Opposition to standardised packaging in the UK: Who, what, when and how?

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Standardised packaging

Policy backdrop

Better regulation – cost-benefit impact assessment, public consultation

FCTC Article 5.3 – protect tobacco policy making from the tobacco industry

Precedent of opposition from transnational tobacco companies
Methods

- Qualitative and quantitative content analysis of documents (n=420), obtained online using snowball sampling.
- Nvivo 10 used to manage and code data.
- Opponents identified from the data were classified for sector, relationship with tobacco companies and role in the conflict.
- Data was coded and analysed for types of corporate political activity (CPA).
- Volume, nature, timing and transparency of activities were explored within the 2011-2013 timeframe.
Consultation April-August 2012

UK 2012 CONSULTATION RESPONSES

For: 241051
Against: 427284
<table>
<thead>
<tr>
<th><strong>Who?</strong></th>
<th>131 organisations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What?</strong></td>
<td>4 main types of activity</td>
</tr>
<tr>
<td><strong>How?</strong></td>
<td>Mixed record on transparency</td>
</tr>
<tr>
<td><strong>When?</strong></td>
<td>Clustered around the 2012 consultation</td>
</tr>
</tbody>
</table>
Opposition actors, n=131

- Academia
- Business (companies)
- Business (associations)
- Civil Society
- State

- TTCs (4, 3%)
- Financial link (86, 66%)
- Non-financial link (26, 20%)
- None/Unknown (7, 5%)
- Packaging manufacturers/designers (8, 6%)
Actors financially-linked to TTCs, n=86
Types of opposition activity

Production of research
- Mainly facilitative opponents produced 57 research reports
- All could be linked directly or indirectly to TTCs

Public communications
- 181 public communications promoted TTC arguments
- 88% were undertaken by TTCs or financially-linked organisations

Mass recruitment
- 14 mass recruitment campaigns targeted the 2012 consultation
- 43% were undertaken by TTCs or financially-linked organisations

Direct lobbying
- 141 examples of meetings, correspondence and hospitality
- 90% were undertaken by TTCs or financially-linked organisations
Opposition activities, n=393

- TTCs (30%)
- Financially Linked (57%)
- Non-financially linked (7%)
- None/Unknown (3%)
- Packaging Companies (3%)

- Research
- Public communications
- Mass recruitment
- Direct lobbying
86 financially linked organisations undertook 225 (57%) opposition activities.
### Public communications

- 181 public communications promoted TTC arguments
- 88% were undertaken by TTCs or financially-linked organisations

<table>
<thead>
<tr>
<th>Category</th>
<th>Sector</th>
<th>Name</th>
<th>Relationship</th>
<th>General</th>
<th>Sectoral</th>
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<tbody>
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<td>British Brands Group</td>
<td>Financial</td>
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<td>Scottish Grocers' Federation</td>
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<tr>
<td>Civil Society</td>
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<td>Forest</td>
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<tr>
<td>Civil Society</td>
<td>Smokers’ rights</td>
<td>Hands Off Our Packs</td>
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<td>11</td>
<td>13</td>
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<tr>
<td>Civil Society</td>
<td>Think tank</td>
<td>Institute of Economic Affairs</td>
<td>Financial</td>
<td>18</td>
<td>3</td>
<td>21</td>
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<tr>
<td>Civil Society</td>
<td>Think tank</td>
<td>Taxpayers Alliance</td>
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<td>2</td>
<td>3</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td>30</td>
<td>50</td>
<td>80</td>
</tr>
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</table>
Mass recruitment
- 14 mass recruitment campaigns targeted the 2012 consultation
- 43% were undertaken by TTCs or financially-linked organisations

98% campaign responses were from TTC campaigns
Transparency of links

Active organisations financially-linked with tobacco companies were rarely transparent about their links to TTCs

Eg. 82% (111/136) public communications and 67% (16/24) lobbying correspondence authored by organisations financially-linked to TTCs did not declare their connection

TTCs and facilitative actors commissioned by them were more consistently transparent in reporting their interests

Eg. TTCs openly lobbied government on their own behalf and 98% (41/42) research reports commissioned by TTCs declared their source of funding explicitly

Active participants in the conflict who cited TTC-funded research were rarely explicit about its funding source

Eg. 70% (6/20) of citations of TTC-funded research in active organisations’ press releases and 93% (7/28) of citations in their correspondence with Government failed to make explicit the funding source
Timing of activity

- Research n=57
- Public Communication n=181
- Direct Lobbying n=155

- UK Consultation
- 'Wait and see' policy adopted
- Chantler Review & Legislation

Australian consultation

Jan08-Dec10, Feb-11, Apr-11, Jun-11, Aug-11, Oct-11, Dec-11, Feb-12, Apr-12, Jun-12, Aug-12, Oct-12, Dec-12, Feb-13, Apr-13, Jun-13, Aug-13, Oct-13, Dec-13
1. The vast majority (87%) of the large volume of activity opposing standardised packaging in the UK between 2011 and 2013 was undertaken by TTCs and organisations financially linked to them.

2. While TTCs lobbied government on their own behalf, public communication and research activities were outsourced or left to third party organisations with which they were linked.

3. Third party organisations failed to be transparent about their links with TTCs.

4. The 2012 consultation provided a focus for increased opposition activities.
Worldwide policy implications

Policymakers’ across government need to treat organisations in tobacco policy conflicts with scepticism and to explicitly request declarations of financial relationships in face-to-face meetings, correspondence, and consultations.

Health officials need to educate their counterparts in other Government departments on industry interference in public policy as recommended in Article 5.3.

Industry monitoring is vital and we need legislation and administrative reforms to introduce mandatory rules of disclosure and registration of third parties as well as regular reports from tobacco companies on their political activities.

Continued funding of policy relevant research by universities and non-governmental organisations is vital to counter industry-funded research.
Thanks!

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