecting Consumer’s Health and Safety

Protection of consumers' health and safety involves the provision of products and services that are safe and that do not carry unacceptable risk of harm when used or consumed. The protection should cover both the intended use and foreseeable misuse.
It’s CSR-washing or FAKE CSR!

CSR-washing: “...cases where organizations claim to be more socially responsible than they really are.”

(Coombs and Holladay, 2012)
TI’s CSR is just their strategies

- TI’s CSR is just their *strategies*
  - Serve the purpose of creating the appearance that tobacco companies are proposing and implementing solutions... *for the problems they create*
  - Detract attention from proven, effective solutions

- Keep in mind that TI’s CSR activities are a TINY, tiny, tiny, tiny fraction of what they spend to market their products
References to support proposed provision on CSR ban in the draft TC bill.

1. Citing WHO Report
2. Citing FCTC’s Article 5.3 recommendation
3. Citing Red Cross / UNDP / UN Global Compact policy
4. Provide List of countries which have banned CSR (26 countries)
Debunk industry’s front groups who opposed CSR ban

Farmer Asso’s rep.

Retailer’s rep.

Tobacco retailer’s Asso
Expose the connection of groups voicing against tobacco control law

PMI = Philip Morris International
ITGA = International Tobacco Grower Association

PMI Thailand
ITGA
Trade chambers
Farmer Association
US-ABC AMCHAM
TTTA

Booklet to publicize Philip Morris and front groups activities opposing the draft bill
Inside Philip Morris' campaign to subvert the global anti-smoking treaty

What are we aiming for?

No surprises
Playing the political game
Shaping the public opinion
Utilizing the low hanging fruit
Alliance of credible messengers
Establishing a critical mass
Have the best expertise on our side

Political interests
Full political
Media relations
Use our own people

Third party coalition building
Ability to mobilize broad groups
Effective use of consultants
Market specific argumentation

PHILIP MORRIS INTERNATIONAL
The Tobacco Product Control Act 2017

• Ban tobacco CSR activities

• Prohibit industry representation / front group in Tobacco Control Committee at all levels

• Require tobacco companies to submit information to MOH on their marketing activities
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