

## **Tobacco & Non-Communicable Diseases**

Summary of the media and NCD stakeholder discourse  
(330 days to 29.06.2022)

### **Background**

Rebbelith produced a narrative and stakeholder comment model around non-communicable diseases (NCDs) as part of a project for an international pharmaceutical organisation. Tobacco products and the tobacco industry were found to be salient within this model. Subsequently, Rebbelith reviewed the model with a focus on tobacco to answer two key questions:

1. Which issues are linked to the tobacco industry and its products?
2. What does the stakeholder group say or think about those issues?

Relevant media for analysis were selected according to their specific value to the stakeholder group. Titles included international business, newswires, national press from the US, UK, Europe, Africa, medical academic journals, and pharmaceutical trade press. Coverage from a 330 day period (ending 29.06.2022) was analysed.

### **Media activity analysed:**

- over 2000 articles identified.
- Reduced to 994 in first analysis.
- Distilled to 189 in final model (reading burden reduced by 91%).

The Target Stakeholder Group included pharmaceutical companies and organisations, key NGOs, IGOs and academic institutions involved in NCDs.

### **Stakeholder commentary analysis:**

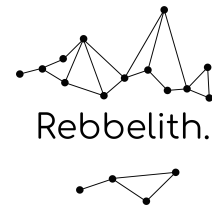
- Over 1,300 key individuals and organisations were analysed from the Target Stakeholder Group.
- Approximately 4,300 more individuals and organisations of influence were identified and added to the group.
- Specific comments from this total group (c. 5,600 members) have been analysed to determine who is talking about each issue and their attitude to it.

### **Findings Overview:**

The stakeholder group focuses on medical risks and diseases associated with tobacco.

Considerable attention is also directed at very specific regulatory calls to action around tobacco (tax increases, legal smoking age) and more general health issues. Child vaping has been salient (especially in the last 80 days), as has environmental damage (between March and June this year) and lobbying around menthol products.

Importantly this stakeholder group and its influencers do not appear to focus directly on general industry lobbying, smoke-free products (heated sticks & snus), nor UK smoker reduction measures.



**Issues receiving significant stakeholder commentary in order of importance:**

1. Tobacco & diseases including: Diabetes, Cancer, COPD, CVD, Hypertension.
2. Vapes / e-cigarettes including: a Kenyan 'black market' for vapes, youth/teen targeting with reference to Native American youth, effectiveness of vapes as a tobacco replacement during pregnancy, US regulation against Juul.
3. Tobacco regulation including: the legal smoking age, taxation, encouraging Kenyan farmers to plant alternative crops, the Tobacco/Nicotine-Free Generation initiative and setting a nicotine level for cigarettes. These discussions occurred internationally, including countries ranging from India, Bangladesh, the UK, USA, Indonesia, Zambia.
4. The environmental effect of the tobacco industry, with specific reference to Africa and comment from Indian stakeholders.
5. Tobacco industry lobbying and government access, with specific reference to menthol flavoured products targeting the African American population.
6. African cigarette market growth.

**Issues focused on by media in order of importance:**

1. Regulation including: vape bans & Juul, UK smoker reduction measures, harm reduction measures including tobacco-free products, the UK 'Khan' review and the legal smoking age.
2. Teen vaping & e-cigarettes including: a 'nicotine free generation'.
3. Tobacco & diseases including: Diabetes, Cancer, COPD, CVD, Hypertension.
4. Tobacco industry lobbying, industry addiction messaging, industry US political contributions, investment in tobacco companies by US congress members.
5. Smoke-free products (heated tobacco and snus).
6. Environmental impact of tobacco.
7. New Zealand & a 'Tobacco Free Generation'.
8. Menthol products ban and negative image with African American population / George Floyd & Eric Garne exploitation.

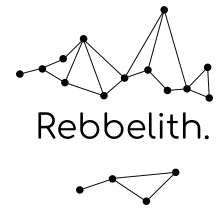
**Issue longevity with the target stakeholder group (period ending 29.06.2022):**

Emerging or spiking (<80 days continuous comment):

1. Vapes & e-cigarettes, and child vaping (spiked 15 June - 29 June).
2. Tobacco & environment damage (spiked 02 March - 09 June).
3. Tobacco & disease aetiologies (spiked March 11- May 25).

Stable (80-160 days continuous comment):

1. Disease aetiologies: discrimination, obesity, smoking & covid.
2. Medical studies: tobacco smoking, second hand vaping, COPD.
3. Tobacco Control: nicotine free generation, Africa, New Zealand, FDA, teens.
4. Tobacco Free Generation.
5. US menthol ban & black lawmaker lobbying: Black community market size. George Floyd & Eric Garne exploitation.
6. Tobacco lobbying, addiction, political contributions, industry promotional activity.



Embedded (>300 days continuous comment):

1. Tobacco & disease aetiologies: dementia, blood pressure & hypertension, diabetes, heart disease, stroke.
2. US falling cancer rate & tobacco smoking.
3. Harm reduction discussion: tobacco-free products, nicotine alternatives, e-cigarettes, menthol bans & Africa market.
4. Cost of cancer care & smoking.
5. Vapes & e-cigarettes: child, teen vaping & nicotine free generation, Kenya vape tax & black market (spiked 15 June - 29 June).