

# Developing effective tobacco industry monitoring and training: Experiences from the Tobacco Control Research Group

Dr Raouf Alebshehy, Dr Hala Alaouie, Dr Duncan A Thomas,  
University of Bath

Thanks to Anna Gilmore, John Mehegan, Karin Silver, Tom Gatehouse



TCRG website



TobaccoTactics website

# Conflict of interest declaration

We have no financial COI

TCRG does not accept funding from tobacco companies or other commercial organisations whose interests are not aligned with improved public health and ensures each research contract gives us freedom to publish.

TCRG is part of [STOP, a global tobacco industry watchdog](#); and was part of the [SPECTRUM \(Shaping Public Health Policies to Reduce Inequalities and Harm\)](#) research consortium.

## Funding policy

<https://www.bath.ac.uk/corporate-information/tobacco-control-research-group-statement-on-funding-sources/>

## List of projects and funders

<https://www.bath.ac.uk/corporate-information/tobacco-control-research-group-research-projects/>

# Expansion in the Global South

Tobacco Control  
Research Group



UNIVERSITY OF  
**BATH**

## UK ambassador to Yemen took part in opening of Jordanian cigarette factory

Michael Aron praised facility part-owned by British American Tobacco at ribbon-cutting event in 2019



In 2018, British **American Tobacco Zambia** and **Roland Imperial Tobacco** opened cigarette-manufacturing facilities in the Lusaka Multi-Facility Economic Zone.



## PMI Inaugurates HEETS Factory in Indonesia

Philip Morris International's Indonesian subsidiary, Sampoerna, inaugurated a factory for the production of IQOS HEETS consumables in Karawang, West Java, on Jan. 12, reports *The Jakarta Post*.

## 'New era' for JTI in Africa as Morocco plant to break ground

JTI's new factory, spanning 18,000 sqm, will be built on a 4.7-hectare site in Tetouan Park within the Tanger Med industrial zone.

Sarthak Agarwal | 22 July, 2024



## How Philip Morris quietly secured major stake in Egypt tobacco market with IMF-led privatisation

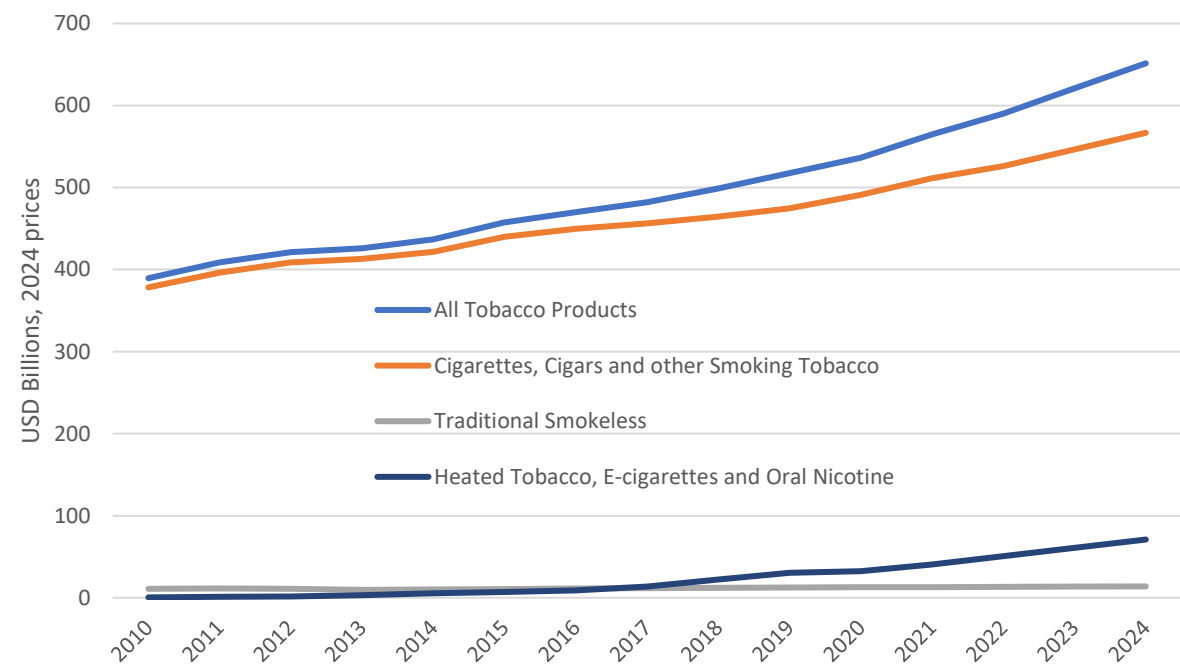
Egypt is one of the world's few growing cigarette markets. Experts warn privatisation will drive up tobacco consumption.

## The first in South America- Brazil

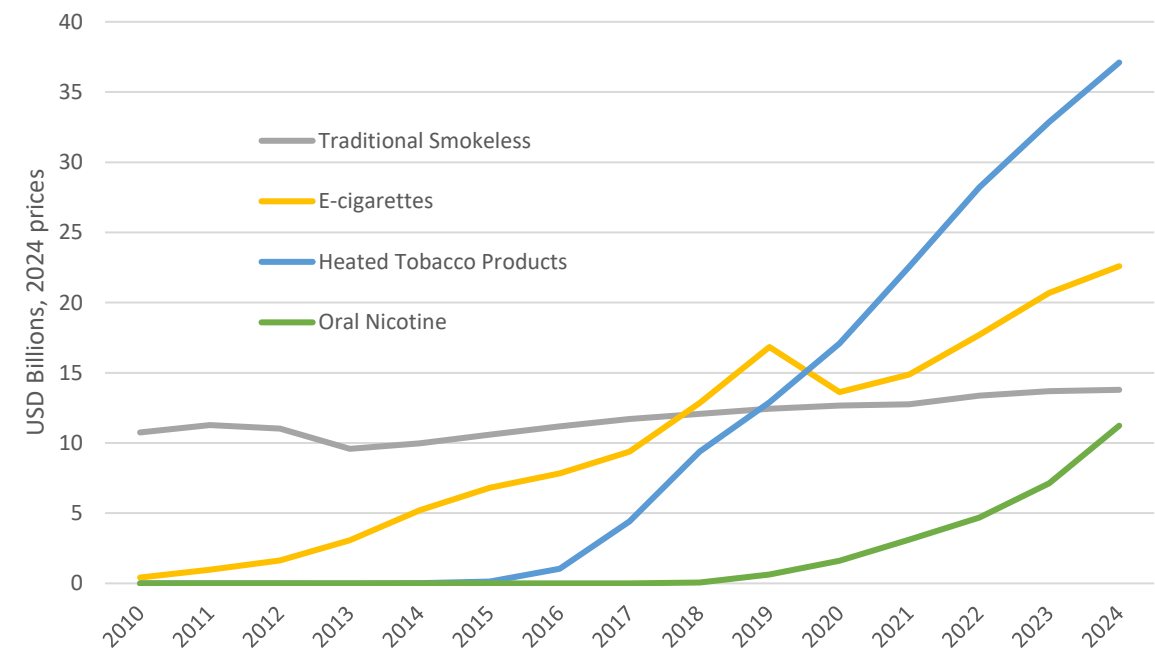
In 2018 JTI expanded and strengthen its business in the world by establishing its first cigarette factory in South America.

# Global retail values = market expansion

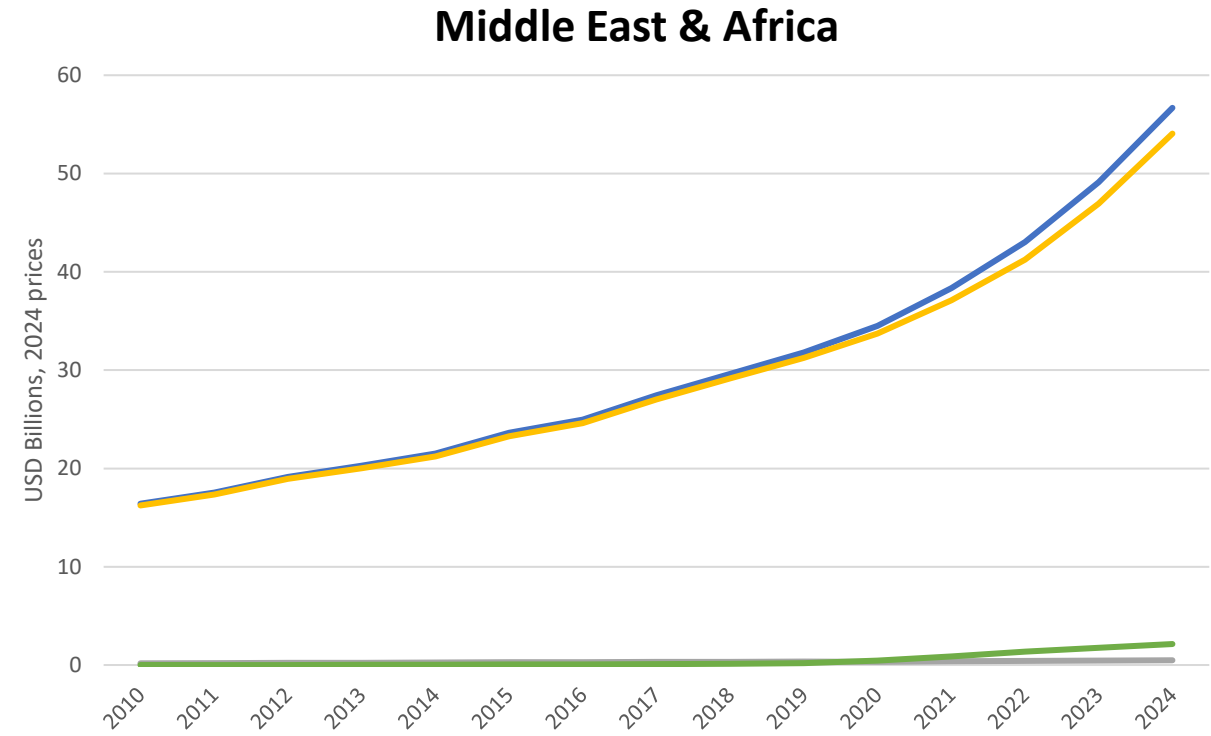
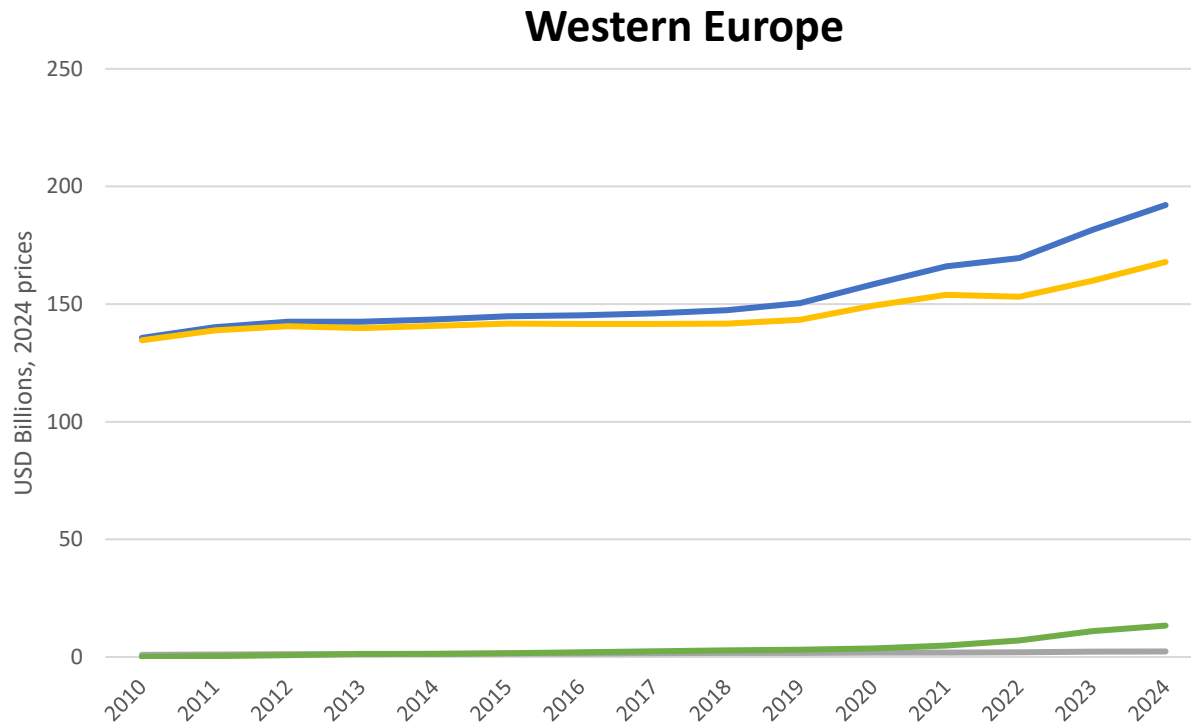
Retail value of Tobacco products market  
World excl. China



Retail value of Smokeless and Newer Products  
World excl. China



# Double burden – sharper in Global South



- All Tobacco Products
- Cigarettes, Cigars and other Smoking Tobacco
- Traditional Smokeless
- Heated Tobacco, E-cigarettes and Oral Nicotine



Both the **WHO FCTC** and the **Protocol** highlight the need to counter the tobacco industry in **multiple Articles**:

- 5.3, **12.c** & 20.4 of the WHO FCTC
- 4.2, 8.12, 8.13 & 8.14 of the Protocol



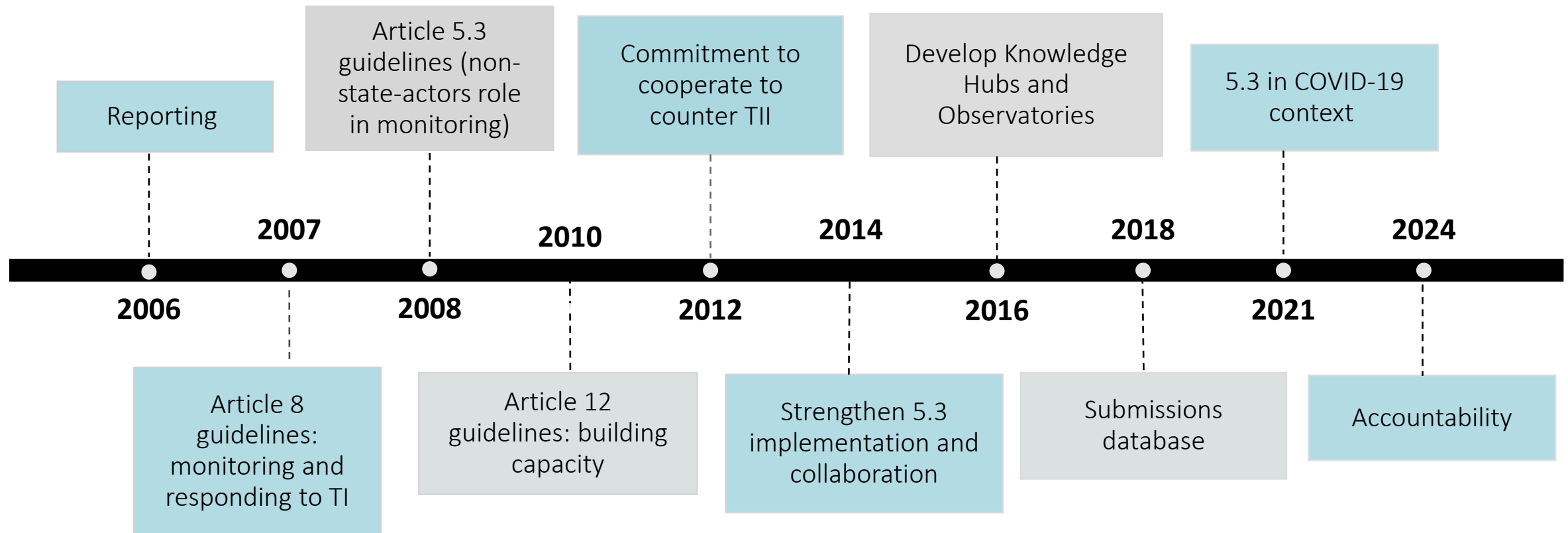


# Relevant COP decisions

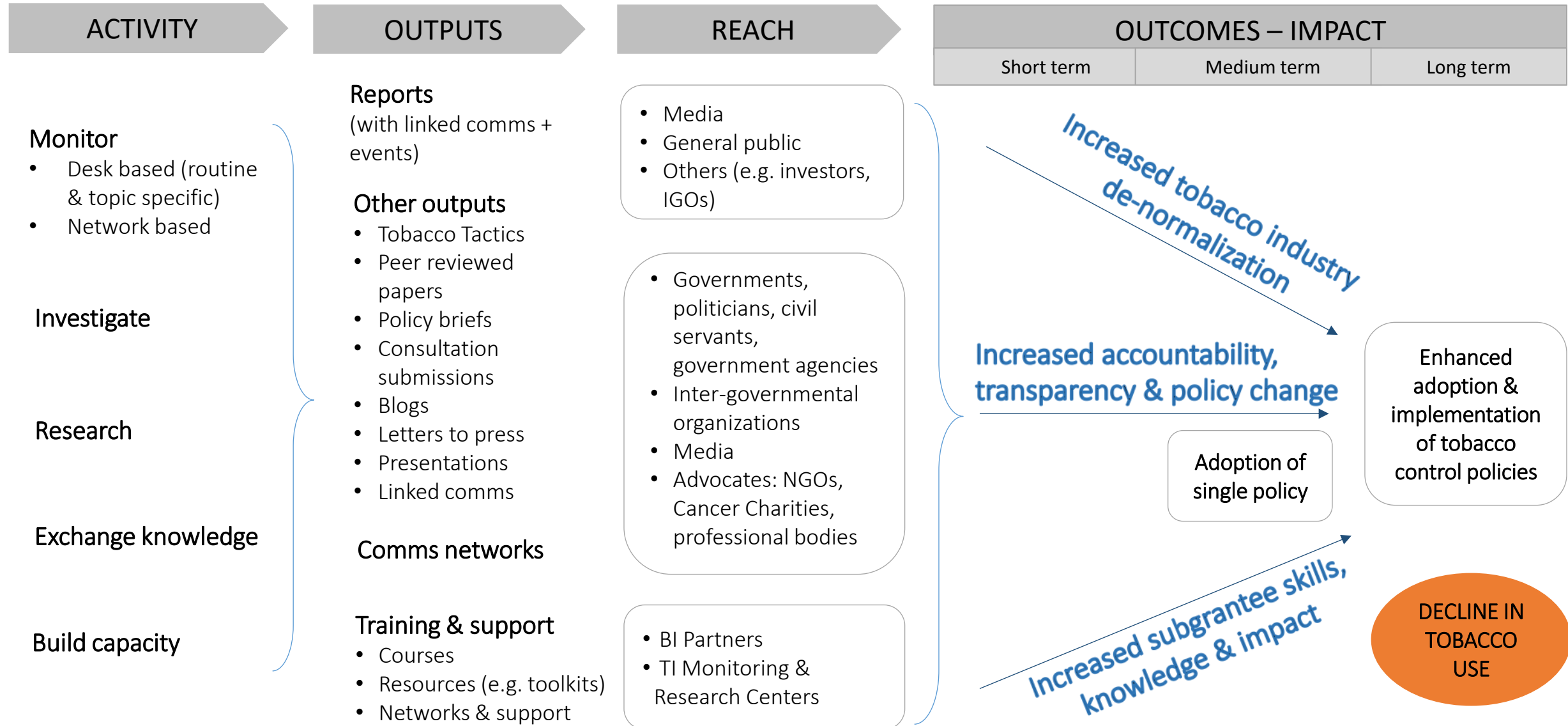
Tobacco Control  
Research Group



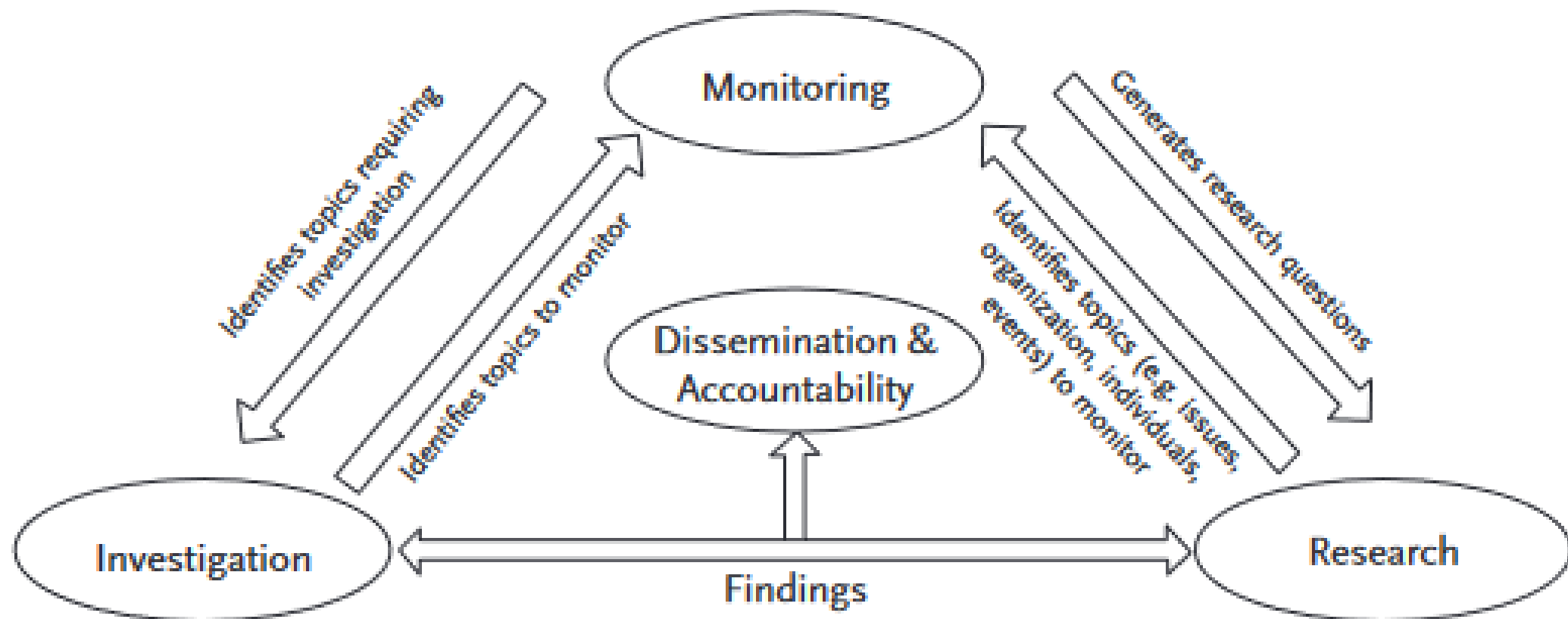
UNIVERSITY OF  
**BATH**



# Tobacco Industry Monitoring, Research & Accountability







# Research

## The Policy Dystopia Model: An Interpretive Analysis of Tobacco Industry Political Activity

[Selda Ulucanlar](#)<sup>1,\*</sup>, [Gary J Fooks](#)<sup>2</sup>, [Anna B Gilmore](#)<sup>1</sup>

Tobacco industry pricing strategies in response to excise tax policies: a systematic review 

 [Zaineb Danish Sheikh](#)<sup>1</sup>,  [J Robert Branston](#)<sup>1, 2</sup>, [Anna B Gilmore](#)<sup>1</sup>

## "They try to suppress us, but we should be louder": a qualitative exploration of intimidation in tobacco control


[Britta K Matthes](#) , [Raouf Alebshehy](#) & [Anna B Gilmore](#)

## The Science for Profit Model—How and why corporations influence science and the use of science in policy and practice

Tess Legg , Jenny Hatchard, Anna B. Gilmore

## Tobacco industry's elaborate attempts to control a global track and trace system and fundamentally undermine the Illicit Trade Protocol

[Anna B Gilmore](#)<sup>1, 2</sup>, [Allen W A Gallagher](#)<sup>1, 2</sup>, [Andy Rowell](#)<sup>1, 2</sup>

Independent companies in the tobacco supply chain: transparency and environmental social governance 

 [Fred Dunwoodie Stirton](#)<sup>1</sup>,  [Rosemary Hiscock](#)<sup>1</sup>,  [John Mehegan](#)<sup>1</sup>,  [Allen W A Gallagher](#)<sup>1</sup>,  [Michael J Bloomfield](#)<sup>1, 2</sup>

## Investigation



## The BAT Files: How British American Tobacco Bought Influence in Africa

This page was last edited on 17 September 2021, at 2:17 pm.

### UK ambassador to Yemen took part in opening of Jordanian cigarette factory

Michael Aron praised facility part-owned by British American Tobacco at ribbon-cutting event in 2019

## Monitoring

 **COP 11**  
17-22 November 2025  
Geneva, Switzerland

 **FCTC**  
WHO FRAMEWORK CONVENTION  
ON TOBACCO CONTROL

 **MOP 4**  
24-26 November 2025  
Geneva, Switzerland

 **PROTOCOL**  
TO ELIMINATE  
ILLCIT TRADE IN  
TOBACCO PRODUCTS

Dates announced for COP11 and  
MOP4

[العربية](#) [中文](#) [Français](#) [Русский](#)  
[Español](#)

Astroturf

Front Group

Third Party

Media



UNITED KINGDOM

2023  
TOBACCO  
INDUSTRY  
INTERFERENCE  
INDEX

# Selective monitoring approach

Tobacco Control  
Research Group



UNIVERSITY OF  
**BATH**

**Tobacco Tactics**



The essential source for rigorous research  
on the tobacco industry

About Us

Geography

Tactics and Themes

Companies and Products

Long Reads

# Search



## Companies

PMI

BAT

JTI

Imperial Brands

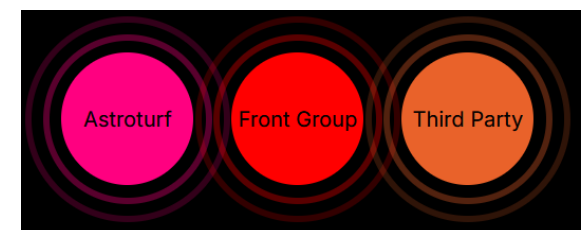
## Tactics

1. Legal threats and actions
2. Intimidation
3. Lobbying and Influencing Policy
4. Claiming a Public Health Role
5. Support Through Allies
6. Controversial Marketing
7. Corporate Social Responsibility
8. Involvement in Illicit Tobacco
9. Influencing Science
10. Undermining National or International Laws

## Geography



## Connections





- Independent
- Robust
- Verifiable
- Defensible





# Writing a 'typical' page

Tobacco Control  
Research Group



UNIVERSITY OF  
**BATH**



# COP 10 & MOP 3 monitoring

Tobacco Control  
Research Group



UNIVERSITY OF  
**BATH**

**Tobacco Tactics**  
from the University of Bath

Menu

COP 9 & MOP 2:  
Interference by the Tobacco  
Industry and its Allies



**Tobacco Tactics** |  Type here to search  [Sig](#)

## Interference around COP 10 & MOP 3



**Tobacco Tactics** |  Type here to search  [Sig](#)

## Interference around COP 10 & MOP 3

Monitoring TI, TI  
connections, and other  
activities around COP

Collaborate with  
externals for knowledge  
exchange

 A GLOBAL  
TOBACCO  
INDUSTRY  
WATCHDOG

Issue  
Brief   
Global 

### Tobacco Harm Reduction: The Industry's Latest Trojan Horse?

January 2024

JOURNAL ARTICLE

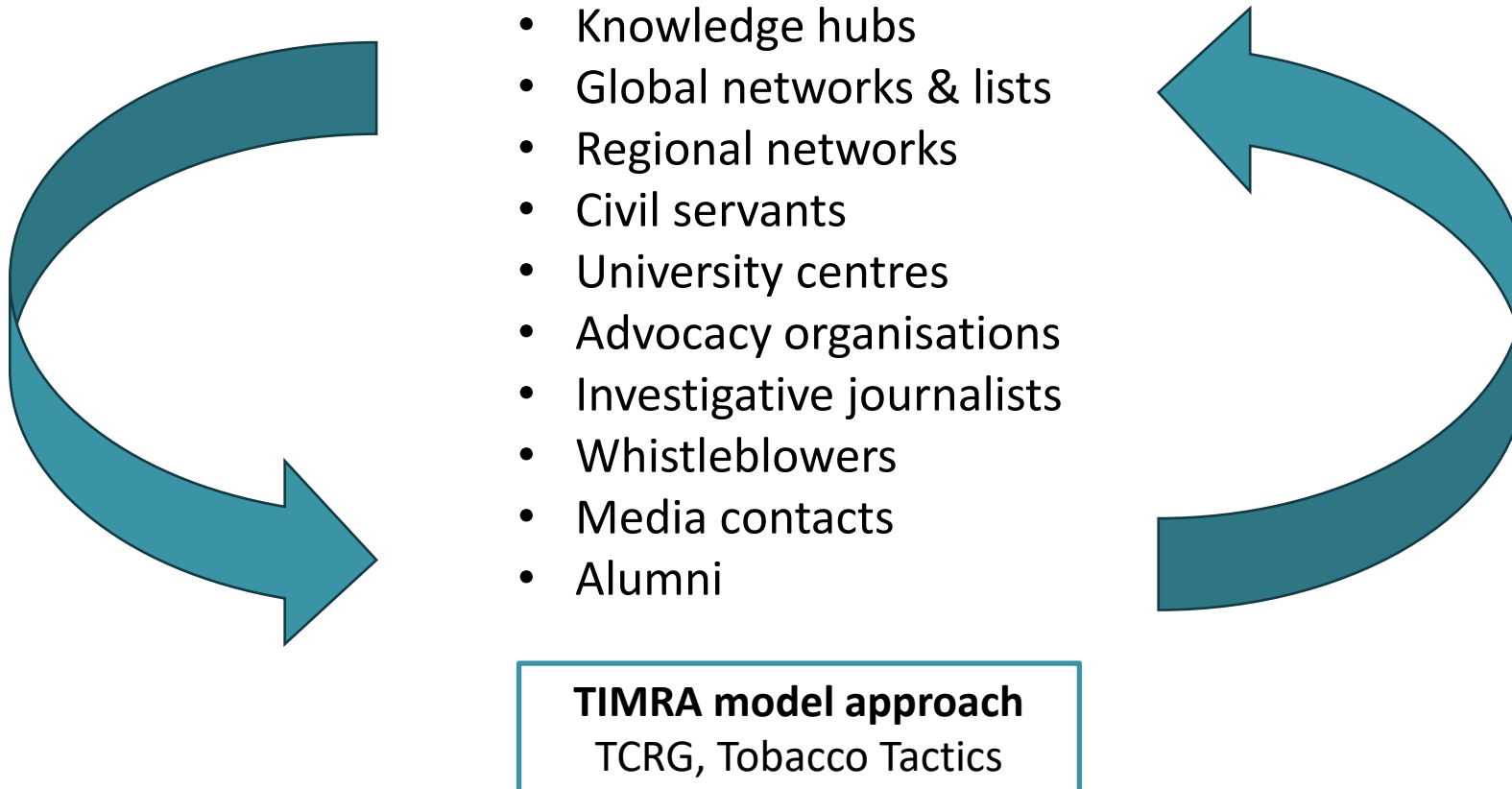
**Attempts to undermine global public health:  
observations from the WHO Framework Convention  
on Tobacco Control's COP10** 

Karin Silver , Britta K Matthes ✉ , Hala Alaouié , Tom Gatehouse , Rachel Maynard ,  
John Mehegan , Sherif Elmitwalli , Adam Bertscher , Raouf Alebshehy

<https://exposetobacco.org/resource/tobacco-cop10/>

[Interference around COP 10 & MOP 3](#), Tobacco Tactics, updated 05 April 2024, accessed 23 May 2025.

We are one part of **global system** to monitor and hold industry accountable



# A distinctive platform

Tobacco Control  
Research Group



UNIVERSITY OF  
**BATH**

- **Tobacco Tactics** is a distinctive hybrid platform, blending academic and journalism characteristics
- Strict, thorough referencing offering a **trusted**, **robust** resource yet still **accessible** to a wide audience in a user-friendly format
- Provides a **preserved** source of information, ensuring key material remains available for long-term access and use
  - >1,000 pages (articles, news items)
- Team has **diverse** backgrounds, expertise, skills, languages

- Our work is **used** by:
  - Intergovernmental organisations, international expert groups, national governments, health ministries, agencies, city authorities, think tanks, researchers, advocates, and other stakeholders
- **>60 mentions** in reputable reports in 2024 and **>350** since 2021
  - Thematic reports, advocacy reports, consultation materials etc.
- **>40,000 monthly views** of Tobacco Tactics in 2024
- Globally **inspired** or **supported** other industry monitoring initiatives

- TIMRA programme has trained ~260 people from 70 countries with **focus on LMICs**
- Builds **research, investigation** and **monitoring** skills
- Testimonials show supports tobacco control **implementation**

## Tobacco industry monitoring, research and accountability training

The Tobacco Control Research Group provides training to those who wish to learn more about implementing effective tobacco control policies.





**TCRG** is a multidisciplinary, international research group at the University of Bath. We examine how companies influence health and policy; and evaluate and provide evidence for policy change.

Our **TobaccoTactics** website offers rigorously-sourced profiles of the key players, organisations, allies and techniques of the tobacco industry.

TCRG



@TCRG



@tcrgbath.bsky.social

TobaccoTactics

