

# 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

+

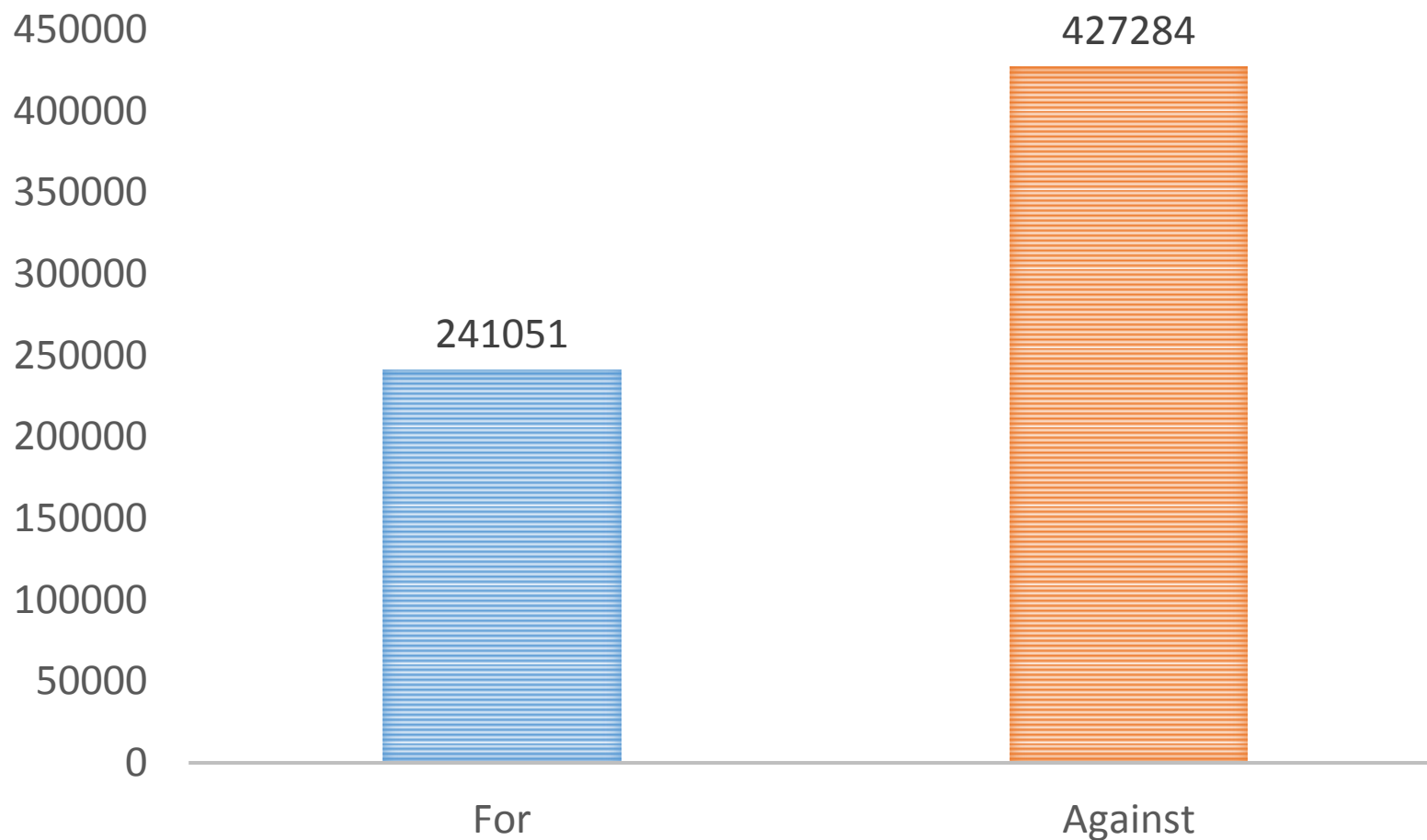
Precedent of  
opposition from  
transnational tobacco  
companies

- 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



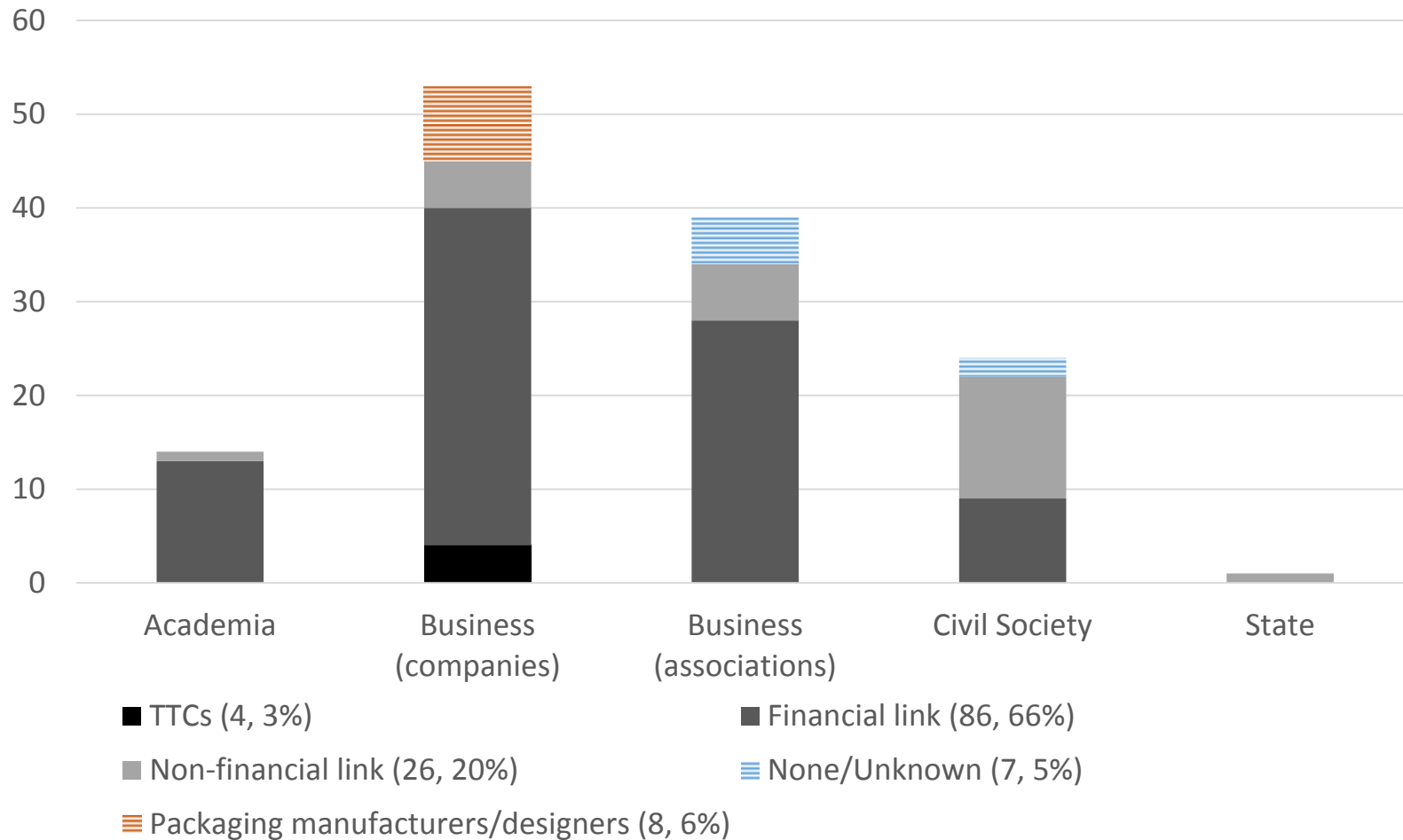
Who? 131 organisations

What? 4 main types of activity

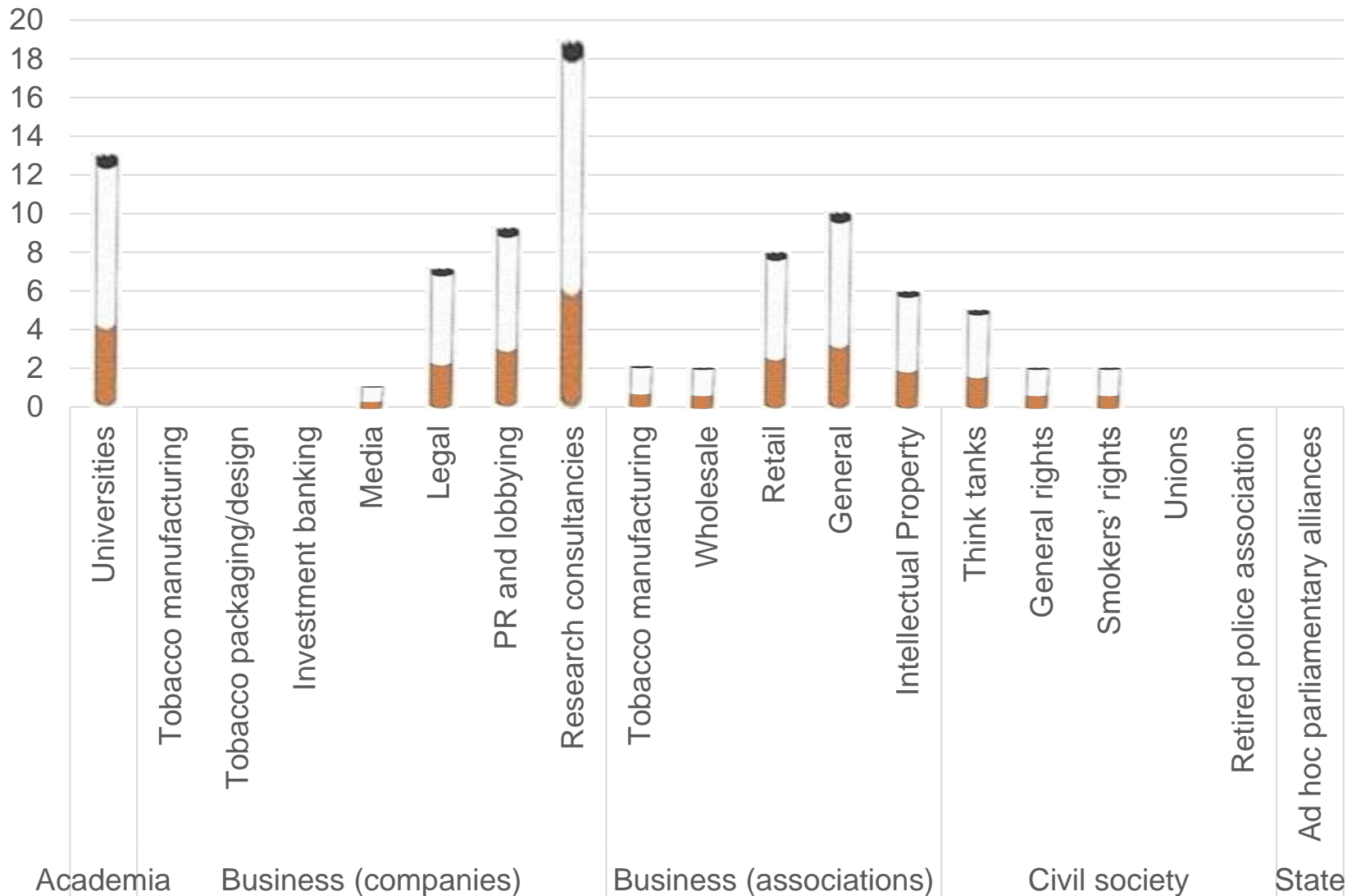
How? Mixed record on  
transparency

When? Clustered around the 2012  
consultation

# Opposition actors, n=131



# 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

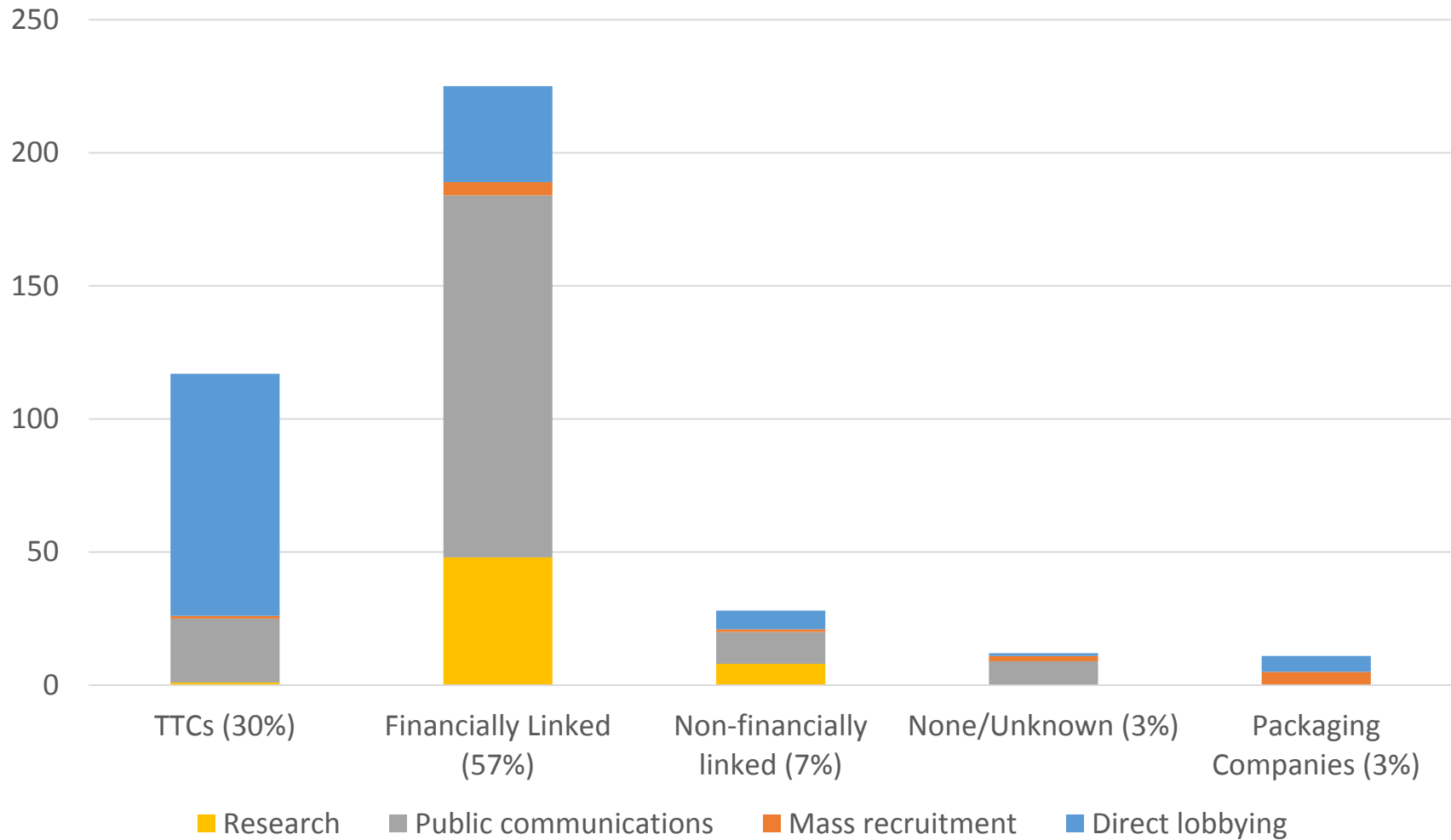


## Direct lobbying

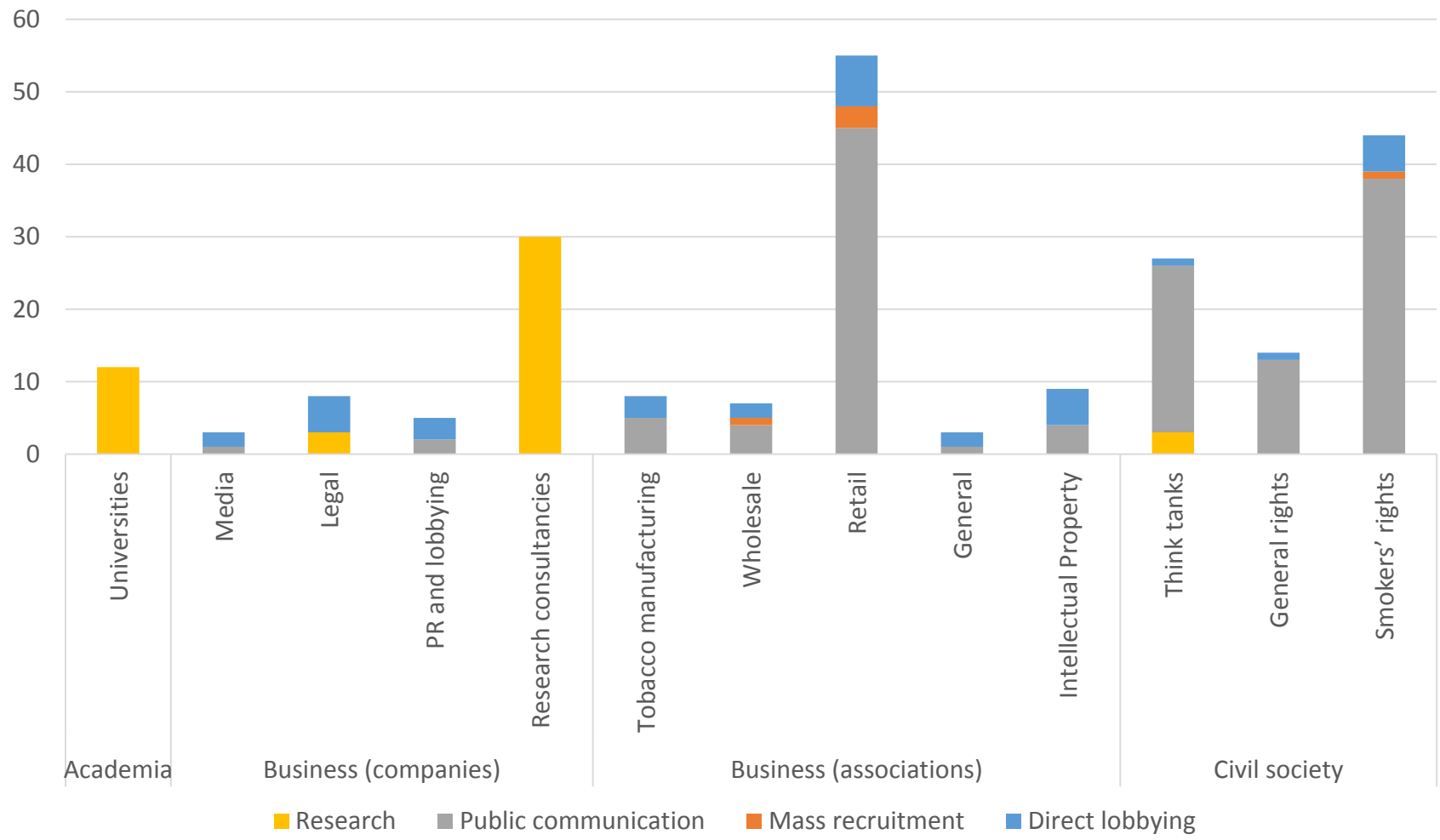
- 141 examples of meetings, correspondence and hospitality
- 90% were undertaken by TTCs or financially-linked organisations



# Opposition activities, n=393



# 86 financially linked organisations undertook 225 (57%) opposition activities



Tobacco first  
what next?



## Public communications

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

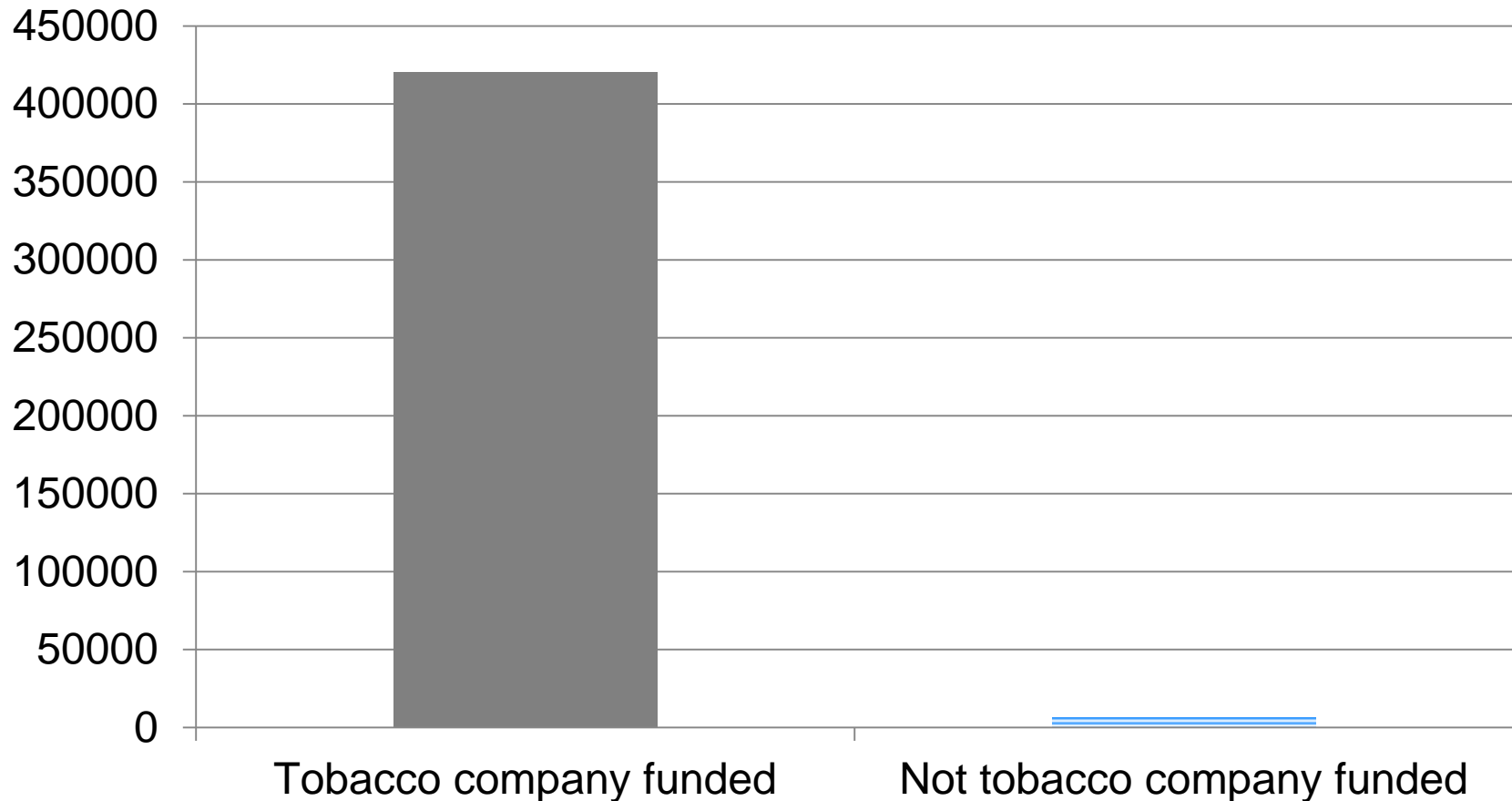
Actor information				No. public communications		
Category	Sector	Name	Relationship	General	Sectoral	Total
Business	Intellectual property	British Brands Group	Financial	0	1	1
Business	Intellectual property	European Communities Trademark Association	Non-financial	0	1	1
Business	Retail	Association of Convenience Stores	Financial	0	4	4
Business	Retail	Petrol Retailers Association	Financial	8	0	8
Business	Retail	Scottish Grocers' Federation	Financial	0	4	4
Civil Society	Smokers' rights	Forest	Financial	1	24	25
Civil Society	Smokers' rights	Hands Off Our Packs	Financial	2	11	13
Civil Society	Think tank	Institute of Economic Affairs	Financial	18	3	21
Civil Society	Think tank	Taxpayers Alliance	Non-financial	1	2	3
<b>Total</b>				<b>30</b>	<b>50</b>	<b>80</b>



## 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

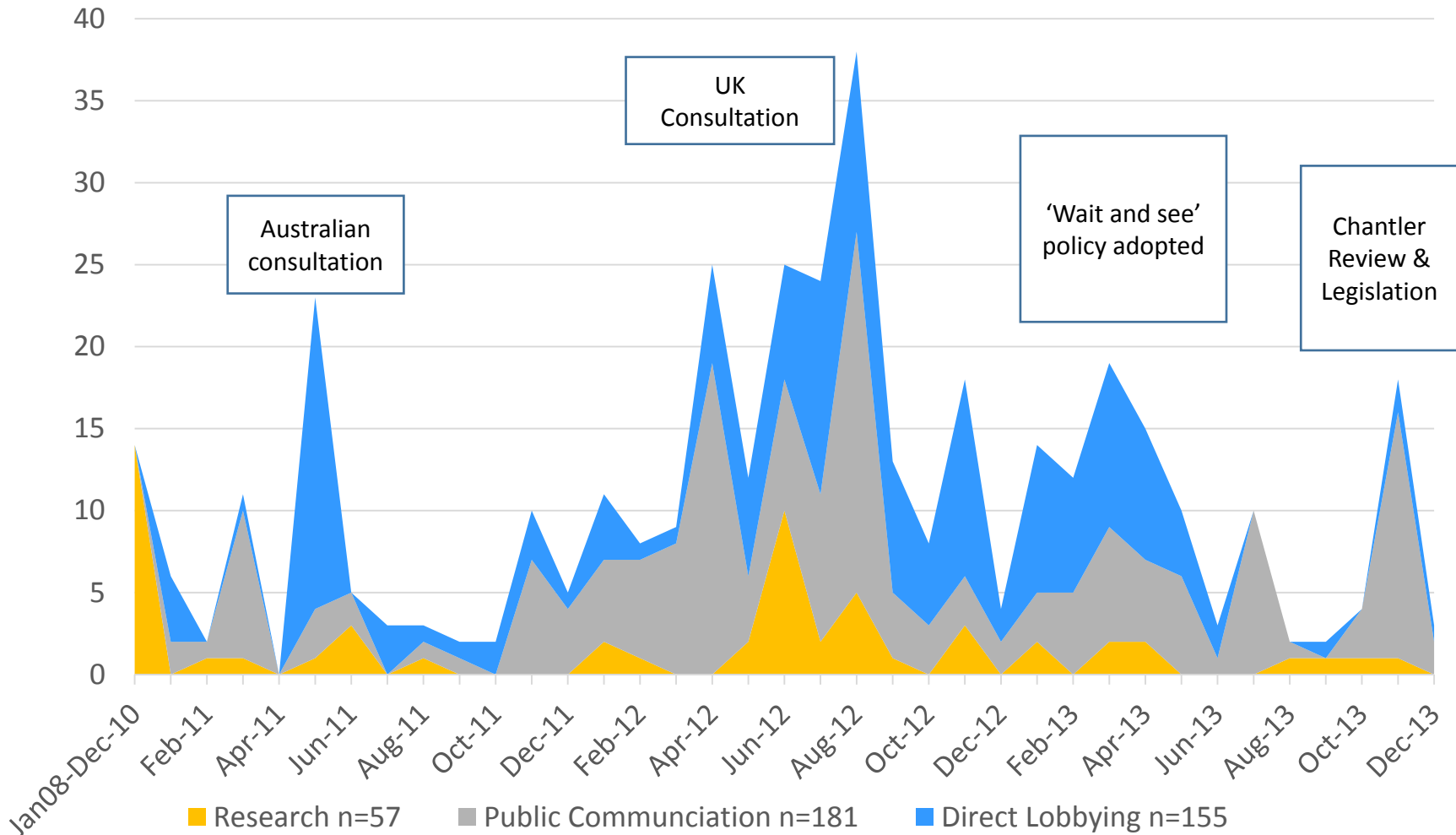
**TTCs and facilitative actors commissioned by them were more consistently transparent in reporting their interests**

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



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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