

# **Tobacco industry tactics and plans to undermine tobacco control efforts**

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### **Introduction and background**

**Tobacco is the only product in the world that kills half of its users**

**The tobacco industry sells 6 trillion cigarettes every year, with revenues estimated at US\$ 614 billion in 2009**

**Tobacco companies are unrelenting in their efforts to counter and undermine tobacco control initiatives and activities**

**Tobacco companies have altered their tactics, in form and function, in response to the WHO Framework Convention on Tobacco Control**

**Tobacco companies scheme to create an alternate reality prior to the issuance of official and international tobacco control laws**

**Tobacco companies are relentless in their attempts to undermine complete bans on tobacco advertising, target youth, circumvent health warnings and oppose the prohibition of smoking tobacco products in public places**

### **Tobacco industry tactics and plans**

**Influencing decision-makers**



**World Health  
Organization**

Regional Office for the Eastern Mediterranean

**Undermining laws to increase tobacco taxes**

**Opposing smoking bans in public places**

**Fighting health warnings on tobacco packs**

**Supporting smuggling activities**

**Manipulating and pressuring the media**

**Undermining tobacco advertising bans**

**Promoting tobacco use to youth**

**Questioning religious edicts prohibiting tobacco use**

**Warning about unemployment and economic stagnation**

**Countering tobacco industry tactics and plans**

**References**



**World Health  
Organization**

Regional Office for the Eastern Mediterranean

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