

**Denormalizing the tobacco industry
Tactics used by advocates to fight
the tobacco industry in China**

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The tobacco industry emphasizes its social responsibility,(establish their positive image) directly influence on the use of tobacco and people's attitude towards by integrating advertisement, promotion and sponsorship (TAPS) strategies.

NGOs to move first

- **ThinkTank Research Center for Health Development (TTH) and the Chinese Association on Tobacco Control (CATC) constantly monitor the tobacco environment in order to expose the real purpose of tobacco marketing by tobacco industry using TAPS**

The following two cases describe how tobacco control organizations, experts and media advocate FCTC in an active manner and stop tobacco industry's TAPS by joint efforts

- **Case 1. To remove tobacco advertisement from schools**
- **Case 2. To block a national scientific and technology award which applied by Chinese tobacco industry**

Case 1. Removal of school tobacco advertising

15 primary schools named “Sichuan Tobacco Hope School”



中国烟草LOGO

巴中市通江县官田坝村“四川烟草希望学校”



四川省凉山州德昌县
麻栗大坝村“双喜”烟草希望小学



四川省凉山州德昌县四川烟草民族希望小学

ols

China
tobacco
LOGO



四川烟草希望学校

为学生的终身发展奠基

四川烟草希望学校

四川烟草希望学校

Sichuan Tobacco Hope School
of Leshan city

tobacco



An inscription by the tobacco industry reading as
“Tobacco helps you to be successful”

Actions taken

- **To collect photo evidence**
- **To invite media to attend fact exposing workshops on which experts to analyze and explain why Article 13 of FCTC was violated**
- **To unfold large-scale and sustained campaign**
- **To write to advertisement regulatory authorities**
- **To conduct field surveys**
- **To report the intervention results and follow up actions to be taken at media briefing meetings**

Media report quickly and frequently

legal evening news	Tobacco enterprises title hope primary school slogan: "tobacco help you successful"
人民网	17所希望小学以烟草冠名 专家建议禁止烟草企业赞助
广州日报	四川灾区17所希望小学冠名烟草 写着烟草助成才
视频	CCTV 新闻民生热议 09-12-13
中国青年报	烟草希望小学：以财压人的“有毒糖丸”
大河网	援建烟草希望小学是别有用心
山西日报	“烟草希望小学”是一面镜子
半岛晨报	“烟草希望小学”折射公益事业之“弊”
新民晚报	“烟草希望小学”该不该禁？
钱江晚报	烟草广告入侵希望小学：不是笑话而是耻辱
环球网	烟雾”在缭绕，“烟草小学”燃起烟草红火的希
中国教育报	面对烟草企业，希望小学本应“不差钱”
千龙网	王攀：“烟草希望小学”是希望工程的最大耻辱
华龙网	烟草冠名希望小学，慈善静悄悄
公益时报	烟草捐赠到尽头？

再叹身体维权之悲壮

【本报综合】一名男子因患罕见绝症，向法院提起诉讼，要求赔偿医药费和精神损失费。法院最终判决，被告应承担全部医疗费用，并赔偿精神损失费。此案在社会上引起了广泛关注和讨论。

是知识不能改变

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烟草企业冠名希望小学

【本报综合】烟草企业冠名希望小学，引发了社会对烟草行业与教育关系的广泛讨论。有人认为，烟草企业通过这种方式可以树立良好的企业形象，但也有人认为，这可能会给未成年人带来不良影响。

大学毕业生

【本报综合】大学毕业生在就业市场上面临巨大压力，许多毕业生选择创业或进入新兴行业。政府和社会各界也在积极采取措施，帮助毕业生实现就业梦想。

水牛城选举：威也医改，散也医改

【本报综合】水牛城选举中，医改成为热门话题。候选人纷纷提出自己的医改方案，以争取选民的支持。这场选举将对当地的医疗政策产生深远影响。

警惕留学美国黑中介

【本报综合】留学美国黑中介问题日益严重，许多学生在中介的欺骗下损失了巨额财产。相关部门提醒学生，在选择留学中介时要提高警惕，避免上当受骗。

国家能源委成立在即

【本报综合】国家能源委员会即将成立，这标志着我国在能源管理方面迈出了重要一步。新机构的成立将有助于协调各方利益，推动能源行业的健康发展。

国际板是股民给汇率政策埋单

【本报综合】国际板的推出引发了关于汇率政策的讨论。有人认为，国际板的推出将给人民币汇率带来压力，而也有人认为，这有助于提高我国金融市场的国际化水平。

烟草助谁成才？

【本报综合】烟草行业在资助教育方面投入了大量资金，但这也引发了关于烟草行业与教育关系的讨论。人们开始思考，烟草行业的资助是否真的能帮助人才成长。

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www.tobaccochina.com

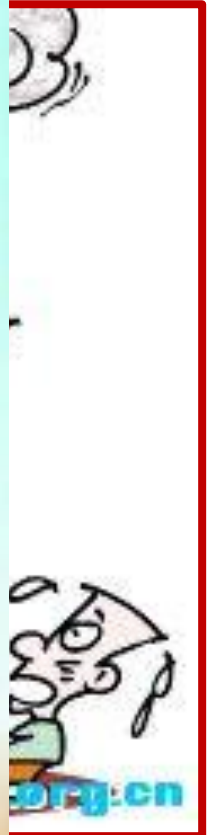


17所希望小学以烟草冠名：别有用心？

【本报综合】17所希望小学以烟草冠名，引发了社会对烟草行业与教育关系的广泛讨论。人们开始思考，烟草行业的资助是否真的能帮助人才成长，还是别有用心。

Media report quickly and frequently

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Those events often cause:

视频：2009年控烟十大新闻发布 专家分析我国控烟形势

发布时间:2010年03月25日12:10 | [我来说两包](#) | 来源: BTV北京



CCTV 13
新闻



天才出于勤奋
烟草助你成才

四川烟草希望小学

2012

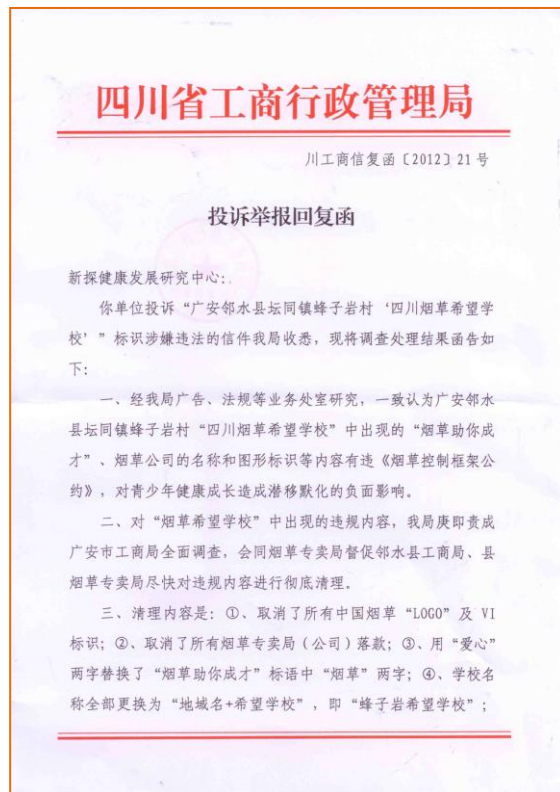
新闻1+1

为什么拒绝烟草？！

21:39 万元，全年支出决算1908.22万元，预算执行

CCTV

In the help of lawyers, TTH sent letter to the Sichuan Provincial Bureau of Industry and Commerce (SBIC)

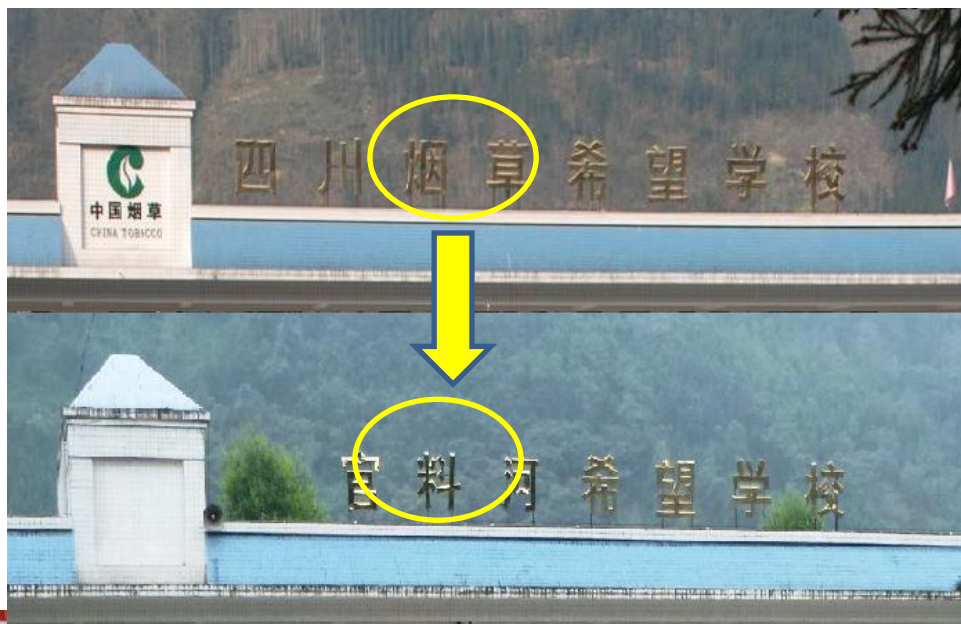


Some progress was made in 2012 due to the involvement of the Administrative Department for Industry and Commerce

A reply from SBIC

SBIC'S response

- **It was recognized that the directed or indirect advertisement in the Sichuan Tobacco Hope Schools constituted an violation of FCTC.**
- **It has negative influence on students**
- **instructed the local Industrial and Commercial Bureau to make comprehensive investigation, and clear off all Ads. without delay**



Media briefing

Planning the next step

- Inform the stage victory
- Called for the Ministry of Education for tobacco advertising clearance for all of primary schools
- Cessation of tobacco naming the schools
- Called for a ban on tobacco sponsorship



Tobacco



Love

四川省广安市邻水县坛同镇蜂子岩村希望学校去掉了烟味

Case 2

**Block a national scientific and
technology award to a Chinese
tobacco industry**

The tobacco industry supports scientific researches to increase the attractiveness of tobacco in an attempt to crown such research achievements with “National Science and Technology Award as rings of light.

- In March 23, 2012, the awards office of national science and technology announced :
“Construction of theoretical system of **Chinese style cigarette** characteristics and its application” recommended by the State Tobacco Monopoly Administration (the Chinese National Tobacco Corporation had been listed as a candidate for the National Award of Science and Technology
- It was open to public comment within a deadline of 40 days

Project description

➤ Innovation development of 70 kinds of

character
med

“中式卷烟” 参评国家科技奖

erbal

➤ The
enhance

➤ Ten
were

➤ Achie

econom



ers

yuan,

Smoke low tar cigarettes, you will live long , I will be

rich !

Find and Spread via weibo



- The
 - Micro
 - Ca
 - Ho
 - Micro-blog vote.” How do you look at the tobacco research being evaluated as a candidate for the National Award of Science and Technology Advancement.
- Blogger;
- es

Joint actions:

Wrote letters to MST

- **Chinese Association on tobacco control, TTH and other organizations wrote to the Ministry of Science and Technology in a respective way.**
- **A number of experts wrote to the Minister of Science and Technology**
State:

Workshop invited media

- Experts give key message :



Event was violating the Rules of National Law of Science and Technology Advancement

- **Article 29 of the National Law of Science and Technology Advancement provides : “ The state prohibits scientific and technological research and development activities which **is dangerous to human health**, and run counter to ethic morality”.**

Get the support from society

- **Contact the academician and the Chinese Science network channels, questioned to the rationality and legitimacy of the award**
- **Several experts were involved in the activity of “collecting signatures to resist cigarette technology being elected as candidate for science and technology award” initiated by the editorial board of Science Net.**

- within one week **16 691** persons/times were exposed to the activity;
- **over 2 000 persons** signed their name
- **440** comments to express different views
- The signers initially focused on scientific research workers, teachers, graduate students, then quickly expanded to many social class, civil servants, sales manager, ordinary workers

Minister's voice of MOH



**On March 31. at the Seminar on
Strategy of NCD Prevention and
Treatment**

Minister Chen Zhu stated:

- **"I don't understand, why the so-called tobacco scientific research can be awarded with a prize?"**
- **Enormous evidences have proofed that these are false science**

Experts support from traditional Chinese medicine

- In 2012 May, the authoritative experts of TCM Sun Guangrong wrote papers **“To criticize the Chinese herbal medicine into a cigarette ”**, questioned the Chinese style cigarette project Participating the award evaluation

Academician's supporting

- 30 academicians delivered a joint letter to support science network, against the award evaluation
- Ten thousands of net users joined the discussion
- More scholars and experts as well as tobacco control individuals expressed their serious questions



Response from The authoritative institutions

- April 11th , the Chinese Association of Preventive Medicine, **5 organizations** delivered a joint letter to call on resisting cigarette research being elected
- In April 12th, The Ministry of Health stated : The research on low tar cigarettes should not participate in evaluation;
- WHO stated: The experience demonstrates that researches on low tar cigarettes are suspected of misleading the public and possibly threatening public health.

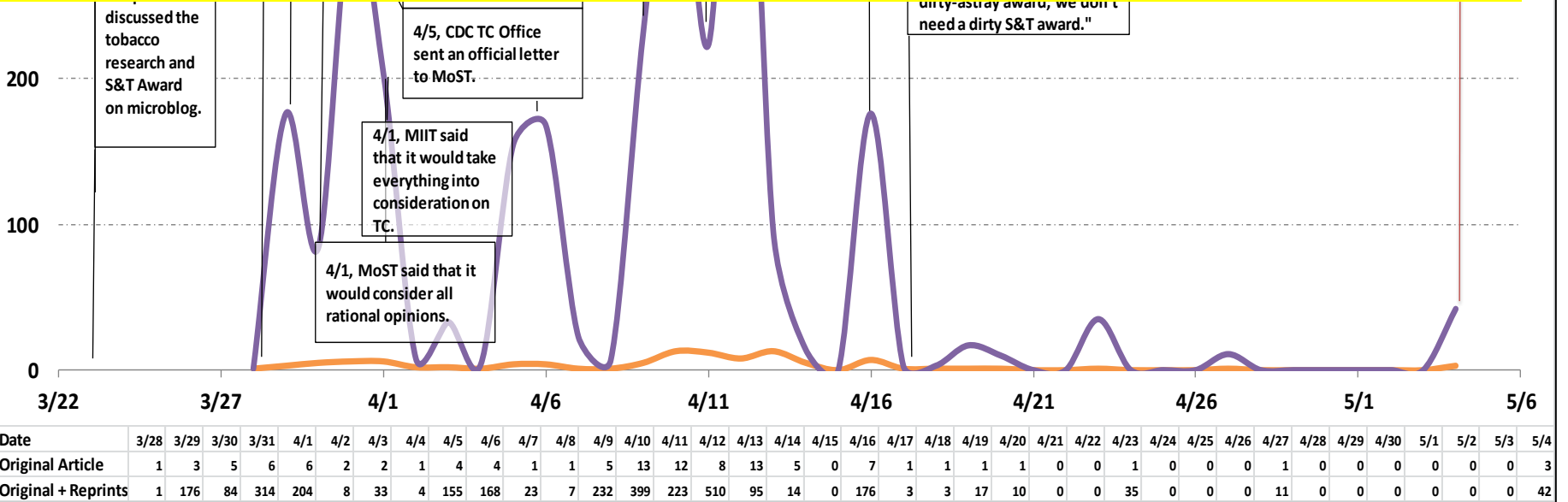
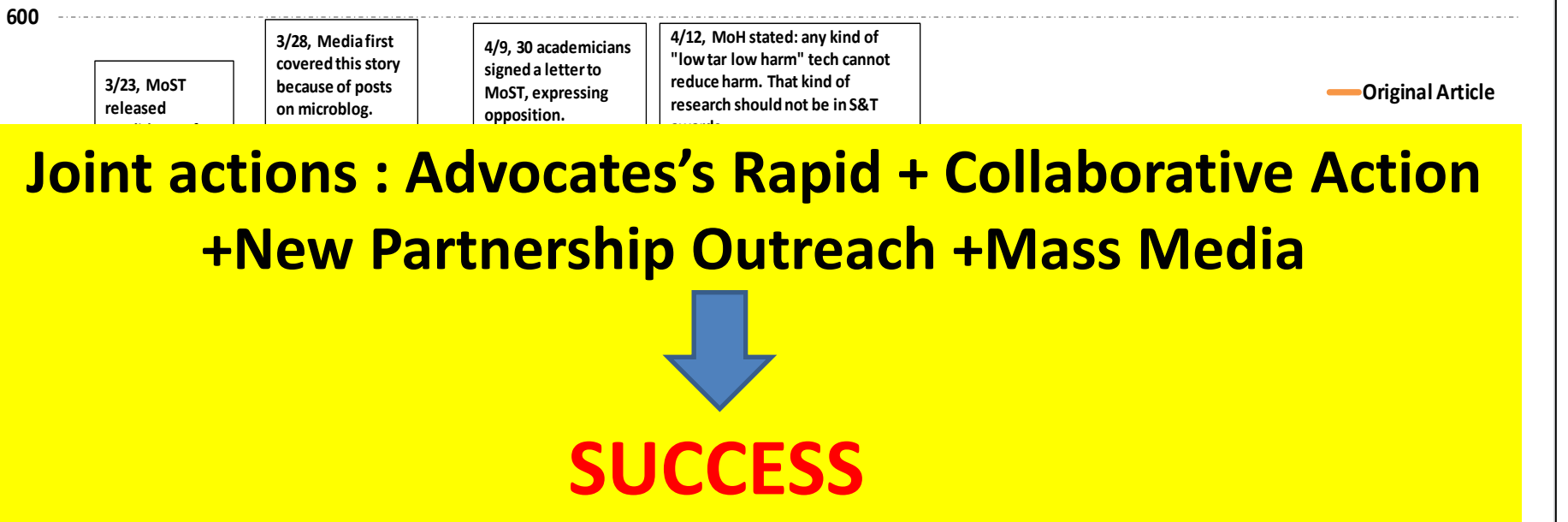
We win!



cco
r

Advocates' Rapid and Collaborative Action + New Partnership Outreach + Media = Success

"Tobacco Research Cannot Be Given the National Science & Technology Award!"



The image features two large, full-canopied green trees standing side-by-side on a vibrant green lawn. The sky above is a clear, bright blue. The trees' foliage is dense and bright green, and their trunks are dark and textured. The overall scene is peaceful and natural.

谢谢!

Thank
YOU !