

Tobacco Advisory Group Report

April 2003 – March 2005



Foreword



It gives me great pleasure to introduce this report which summarises the first two years' work of Cancer Research UK's Tobacco Advisory Group.

It has been a period of considerable achievement in tobacco control. The world's very

first public health treaty, which became international law in February 2005, specifically focuses on tobacco control measures. Many countries have already introduced legislation for smokefree public places and workplaces and several more are pretty close.

While we celebrate these successes, there is no room for complacency. Multinational tobacco companies remain as active as ever in their aggressive product promotion and marketing, and the tobacco pandemic is still unfolding across many low- and middle- income countries least able to afford the inevitable tragic consequences. Cancer Research UK has supported internationally acclaimed epidemiological and behavioural research on tobacco use for many years and now, with the establishment of the Tobacco Advisory Group, we are able to fund cutting-edge policy research, providing key evidence to inform tobacco control measures both nationally and internationally. The success of our committee within Cancer Research UK has enabled a doubling of our research portfolio over the past two years, to over £1m for '06/'07.

I am delighted to be able to report on this work, which includes research in to how tobacco companies are trying to obstruct public health measures in the poorest parts of the world (see the GAP study) and the impact of different policies in different countries (see the ITC study). It also shows how even small sums of money can enable health advocates around the globe to promote effective tobacco control activities (see the ACS/ Cancer Research UK/UICC Fellowships). We also present some of the organisation's campaigning and advocacy work and demonstrate how this relates to, and influences, our funding priorities.

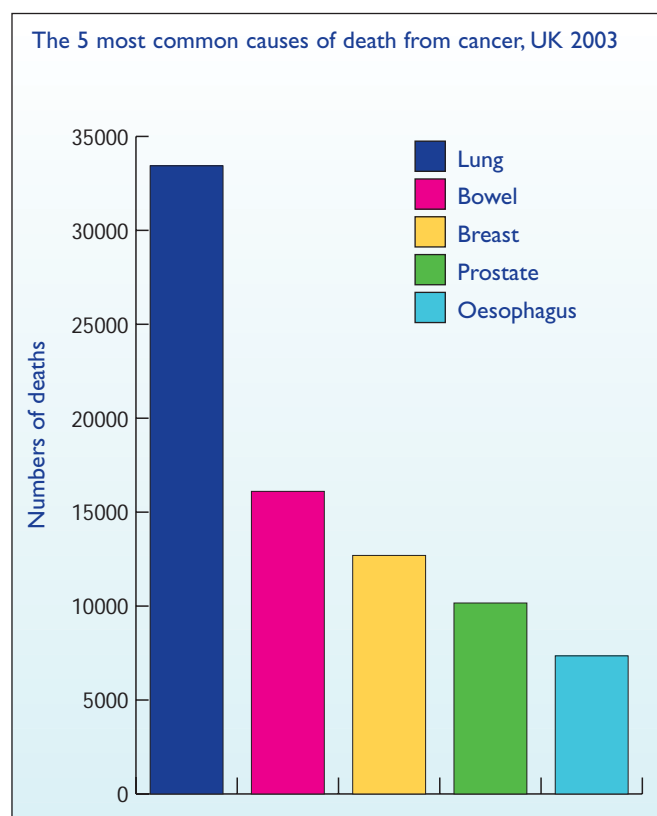
I do hope you will enjoy reading this report. It shows how a relatively small amount of funding (certainly in relation to the many millions spent per year by tobacco companies to attract and retain their customers) has helped to make a real difference in our struggle to reduce and eliminate the devastating yet avoidable toll from tobacco.

Finally I should like to thank all of the members of the TAG for their unfailing support and hard work, and the many staff involved right across the organisation.

Professor Jeffrey Tobias MA, MD, FRCP, FRCR
Chairman of the Tobacco Advisory Group
Member of the Cancer Research UK Council
Professor of Cancer Medicine, UCL Hospitals NHS Trust,
Meyerstein Institute of Oncology, Middlesex University

Why do we need a Tobacco Advisory Group?

Smoking tobacco is the single greatest avoidable risk factor for cancer: in the UK, it is the cause of more than a quarter (29%) of all deaths from cancer and has killed an estimated six million people in the UK alone over the last 50 years. Lung cancer is the most common type of cancer death in the UK and smoking causes 9 out of 10 lung cancer cases. On average, smokers die 10 years younger than non-smokers and around half of all long-term smokers will die from the addiction, half of them in middle age.



Worldwide tobacco consumption has caused an estimated 100 million deaths in the last century and if current trends continue, it will kill 1,000 million in the 21st century. The greatest tragedy is that every single tobacco-related death is preventable.

Cancer Research UK has recognised the urgent need to address this issue. In addition to funding scientific research of the highest international standing, in 2003 the charity established funds for policy research and campaigning. The Tobacco Advisory Group (TAG) is both a funding and a policy-setting committee. It is made up of external experts, trustees and staff. Over the past two years, the TAG has developed and strengthened Cancer Research UK's internal and external tobacco policies. With a budget of approximately £450k per annum from April 2003- March 2005, it has funded internationally recognised work that is having a major impact on tobacco control in the UK and abroad.

Policy Research Funding

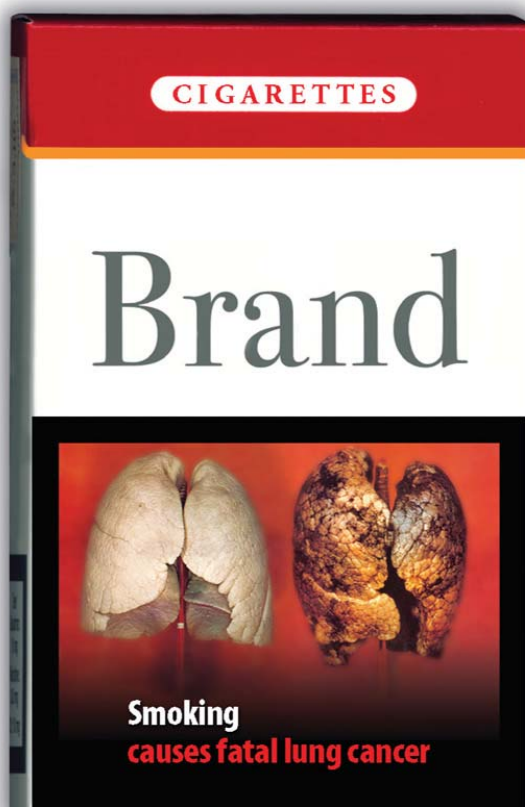
The TAG supports a number of high profile policy research initiatives, which are helping decision makers to understand the impact of different policy measures. These include the Centre for Tobacco Control Research (CTCR) at the Institute for Social Marketing - a joint initiative between Stirling University and The Open University. Headed by Professor Gerard Hastings, a key aim of the Centre is to evaluate specific tobacco control policies and identify those that successfully change smoking behaviour.

International Policy Research

The International Tobacco Control Policy Evaluation Survey (ITC) began as a four-country study in the US, UK, Canada and Australia, comparing the impact of tobacco policies in different contexts. It is based on a longitudinal telephone survey of 2000 smokers in each country and has now been extended to Ireland, Thailand, Malaysia and other countries. The UK arm of the ITC is based at the CTCR. Recent findings are highly policy relevant, for example showing that support for Ireland's smokefree bars and pubs has increased after the smoking ban was introduced in March 2004, and that smoking in the home has not increased in response to smokefree legislation.

Advertising and Marketing Research

Currently the CTCR is monitoring the impact of the 2002 UK tobacco advertising ban on teenagers' attitudes towards smoking. It is also tracking how the ban has affected tobacco companies' marketing strategies. This helps identify loopholes in the present regulations and enables tighter measures to be proposed to Government.

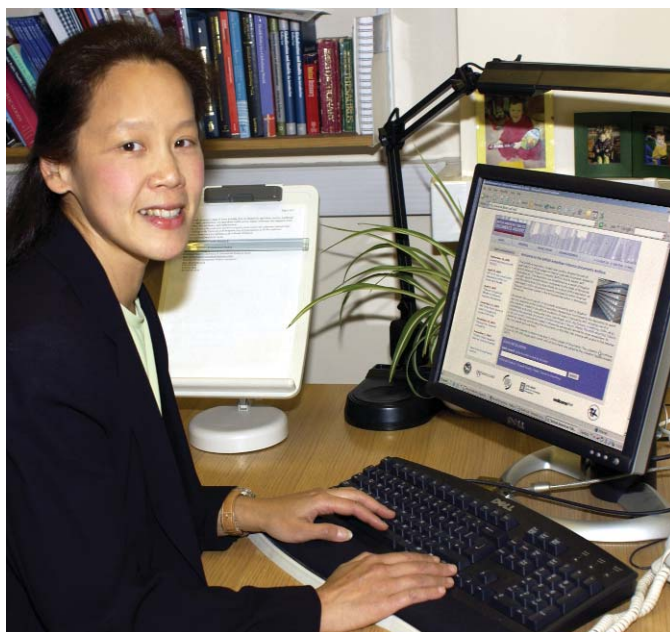


The CTCR has completed many other projects, one of which examined the effect of 'on-pack' health messages and images on smokers' attitudes and behaviour in seven European countries. This provided crucial evidence for the 2003 EU Labelling Directive to include the option for Member States of introducing picture warnings on packs. The UK Government is examining this possibility.

Professor Hastings has also acted as expert witness on numerous occasions - for example, in the House of Commons Health Select Committee Inquiry into the tobacco industry; in the Mc Tear trial, the first ever legal case brought against the tobacco industry in the UK; and in a judicial review on 'Point of Sale' advertising brought about by the tobacco industry to remove tighter product marketing regulations. This found in favour of the Department of Health and against the tobacco industry, and Professor Hastings' evidence was highly influential in gaining this verdict. More information about the work of the CTCR can be found at www.ism.stir.ac.uk.

Research on Tobacco Industry Documents

The Guildford Archive Project (GAP) is based at the London School of Hygiene and Tropical Medicine. Thanks to successful litigation cases in the USA, millions of pages of internal



Dr Kelley Lee, LSHTM, using the BAT on-line archive (above), and a proposed EU cigarette pack picture warning (left)

tobacco industry documents have been made available for public scrutiny. Much of this information has been put on the internet, but two major depositories in Guildford and Minnesota remain paper-based. The aim of the GAP is to make these documents accessible online to researchers. Cancer Research UK, through the TAG, was one of a number of funders of this project. (See <http://www.lshtm.ac.uk/cgch/tobacco/guildford.htm> and <http://bat.library.ucsf.edu/>). Some key findings have already been published including details of tobacco companies' marketing and smuggling tactics in low- and middle- income countries. They also provide crucial evidence to persuade governments not to be misled into doing deals with tobacco companies.

Smoking Cessation

The UK has seen considerable success in helping people quit smoking through the NHS stop smoking clinics and the provision by GPs of treatments such as Nicotine Replacement Therapy. Yet still, a third of smokers attempt to quit every year, but fewer than one in ten succeed. In order to tailor services more effectively and help more people succeed in quitting, we need to understand what kind of behavioural and/or pharmacological support best help particular 'types' of smokers. Professor Robert West, Director of Tobacco Studies at the Cancer Research UK Health Behaviour Unit, University College London, is piloting a TAG-funded longitudinal cohort study of smokers, which it is hoped will, over time, provide this information.

Capacity Building

There is a lack of 'young blood' among tobacco control researchers, so the TAG has set up a PhD in tobacco control studies, named after Dr Lynn MacFadyen who gained the first such PhD in the UK before her tragic premature death. The first award holder will be based at the CTCR.

Health Promotion Funding

The TAG also supports several health promotion initiatives such as No Smoking Day, which has enabled thousands of people to stop smoking over its twenty years of operation. The TAG also part funds two project managers for the national Quit 'Break-free' programme and an evaluation of the service. The programme delivers a tobacco education and cessation programme for young people between the ages of eight and eighteen, both in schools and communities. The TAG has also supported website development for the International Network of Women against Tobacco Network (INWAT), which delivers information and advocacy advice about specific issues relating to women and smoking.

Policy/Campaigning

Programme Support and Partnerships

The TAG provides financial support to Action on Smoking and Health (ASH), the main UK tobacco control campaigning group. ASH has an international reputation for its evidence-based lobbying and its impressive impact, which belie its small size. It also funds the International Agency for Tobacco and Health (IATH) jointly with the British Heart Foundation. IATH provides advice and information to tobacco control advocates in low-income countries where resources are few and tobacco marketing is particularly aggressive.

The EU is a vitally important forum for tobacco control activities because it impacts on UK legislation and can influence legislation in other parts of the world. Therefore the TAG has supported an exciting new Partnership with the Ligue Nationale Contre le Cancer Francaise, the French National Research Institute and the European Respiratory Society, to ensure that authoritative reports on European tobacco control policy are produced and disseminated to EU decision makers and to lobby for key legislation at the EU level.

Priority Policy Areas

Cancer Research UK's Tobacco Control Team, Policy and Public Affairs Team and Press Office have worked closely together to shape and implement the charity's tobacco policy and campaigning activities. Position statements on a range of tobacco policies can be found at:

<http://info.cancerresearchuk.org/publicpolicy/briefings/prevention/tobaccocontrol/>

In support of key UK, European and international policies, Cancer Research UK sends and signs up to letters, responds to consultations, and participates in delegations and presentations to parliamentary and other influential groups. The charity undertakes pro-active and reactive media work to ensure that our weight of influence is maximised. For example, in the run up to No Smoking Day 2005, a press release showing that 6.3 million people (close to the current population of London) have died from tobacco-related diseases in the UK over the past half century, received extensive coverage. Through the TAG, we aim to complement our policy and campaigning work by funding related research and projects.

Smokefree Workplaces

In its 2004 'Agenda for Change' publication, Cancer Research UK identified smokefree workplace legislation as the charity's number one policy priority. We have therefore been very active across the UK in working with others to gain political and public support for smokefree workplaces and enclosed public places. For example, in the run up to the announcement that all workplaces will have to be smokefree in Scotland by March 2006, Cancer Research UK's CEO Professor Alex Markham met with the Scottish First Minister, and strategic advertisements were placed in the Scottish broadsheets, emphasising the charity's strong support for the legislation.

In November 2004, the UK Government set out plans for enclosed public places and workplaces in England and Wales to be smokefree by 2008 but with the exclusion of pubs that do not serve food and private membership clubs. This would leave around 35,000 venues exempt, putting the health of many tens of thousands of workers at risk. Cancer Research UK continues to work for the removal of these exemptions, and for comprehensive legislation to be brought in as early as possible. Together with other like-minded charities and public health organisations we have formed a coordinating group to mobilise the many organisations and individuals who support





Tobacco advertising in Greece (above) and Russia (right)
Anna Gilmore, LSHTM

smokefree workplaces. (See www.smokefreeaction.org.uk). The Public Affairs Team has also launched a new campaigning website for supporters at: www.cancercampaigns.org.uk. The website is using this issue as its first call to action, to great effect.

In March 2005, Cancer Research UK held a two day meeting of international experts to learn from those countries that have already enacted smokefree legislation and to develop a research agenda for the UK. See <http://science.cancerresearchuk.org/news/meetings>. The TAG is seeking additional funds to take forward the recommendations from this meeting.

Framework Convention for Tobacco Control

The Framework Convention for Tobacco Control (FCTC) is the world's first ever public health treaty. Cancer Research UK scientist Sir Richard Peto estimates that, from nearly five million deaths per annum in 2005, tobacco will claim ten million lives annually by 2030, and 70 percent of these will be in developing countries. The FCTC is the best hope that we have to control the global tobacco epidemic and the TAG will continue to accord it the highest priority.

The Framework Convention Alliance (made up of nearly 200 non-government organisations including Cancer Research UK) was very active in the treaty negotiating process. Subsequently Cancer Research UK lobbied the UK government and the EU to ratify the treaty. Through ASH, the TAG has funded studies into the wording of the treaty as well as compiling a list of funding sources for tobacco control advocates in low-income countries.

Together with partner organisations, the TAG will continue to fund and promote policy research to ensure that FCTC protocols, such as those on smuggling and advertising, are as strong as possible.

Many low- and middle- income countries face an enormous task in implementing the FCTC and stemming the rising tide of tobacco-related diseases. A major Cancer Research UK initiative has been the development, jointly funded by the American Cancer Society and administered by the International Union Against Cancer, of FCTC fellowship grants (the ACS/ Cancer Research UK/UICC Fellowships). An international expert panel has awarded thirteen grants over the past two years to respected advocates in Central and Eastern Europe, Africa, South Asia, South East Asia and South



America. The grants have enabled them to draft legislation; hold briefings and seminars for politicians, media and health groups; and develop tobacco control alliances and information websites. The TAG has also contributed to a Canadian initiative to provide research grants to individuals in low- and middle-income countries.

Tobacco Industry Funding of Research

Cancer Research UK believes that universities should avoid any involvement whatsoever with the tobacco industry, and should reject tobacco industry funding for research or any other activities. Therefore the charity continues to publicly criticise universities that accept such funds.

In 2002 a consultation document was circulated to all universities entitled 'Preventing Lung Cancer: Isolating the Tobacco Industry', and in 2003 the TAG endorsed a revised Cancer Research UK Code of Practice on this issue. Under the Code, Cancer Research UK will not provide a grant to any research team that is in receipt of money from tobacco industry sources. This is part of our 'Terms and Conditions' of Funding, which prospective grantees sign up to when applying for funding. Papers have been presented on Cancer Research UK's Code of Practice at several international conferences. Other UK and European grant-giving bodies have followed the charity's lead and brought in their own policies, such as the Wellcome Trust, Glasgow University, the American Cancer Society, and several European Cancer Leagues. Further information about the Cancer Research UK Code of Practice can be found at: <http://info.cancerresearchuk.org/publicpolicy/briefings/prevention/tobaccocontrol/industrystactics/>

Because of the tobacco industry's track record in seeking

to manipulate scientific findings, Cancer Research UK has also worked to persuade the editorial boards of academic journals to refuse to publish tobacco industry-funded papers. The charity's own journal, the British Journal of Cancer, has adopted this policy.

Tax and Smuggling

Price is one of the most effective ways to reduce tobacco consumption. Cancer Research UK signs up to the annual ASH tax submission to the Treasury which requests an above inflation increase in tobacco price. An influential report on smuggling called 'Turning off the Tap' was funded by the TAG and the Swedish Public Health Institute in 2004. This showed that the smuggling problem is due to the importation of large containers of non-duty paid cigarettes rather than small scale bootlegging, as is often claimed by tobacco companies. The report's findings were used as evidence in US court hearings against tobacco companies. See: <http://info.cancerresearchuk.org/publicpolicy/briefings/prevention/tobaccocontrol/smuggling/>

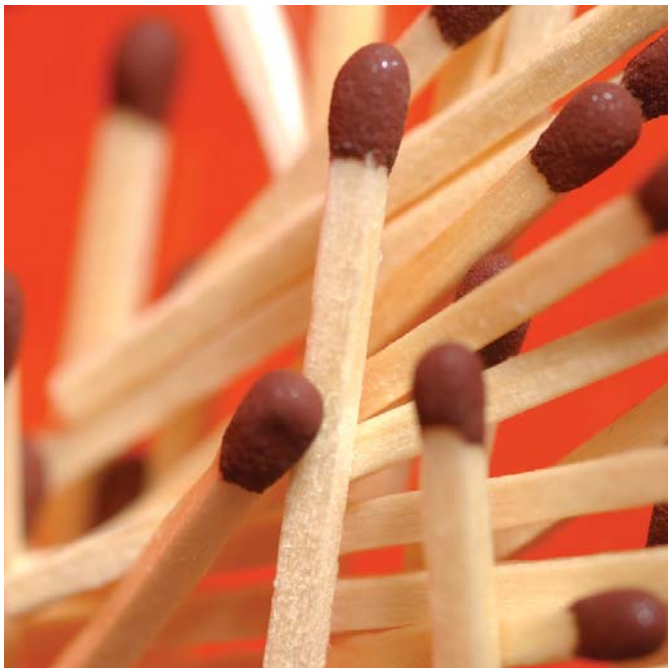
As part of its EU Partnership, Cancer Research UK also participated in a European expert meeting on tax and smuggling, held in Paris in March 2005. The charity will continue to work with others to lobby for upward tax harmonisation and other measures to prevent the sale of non-duty paid and counterfeit cigarettes across Europe.

Cancer Research UK Initiatives

Internal Tobacco Policy


Cancer Research UK's internal Tobacco Policy provides pragmatic guidance to ensure that wherever possible, the charity avoids links with the tobacco industry and that it is not in receipt of, or profiting from, tobacco industry funding. The policy also ensures that all Cancer Research UK fundraising events are smokefree wherever possible.

'Reduce the Risk' Campaign



In January 2005 Cancer Research UK launched a public awareness campaign called 'Reduce the Risk' to promote key cancer prevention messages, including the risks of smoking. Among the tobacco related activities so far have been extensive press work, dissemination of key messages to staff and the introduction of a personalised telephone quitline. See <http://info.cancerresearchuk.org/healthyliving/reducetherisk/>

Mass Media Campaign



Susie.

A nice name doesn't make something less deadly.

Smoke 'Low tar', 'Lights' or 'Mild' cigarettes and despite their smooth taste, you are likely to inhale just as much tar and nicotine as from regular cigarettes.

For all the facts visit www.lowtarexposed.org Low tar cigarettes. Death repackaged.

CANCER RESEARCH UK

THIS ADVERTISEMENT IS FUNDED BY THE DEPARTMENT OF HEALTH.

Led by the Development Team in Fundraising and Marketing, in 2003 Cancer Research UK conducted its first tobacco control mass media campaign, funded by the Department of Health. In September of that year, misleading descriptors for 'low tar' such as 'light' and 'mild' were banned in the UK as part of a new EU Directive. Timed to coincide with this ban, the overall aim of the Cancer Research UK campaign was to increase awareness that smoking 'low tar' cigarettes is just as harmful as smoking those of regular strength. The concept behind the advertising was that 'a nice name doesn't make something less deadly'. The TAG provided the scientific input to the campaign. As a result, smokers of low-tar cigarettes were significantly less likely to report smoking these brands for health reasons, and over half of smokers said they took action as a result of seeing the adverts. For more information, see <http://www.lowtarexposed.org.uk/>

The team is currently working on a campaign to highlight the dangers of secondhand smoke, due to air in Spring 2006.

Key Cancer Research UK publications and references

Internal Publications

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- Cancer Research UK. Preventing Lung Cancer: Isolating the Tobacco Industry. Reviewing the Cancer Research UK Code of Practice On Tobacco Industry Funding to Universities. Consultation document. July 2002. (<http://info.cancerresearchuk.org/publicpolicy/briefings/prevention/tobaccocontrol/industrystatics/>)
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- Carlyle J, Collin J, Muggli M, Hurt R. (2004). British American Tobacco and Formula One motor racing. British Medical Journal, 329(7457): 104-6.
- Gilmore AB, Radu-Loghin C, Zatushevski I and McKee M. (2005) Pushing up smoking incidence: plans for a privatised tobacco industry in Moldova. Lancet, 365; 1354-1359.

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- Hanley N, Hastings GB, MacKintosh AM, Bergmann A, Anderson S, and Clark P. (submitted August 2005). The effects of tobacco marketing on smoking amongst adolescents: findings from the CTCR Marketing Monitor Survey. Journal of Health Economics.
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International Tobacco Control Policy Evaluation Survey

- Borland R, Yong HH, King B, Cummings KM, Fong GT, Elton-Marshall T, Hammond D and McNeill A (2004). Use of and beliefs about light cigarettes in four countries: Findings from the International Tobacco Control Policy Evaluation Survey. Nicotine and Tobacco Research, 6 (Suppl 3): S311-S321.
- Borland R, Yong HH, Cummings KM, Hyland A, Anderson S and Fong G (submitted). Determinants and consequences of smoke-free homes: Findings from the International Tobacco Control Policy Evaluation Survey. Tobacco Control Supplement.
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For a full list of ITC publications, see http://arts.uwaterloo.ca/~itc/Research_Products/research_products.htm

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Smoke Free Europe Partnership

Smoke Free Europe Partnership. Smoke Free Europe makes Economic sense. A report on the economic aspects of smokefree policies. 2005

Tobacco Advisory Group Membership

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This report can be downloaded from

<http://science.cancerresearchuk.org/gapp/fundingcommittees/tag/>

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Cover photo centre: Cancer Research UK scientists, Sir Richard
Doll, deceased 24 July 2005 (who helped identify the link between
smoking and cancer) and Sir Richard Peto (who studies the impact
of tobacco on populations and predicts future global trends).

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