

TOBACCO INDUSTRY MONITORING TOOL



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Supporting African governments to build and sustain capacity for tobacco control through
technical, institutional and cross sector support

Tobacco Industry Monitoring (TIM) Tool

Contents: 1. About the TIM Tool 2. How to use the TIM Tool 3. The TIM Reporting
Form 4. Monitoring of TI activities/tactics and target groups 5. Assessment of country's
implementation of Article 5.3

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MONITORING TOOL**

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Special thanks go to WHO, Gates Partners and Experts in Tobacco Control that provided technical review and guidance on the development of the tool. Last but not least, we would like to thank the CTCA team for working together to produce the much needed resource for Africa.

A handwritten signature in blue ink, appearing to read 'Bazeyo', with a large circular flourish on the left side.

Assoc. Prof. William Bazeyo

CTCA Director and Dean Makerere University School of Public Health

Acronyms and abbreviations

CSO	Civil Society Organizations
CSR	Corporate Social Responsibility
CTCA	Centre for Tobacco Control in Africa
ITGA	International Tobacco Growers Association
MOU	Memorandum of Understanding
TC	Tobacco Control
TI	Tobacco Industry
TIM	Tobacco Industry Monitoring
WHO-FCTC	WHO Frame Work Convention on Tobacco Control
YSP	Youth Smoking Prevention Programs

Section 1

BACKGROUND

CTCA has developed the Tobacco Industry Monitoring tool (TIM) to guide governments and other stakeholders on effective monitoring of the tobacco industry, related entities and tobacco products. The tool also helps to monitor tobacco industry activities; tactics and target groups including advertisements, promotions, sponsorships, Corporate Social Responsibility (CSR), interference with policy and legislative processes, intimidation and litigation, creating alliances and front groups, smuggling, volunteer agreements with governments and voluntary self-regulation. Additionally, the tool focuses on tobacco industry targets and messengers and implementation highlighting tobacco control partners/allies and their role. Finally the tool monitors government structures that address areas of interest to the TI; existing pro tobacco policies, partnerships, consultations or agreements; existing TI published position on the WHO-FCTC and TC policies and organizations/body/groups interested in working or cooperating in tobacco control that have proven affiliation or links with the TI.

Section 2

THE TIM TOOL

2.1 Overall Objective

To better understand the Tobacco Industry presence, operations and tactics in the country

2.2 Specific objectives

The specific objectives of the tobacco industry monitoring are to:

- Identify TI forces (entities/allies) in the country
- Take inventory of the products on the market by each company
- Determine the percentage of total market share for each company for the last five years
- Determine the range and target of industry activities and tactics
- Determine TI involvement in tobacco farming and processing
- Determine the degree of dependence to tobacco products by the country economy
- Take inventory of the tobacco control policies and the pro tobacco policies

2.3 How to use the tool

The TIM tool has been developed for use by governments and other relevant stakeholders. The governments may themselves use this tool or may outsource the exercise to an expert individual or institution. The following steps may be adopted in utilizing this tool:

- **An in depth desk review** of available information on the TI in the country including government and civil society reports
- **Observations including visits** to different retail places such as formal supermarkets and stores as well as informal road side vendors to determine the availability and prices of different products. Observations may also include advertisement, sponsorship and promotion.
- **Media monitoring** including a review of the database of media reports on TC in the country
- **Visits and interviews** to administer the TIM tool. The focal point persons from key government Ministries and agencies such as Health, Trade and Industry, Finance and the Revenue Authority should be interviewed.

It is important that the Expert tasked with the responsibility of conducting this exercise declares their past, present and future interests with the Tobacco Industry and signs a declaration of interest form. While all information that is used in this monitoring exercise should be attributable to a credible source, information from the TI should be that which is given to government in response to legal requirements.

3.0

THE TIM REPORTING FORM

Part 1: Monitoring of TI entities/allies and their products

- 1 Who are those that represent the commercial and other vested interest of the TI in your country?

a) TI Entities involved in growing tobacco

Name of the entities	Description of the role played by the entities - How do they weaken TC policy development? - How do they support TI?
e.g Leaf buying and processing companies	

b) TI Entities involved in manufacturing tobacco

Name of the entities	Description of the role played by the entities - How do they weaken TC policy development? - How do they support TI?
e.g State-owned national, multinational tobacco companies, subsidiaries and representatives	

c) TI Entities involved in distributing tobacco

Name of the entities	Description of the role played by the entities - How do they weaken TC policy development? - How do they support TI?
e.g distributor bodies, importers, exporters, duty free distributors	

d) TI Entities and Allies involved in selling tobacco

Name of the entities	Description of the role played by the entities - How do they weaken TC policy development? - How do they support TI?
e.g retailers' associations, duty free retailers,	

e) Other TI allies, front group

Name of the entities	Description of the role played by the entities - How do they weaken TC policy development? - How do they support TI?
e.g Tobacco Industry founded tobacco association, ITGA members, etc	

2 Please fill in the Table below with information on the percentage of the TI entities total market share for the last five years (2007 to 2011):

a) Multinational/Transnational tobacco products manufacturing Companies.

		Percentage of total market share				
Name of the company	Year of implementation in the country	2007	2008	2009	2010	2011

b) State-owned or Privately owned national /local manufacturing companies

		Percentage of total market share				
Name of the company	Year of implementation in the country	2007	2008	2009	2010	2011

c) Privately owned national /local manufacturing companies

		Percentage of total market share				
Name of the company	Year of implementation in the country	2007	2008	2009	2010	2011

3 What tobacco products are sold on the market in your country?

For each product, please provide pictures of packages of these tobacco products

a) Please enter in the Table below the inventory of the cigarettes manufactured locally for local consumption and sold on the market in your country?

No.	Brand Name	Price of a pack of 20 cigarettes in local currency (US dollars)	Price of a pack of 10 cigarettes in local currency (US dollars)	Price of a stick local in currency (US dollars)	Tobacco Company (or Affiliate) manufacturing the product
1.					
2.					
3.					
4.					

b) Please enter in the Table below the inventory of other smoke-tobacco products (cigar, cigarillo, etc.) manufactured locally for local consumption and sold on the market in your country?

No.	Brand Name	Price of lowest quantity of the products sold in local currency (US dollars)	Price of medium quantity of the products sold in local currency (US dollars)	Price of highest quantity of the products sold in local currency (US dollars)	Price of the unit local of the products sold in local currency (US dollars)	Tobacco Company (or Affiliate) manufacturing the product
1.						
2.						
3.						
4.						

c) Please enter in the Table below the inventory of imported (not manufactured locally) cigarettes sold on the local market in your country?

No.	Brand Name	Price of a pack of 20 cigarettes in local currency (US dollars)	Price of a pack of 10 cigarettes in local currency (US dollars)	Price of a stick local in currency (US dollars)	Tobacco Company (or Affiliate) manufacturing the product
1.					
2.					
3.					
4.					
5.					
6.					

d) Please enter in the Table below the inventory of other imported (not manufactured locally) smoke- tobacco products (cigar, cigarillo, etc.) sold on the market in your country?

No.	Brand Name	Price of lowest quantity of the products sold in local currency (US dollars)	Price of medium quantity of the products sold in local currency (US dollars)	Price of highest quantity of the products sold in local currency (US dollars)	Price of the unit local of the products sold in local currency (US dollars)	Tobacco Company (or Affiliate) manufacturing the product
1.						
2.						
3.						
4.						
5.						

e) Please enter in the Table below the inventory of smokeless tobacco products manufactured locally sold on the market in your country?

No.	Brand Name	Measuring unit for sale	Price of the smokeless product	Date of appearance in the local market	Tobacco Company or Manufacturer or Affiliate
1.					
2.					
3.					
4.					
5.					
6.					

f) Please enter in the Table below the inventory of smokeless tobacco products imported and sold on the market in your country?

No.	Brand Name	Measuring unit for sale	Price of the smokeless product	Date of appearance in the local market	Tobacco Company or Manufacturer or Affiliate
1.					
2.					
3.					
4.					
5.					
6.					

4 Which tobacco products are manufactured in your country for export?

For each product, Please provide pictures of each pack product listed

a) Please enter in the Table below the inventory of the cigarettes manufactured locally in your country but intended for export?

No.	Brand Name	Price of a pack of 20 cigarettes in local currency (US dollars)	Price of a pack of 10 cigarettes in local currency (US dollars)	Price of a stick local in currency (US dollars)	Tobacco Company (or Affiliate) manufacturing the product
1.					
2.					
3.					
4.					

b) Please enter in the Table below the inventory of other smoke- tobacco products (cigar, cigarillo, etc.) manufactured locally in your country but intended for export?

No.	Brand Name	Price of lowest quantity of the products sold in local currency (US dollars)	Price of medium quantity of the products sold in local currency (US dollars)	Price of highest quantity of the products sold in local currency (US dollars)	Price of the unit local of the products sold in local currency (US dollars)	Tobacco Company (or Affiliate) manufacturing the product
1.						
2.						
3.						
4.						

c) Please enter in the Table below the inventory of smokeless tobacco products manufactured locally in your country but intended for export?

No.	Brand Name	Measuring unit for sale	Price of the smokeless product	Date of appearance in the local market	Tobacco Company or Manufacturer or Affiliate
1.					
2.					
3.					

5 Please describe, briefly the tobacco business impact on the economy revenue and expenditures, if known, what is the % GDP that comes from the tobacco sector, no of farmers/ area under acreage, % of tax coming from tobacco taxes etc?

6 Please describe TI involvement in tobacco farming and processing in your country? If your country produces tobacco

Part 2 : Monitoring of TI activities/tactics and target groups

7 Which type of activities/tactics is used by the tobacco companies to market their products, and/or themselves? According to the activities/tactics of the TI in your country, which group is their target? Please provide details/ examples and pictures

		Target Group	Please provide details and examples
Type of activities or tactics			
1	Advertisements	Direct advertisements	
		Indirect advertisements	
		Cross-border advertising	
2	Promotions	Promotional activities	
3	Sponsorships	Event sponsorships	
4	Corporate Social Responsibility	Supporting environmental projects, supporting farmers, others	
		Scholarships and Youth Smoking Prevention (YSP) programs	
5	Intimidation		
6	Litigation		
7	Philanthropy		
8	Consultancy		
9	Creating alliances and front groups, smokers' right groups		
10	Smuggling		
11	Volunteer agreements with governments/ voluntary self-regulation as an alternative to legal, binding regulations, Joint manufacturing and licensing agreements		
12	Other specific	e.g individual shareholders, support provided to customers, Political funding, Funding research,etc	

Part 3 : Assessment of country's implementation of Article 5.3

8 Please describe the country's capacity to counter industry interference?

a) Identify tobacco control partners and allies

Name of the TC partners and allies	Description of the role played by the TC partners/allies How do they support TC policy development?
e.g National TC program, Inter ministerial committee, TC Board, CSO, Research institutions,	

b) List the government structures that address areas of interest to the TI

Name of government structures	Description of the role played by the structures
e.g Finance, Trade, Labour, Industry, Agriculture authorities	

c) Do you know any organization, body, group or institution interested in working or cooperating in tobacco control that has any affiliation to or link with the tobacco industry?

Name of institution interested in working or cooperating in tobacco control	Please provide details on the affiliation to or link with the tobacco industry
e.g	

d) Are you aware of any former tobacco industry officials being hired by your government? If yes please provide details.

e) Are you aware of any former government officials being hired by the tobacco industry? If so, please provide details.

f) Is there any routine mechanism for screening efforts from the tobacco industry to undermine or subvert tobacco control and for getting information on tobacco industry activities in your country? Please provide details?

- g) What are the definitions of “tobacco industry” within government sectors (beyond health sector)?
- h) Does the tobacco control agenda in your country include holding the tobacco industry accountable and liable for any damaging practices? If yes, please provide details and examples.
- i) Has your government introduced measures that require the tobacco industry to provide mandatory disclosure of contents and emissions of tobacco products? If yes, please provide details and examples.
- j) Are there existing measures that promote public access to a wide range of information on the tobacco industry? If yes, please provide details.
- k) Does the tobacco industry disclose its expenditure on advertising, promotion and sponsorship in your country? Are these figures available to the public? If yes, please provide details and examples.
- l) Is there any existing legal mechanisms dealing with civil and criminal liability; is there any existing legal action against the tobacco industry? If yes, please provide details and examples.
- m) Is there any existing mechanism of the exchange of information on practices of the tobacco industry and cultivation of tobacco? If yes, please provide details and examples.

9 Has your government entered into any partnerships or agreements or MOUs with tobacco corporations, subsidiaries, affiliates or agents? If so, what part of the government, with what tobacco corporation, and for what stated purpose? Please provide an inventory of the pro tobacco policies or MOU in your country?

10 Has the TI taken a public position/stand on the FCTC and/or TC policies in your country? If so, what is its position? How has the industry communicated this position?

11 Is your government holding consultations with tobacco entities or anyone acting on their behalf? If so, are these consultations open to the public or private? Is information about them publicly available?

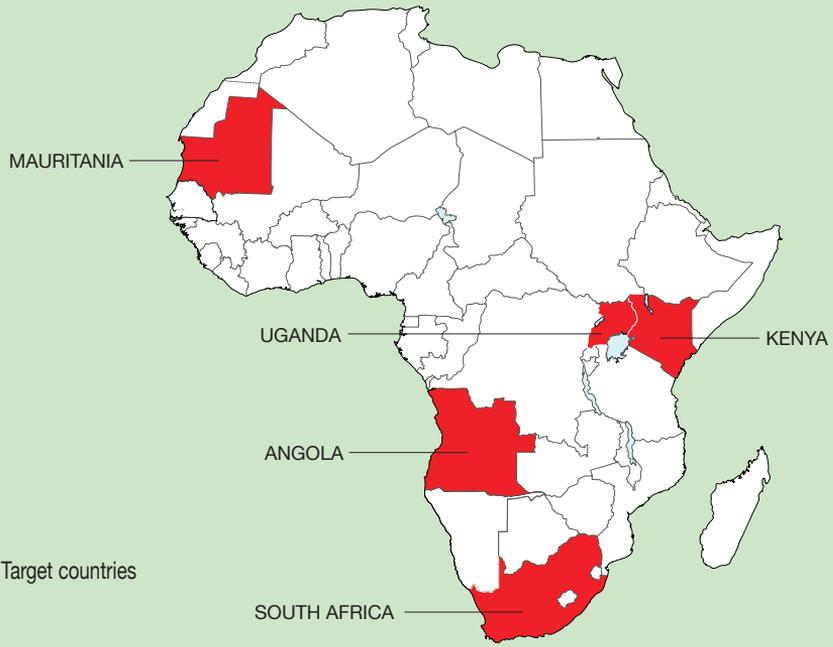
12 Are tobacco corporations represented in any government bodies (eg agricultural, environmental, economic....) responsible for tobacco control or public health? If so, please fill in the chart below.

Name of Government Body	Role in Tobacco Control/public health	Name and affiliation of tobacco industry representative

About CTCA

The Centre for Tobacco Control in Africa (CTCA) was established by the World Health Organization (WHO) with funding from the Melinda Gates Foundation.

CTCA's mandate is to support governments in African countries develop tobacco control policies and legislation as well as build and sustain institutional capacity for tobacco control. This is done through offering technical, institutional and cross sector support for tobacco control at national and regional levels. The Centre is hosted by the School of Public Health at Makerere University College of Health Sciences, www.musph.ac.ug, as part of a consortium of three organizations.



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