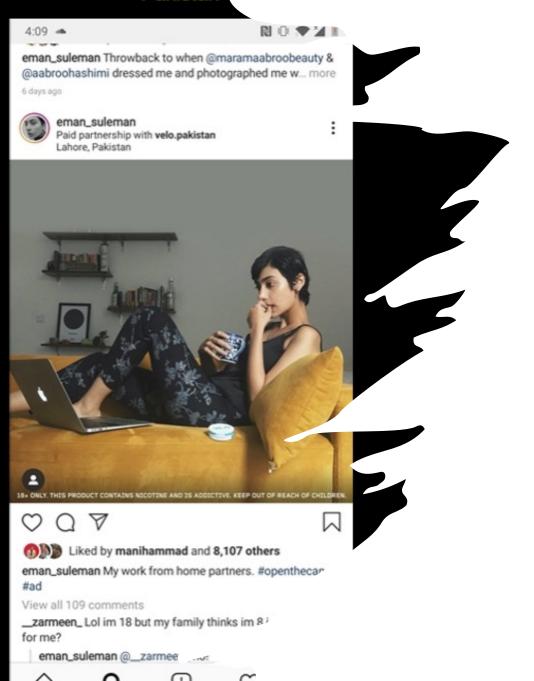


Lobbying

 Tobacco companies and their allies are pressuring governments to list tobacco/e-cigarette production facilities, stores, and products as "essential" in countries enacting policies to limit the spread of COVID-19.



Pakistan



Marketing

- Tobacco industry uses COVID-19 (explicitly mentioning the virus and/or using references such as "quarantine" or "stay at home") to market their products.
- Promotional campaigns to offer free delivery and contest prizes that encourage sharing tobacco product marketing campaigns online, on social media, and through mobile text messages.

Spreading misinformation

- In several countries, false information has been spread that smoking or vaping will protect tobacco users from COVID-19.
- Research has been challenged which showed increased risk for illness in smokers.
- This tactic is not new.





CSR/Philanthropy

- For decades, tobacco companies have taken advantage of natural disasters and emergencies to build goodwill among the public and policymakers.
- The tobacco industry has been exploiting the COVID-19 pandemic and the resulting health sector resource shortages to gain a stronger foothold in the policy corridors of many national governments.

Unmasking TI tactics during COVID-19 pandemic

WHO FCTC Article 5.3 implementation and enforcement TAPS bans

Spreading correct information

Social media campaigns/Anti-tobacco mass media campaigns

Denormalize the tobacco industry

