Isolating and “othering” the tobacco industry

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Prevent tobacco industry interference in tobacco control

Article 5.3 of the WHO Framework Convention on Tobacco Control

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.
Principles

There is a fundamental and irreconcilable conflict between the tobacco industry’s interests and public health policy interests.

- Parties, when dealing with the tobacco industry or those working to further its interests, should be accountable and transparent.
- Parties should require the tobacco industry and those working to further its interests to operate and act in a manner that is accountable and transparent.
- Because their products are lethal, the tobacco industry should not be granted incentives to establish or run their businesses.
Ban tobacco industry from funding of research

Tobacco Industry Funding

Approved by: Senate on 1 September 2003
Date of effect: 2 September 2003

The University notes the established body of scientific evidence that smoking is harmful to human health and also notes the policies of tobacco companies in the marketing of their products.

The University shall not accept funding or other forms of support, other than by taxation or government levies, from any tobacco manufacturing company or foundations primarily funded by such companies, or agents known to be acting on their behalf.
Deny tobacco industry from publishing in academic journals

The *BMJ*, *Thorax*, *Heart*, and *BMJ Open* join *Tobacco Control* in no longer considering such research

As editors of the *BMJ*, *Heart*, *Thorax*, and *BMJ Open* we have decided that the journals will no longer consider for publication any study that is partly or wholly funded by the tobacco industry. Our new policy is consistent with those of other journals including *PLoS Medicine*, *PLoS One*, *PLoS Biology*; *Journal of Health Psychology*; journals published by the American Thoracic Society; and the *BMJ*’s own *Tobacco Control*.
Hold the tobacco industry legally accountable

Tobacco companies ordered to pay $15B in damages

Quebec Superior Court rules against 3 tobacco companies in historic class-action lawsuit

Tobacco industry 'should be sued by government' over smokers' health costs

Kansas receives $62 million in annual payout from tobacco Master Settlement Agreement

by Mark landolo | Apr. 28, 2017, 9:28am
Markers of the denormalisation of smoking and the tobacco industry

S Chapman, B Freeman

Abstract

**Background:** In nations with histories of declining smoking prevalence and comprehensive tobacco control policies, smoking-positive cultures have been severely eroded. Smoking, smokers and the tobacco industry are today routinely depicted in everyday discourse and media representations in a variety of overwhelmingly negative ways. Several authors have invoked Erving Goffman’s notions of stigmatisation to describe the process and impact of this radical transformation, which importantly includes motivating smoking cessation. Efforts to describe nations’ progress toward comprehensive tobacco control have hitherto taken little account of the role of cultural change to the meaning of smoking and the many ways in which it has become denormalised.

**Methods:** This paper identifies a diversity of generally undocumented yet pervasive markers of the “spoiled identity” of smoking, smokers and the tobacco industry, illustrated with examples from Australia, a nation with advanced tobacco control.

**Results:** We caution about some important negative consequences arising from the stigmatisation of smokers.

**Conclusions:** We recommend that schemes rating the comprehensiveness of national tobacco control should be supplemented by documentation of markers of this denormalisation.
THE SINGLE MOST IMPORTANT ISSUE FACING OUR INDUSTRY

It is our opinion that the single most important issue facing our industry is the erosion of the social acceptability of smoking.

The world's anti-smoking forces have been successful in persuading the general public, the bureaucracy and legislators that smoking is a serious health risk. Following two decades of intense propaganda, this has led to significant shifts in attitudes concerning the smoking habit. Today, it is probably true to state that even a majority of smokers feel that theirs is an undesirable habit.
Old school Hollywood glamour

[Images of classic Hollywood glamour]
Modern celebrity smokers
Smoking: a mixed identity.
Kate Moss – glamourpuss or red hot mess?
The Real Reason This Selena Gomez Photograph Is the Best Liked Instagram of All Time

JULY 13, 2016 11:01 PM
by CAIIN VAN PARID

This morning, Selena Gomez went from being the most followed person on Instagram to having the best liked photo of all time on the social media platform—and it's hard not to wonder if her beauty prowess is the secret behind her success.