



# Addressing tobacco industry challenges during the COVID-19 pandemic

Dr Kerstin Schotte, MPH



World Health  
Organization

# Lobbying

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- 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.





# 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 misinformatio n

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- 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

A photograph of a wolf with grey and brown fur, standing in a green field under a cloudy sky. The wolf is wearing a thick, light-colored woolly coat that covers its body, making it look like a sheep. This visual metaphor represents the concept of 'unmasking' tactics, where a predator (the wolf) disguises itself as a harmless animal (the sheep) to deceive its prey.

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



Thank you!

[schottek@who.int](mailto:schottek@who.int)  
[www.who.int/health-topics/tobacco](http://www.who.int/health-topics/tobacco)