### Usher Institute COVID-19 Webinar Series



# **COVID-19 and tobacco**

Lion Shahab – University College London, UK Kamran Siddiqi - University of York, UK Monika Arora - Public Health Foundation of India Tom Hird - University of Bath, UK



# Smoking and Covid-19: a living rapid review

**COVID-19** Webinar Series





Lion Shahab, PhD **University College London** @LionShahab







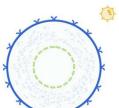
usher

#### Background

### A priori considerations about association

- Detrimental effects
  - Behavioural (hand-to-mouth)
  - Biological
    - Direct: respiratory immune defence ↓ respiratory bacterial/viral infections (e.g. H1N1)↑
    - Indirect: linked to diseases associated with worse Covid-19 outcomes (e.g. COPD, vascular diseases)
- Protective effects
  - Infection
    - Assumed Sars-CoV-2 enters cells via respiratory ACE-2 receptor
    - Evidence that nicotine down-regulates ACE-2 expression (but opposite also reported)
  - Severity/mortality
    - Covid-19 can lead to hyper-inflammatory response 'cytokine storm' > ARDS / death
    - Nicotine (via nAChR) may counteract dysregulation of cholinergic anti-inflammatory pathway





© 2020 NED Biosystems



#### Methodology



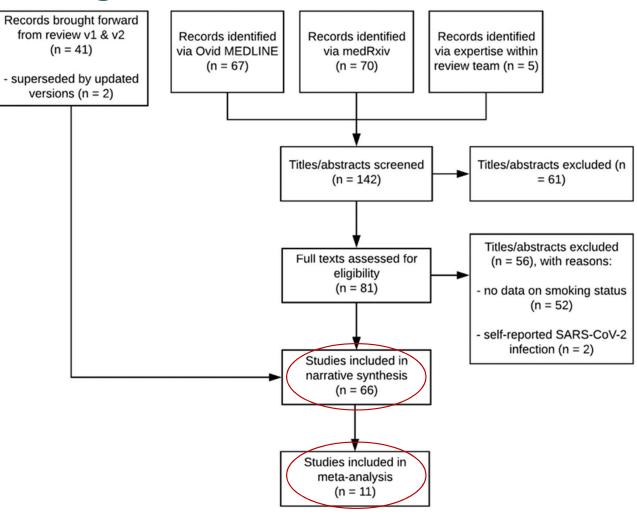
### Living rapid review

- Practical approach
  - Living: fast moving field, so has fortnightly updates
  - Rapid: only main databases searched (Medline, medRxiv [pre-prints])
- Inclusion criteria
  - Primary research (experimental/observational) of adults (16+ years)
  - Outcome had to be verified (SARS-CoV-2 swab/antibody test; clinical diagnosis of Covid-19) in context of infection, hospitalisation, severity, death
- Study quality (via NIH Quality Assessment Tool)
  - Good: i) Low levels of missing data on smoking status; ii) Reliable self-report measure of smoking (current/former/never smokers); iii) Biochemical validation of smoking status; iv) Adjustment for confounders
  - Fair: i) Low levels of missing data on smoking status and ii) Reliable self-report measure of smoking (current/former/never smokers) OR iii) Adjustment for confounders
  - **Poor:** Everything else
- Meta-analysis in R
  - Mantel-Haenszel or inverse variance method using random or fixed effects, depending on heterogeneity measured by I<sup>2</sup> statistic



#### **PRISMA flow diagram**

**Results** 





- Location
  - China: 30
  - USA: 12
  - UK: 5; France: 4; Mexico/Spain: 3; Italy: 2; Iran, Israel, South Korea, Kuwait, Switzerland: 1



- Location
- Setting
  - Hospital: 54
  - Community: 12



- Location
- Setting
- Size
  - Median of 380 participants (IQR 98-1,273)



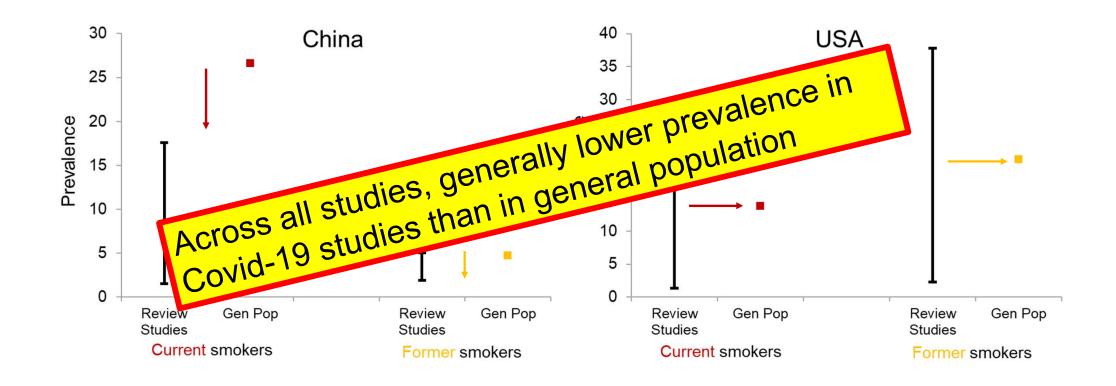
- Location
- Setting
- Size
- Recording of smoking status
  - Mainly through routine electronic health record (no verification)
  - Only 15 studies differentiated current/former/never smoking status
  - 51 had suboptimal characterisation and missingness, where reported, was high: from 0.6% to 96%!



- Location
- Setting
- Size
- Recording of smoking status
- Study quality
  - 15 as 'fair' and 51 as 'poor'

### **DCL**

### **Smoking prevalence**





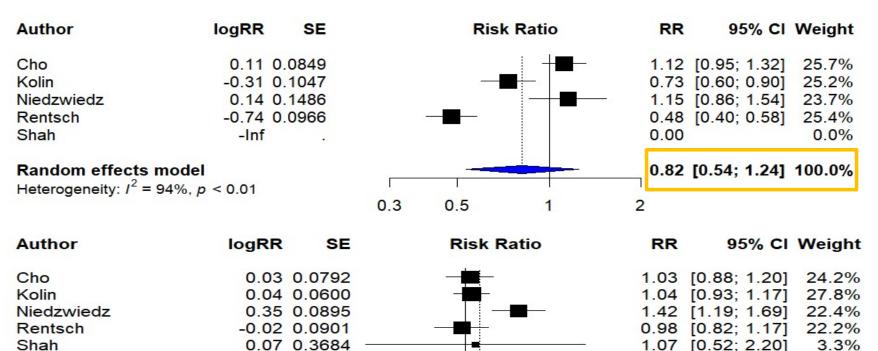
1.10 [0.96; 1.26] 100.0%

### Infection rate (testing positive)

Random effects model

Heterogeneity:  $I^2 = 64\%$ , p = 0.02

• Five 'fair' quality studies provided data on SARS-CoV-2 test results for people meeting local testing criteria by smoking status



1

2

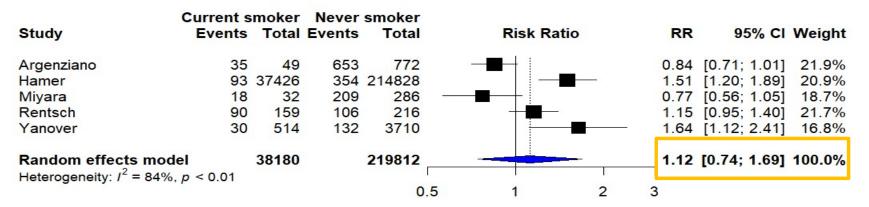
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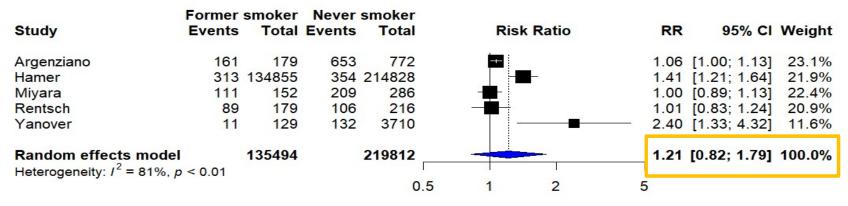
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### Hospitalisation

• Five 'fair' quality studies provided data on hospital admission following a Covid-19 diagnosis by smoking status

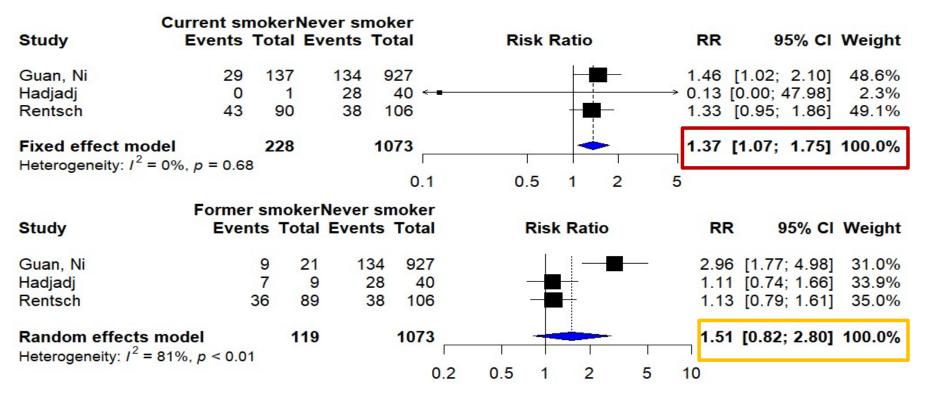




### 

### **Disease severity**

 Three 'fair' quality studies provided data on disease severity (e.g. ITU admission/requiring oxygen) among hospitalised Covid-19 patients by smoking status





### **Disease mortality**

- Only two 'fair' quality studies provided data on mortality by smoking status, one of which did not provide raw data so studies could not be combined
  - Gaibazzi et al (2020) found no difference between current or former and never smokers
  - OpenSAFELY study
    - Primary analysis: former smoking > ↑ mortality; current smoking > ↓ mortality
    - Small protective effect for current smoking not robust in further sensitivity analysis

#### Discussion



### **Results in context**

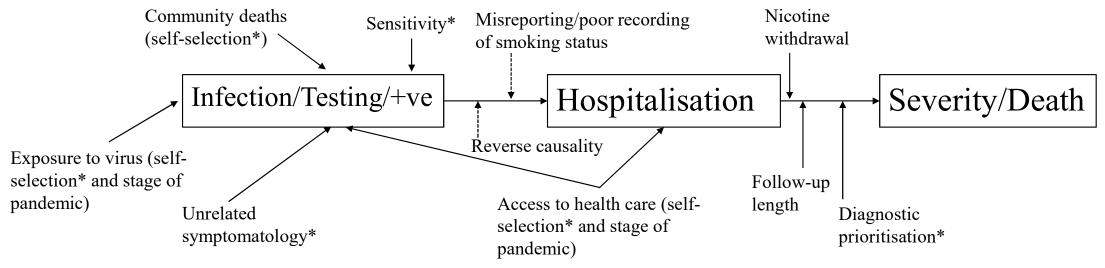
- - Lower smoking prevalence has been reported previously (Farsalinos et al, 2020)
  - Recent study of Oxford primary care network data showed lower likelihood of testing positive for current (but not former) smokers (de Lusignan et al, 2020)
- We found some evidence that current smoking is associated with greater disease severity but not necessarily mortality
  - This has also been reported in other meta-analyses (e.g. Alqahtani et al, 2020)
- However, interpretation of outcomes is complicated by several factors

#### Discussion



### Interpretation issues and future research

 Observational studies and pandemics present unique challenges when looking at outcomes (as determinants confounded\* with smoking status)



- Need whole population studies/studies of randomly tested population, with sufficient follow-up, in controlled environment, with verified smoking status and with appropriate adjustment to avoid collinearity problems/collider bias
- Need to formally evaluate the effects of medicinal nicotine via RCT (to avoid confounding by 'dirty' delivery mechanism of smoking, which may mask any beneficial effects)

#### Discussion



### Conclusions

- Limited evidence to draw firm conclusions
- But we do know the devastating impact of smoking cigarettes:
  - Between 0.3 to 1.1% of current/former smokers die in the UK each year, with life-time premature mortality of 50+% among continuing smokers
  - Even with more pessimistic estimates, Covid-19 unlikely to have killed more than 0.1% of UK population
  - The dangers of smoking far outweigh a yet to be proven benefit of nicotine





### **Acknowledgments**





Dr Olga Perski



**Prof Jamie Brown** 





Shaping public health policies to reduce inequalities & harm





#### **Review available here**



https://www.qeios.com/read/UJR2AW.3

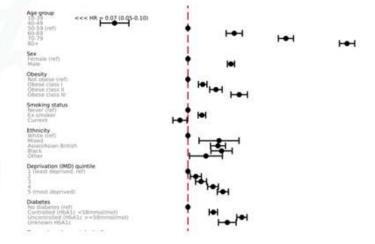
# COVID-19 and Tobacco Cessation

Kamran Siddiqi Professor in Global Public Health The University of York

THE UNIVERSITY of Vork The Department of Health Sciences

#### THE UNIVERSITY of York COVID-19 and Tobacco Cessation

- Has there been a change in smoking behaviour?
- . Is it beneficial to quit?
- Should quitting be part of public health strategy?
- . What strategies may help?
- What related research is needed?



#### THE UNIVERSITY of York Non-cigarette forms of tobacco

### **Smokeless tobacco**

300+ million users Purchase and consumption behaviour

Spitting associated with chewing tobacco Legislation in India





### Waterpipe smoking

100 million users Sharing waterpipe app. (60%) Route of transmission in MERS Legislation in some countries

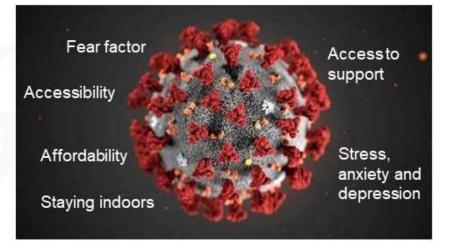
### The UNIVERSITY of York Change in smoking behaviour?

#### **Quitlines (US)**

 An increase in registration (US) in March 2020 vs. March 2019

### ASH-YouGov (UK)

- 300,000 might have quit
- 550,000 attempted quit
- 2.4m cut down



#### Dual users (cigs + e-cigs)

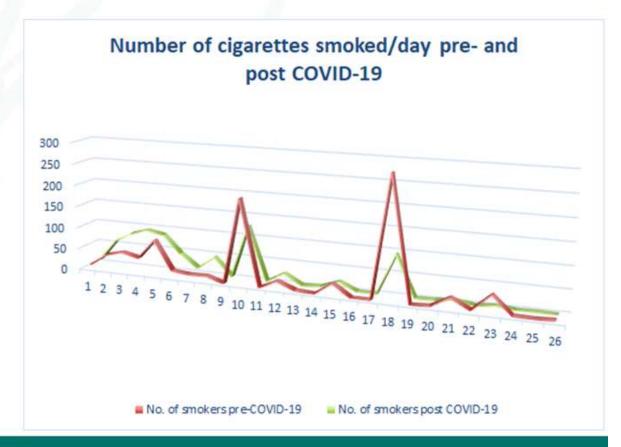
50% no change, 1/4th reduced, 1/3rd were more motivated, 1/5th attempted quit

30% increased their use and 15% were less motivated

#### THE UNIVERSITY of York Change in smoking behaviour?

### STOP survey findings (Pakistan)

- 15% smokers might have stopped - Translates to 2.3 million smokers quitting in Pakistan



#### THE UNIVERSITY of York Is it beneficial (short-term) to quit?

#### Indirect evidence

- Within days, positive effects on blood pressure, heart rate, vasoconstriction, and oxygen levels
- Within 4 weeks, recovery in airway ciliary clearance and immune system
- In other chest infections, quitting reduces the risk of serious complications
- Comorbidities (cardiovascular conditions, lung conditions, and diabetes) improves

#### THE UNIVERSITY of York Should quitting be part of health advice?

- The overwhelming advantages of quitting smoking outweigh potential protective effect of nicotine in COVID-19 especially as nicotine alternatives are available
- The epidemic provides a "teachable moment" in which smokers may be uniquely receptive to stop smoking advice
- Smokers with other respiratory infections are more likely to quit
- Due to high level of mental health issues, smokers may need more support

#### THE UNIVERSITY of York What strategies may help?

### Nicotine Replacement Therapy

- . Widely accessible
- . Increase quit success by 50%
- . May have 'protective effect' from COVID-19
- . Use two forms (patch + gum/lozenges)
- Supported by quitlines, telephone counseling, SMS, web or social media-based QUIT FOR COVID

QUIT FOR COVID ?

What are the direct benefits of quitting in COVID-19?

- . Acquiring infection
- . Disease progression and complications What is the effectiveness of medicinal nicotine in preventing COVID-19?
  - . Acquiring infection
  - . Disease progression and complications

 Many smokers are making quit attempts but some are also less motivated

- Smoking cessation will benefit COVID-19 patients overall
- . Cessation support is needed more than ever
- Quit for COVID-19 with the help of medicinal nicotine
- The potential effect of nicotine in preventing COVID-19 needs further exploration

#### THE UNIVERSITY of York References

- 1 Kaur J, Rinkoo AV. Public health perspectives of smokeless tobacco and areca nut use in the COVID-19 era. *Nicotine Tob Res* 2020; published online May 8. DOI:10.1093/ntr/ntaa081.
- 2 Eisenberg S-L, Eisenberg MJ. Smoking Cessation During the COVID-19 Epidemic. *Nicotine Tob Res* 2020; published online May 4. DOI:10.1093/ntr/ntaa075.
- 3 Komiyama M, Hasegawa K. Smoking Cessation as a Public Health Measure to Limit the Coronavirus Disease 2019 Pandemic. *Eur Cardiol* 2020; **15**: e16.
- 4 Tindle HA, Newhouse PA, Freiberg MS. Beyond Smoking Cessation: Investigating Medicinal Nicotine to Prevent and Treat COVID-19. *Nicotine Tob Res* 2020; published online May 8. DOI:10.1093/ntr/ntaa077.
- 5 Klemperer EM, West JC, Peasley-Miklus C, Villanti AC. Change in tobacco and electronic cigarette use and motivation to quit in response to COVID-19. *Nicotine Tob Res* 2020; published online April 28. DOI:10.1093/ntr/ntaa072.
- 6 Today is the Day. Today is the Day. https://www.todayistheday.co.uk/ (accessed May 17, 2020).

## **COVID-19 Webinar Series**



THE UNIVERSITY |
of EDINBURGH

## Need to Strengthen Tobacco Control Policies in the time of Covid-19



Husher

Dr. Monika Arora Director and Professor: Health Promotion Public Health Foundation of India



Webinar 9: COVID-19 and tobacco Thursday 21 May | 10.00 (UK)

### WHO guidance on COVID-19 and Smoking

Smokers are likely to be more vulnerable to COVID-19

Fingers and possibly contaminated cigarettes are in contact with lips

Increases the possibility of transmission of virus from hand to mouth

Smokers may already have lung disease or reduced lung capacity

Healthy lifestyle will make all bodily functions work better, including immunity-Quitting smoking

COVID-19 and NCDs

https://www.who.int/who-documents-detail/covid-19-and-ncds



### Tobacco control during the COVID-19 pandemic: how we can help

Statement from the Head of the Convention Secretariat, Dr Adriana Blanco Marquizo 4 May 2020

Today, we are facing a devastating global pandemic caused by a virus that - in just four months - has been responsible for more than 3 million confirmed cases and some 240 000 deaths.

To control the COVID-19 pandemic, reduce its tragic toll and save lives, there is a critical and urgent need for global coordination and unwavering solidarity among countries, the World Health Organization (WHO), other United Nations agencies and international organizations, communities and other stakeholders. We are all in this together, and if our actions are unified, we will get through this crisis.

The pandemic has made the world understand, perhaps as never before, the fundamental importance of health to development, the economy and every other aspect of human life. While scientists and health professionals are working tirelessly against the clock to develop medicines and vaccines to combat COVID-19, the Secretariat of the WHO Framework Convention on Tobacco Control (WHO FCTC) will intensify its efforts to support Parties to the Convention willing to work, to the extent possible, in creating a healthier environment for their populations by implementing the WHO FCTC.

We have seen that COVID-19 fatalities are higher among people with pro-existing

**COVID-19** fatalities higher among people with pre-existing conditions-NCDs: Tobacco main risk factor □ Will intensify its efforts to support Parties to the Convention □ Implementing Article 5.3 in these extraordinarily challenging times Tobacco taxation to address resource constraint faced by governments

### COVID related TC policies around the globe

Countries	Measure
Bangladesh	Suspend production, supply, marketing, and sale of all kinds of tobacco products to help fight against coronavirus
South Africa	Sale of cigarettes, snuff, hookah pipes and e-cigarettes to protect workers in the entire supply chain of these industries
Cairo, Egypt	Ban on hookah (Water pipe)
Abu Dhabi & Dubai, UAE	Ban on hookah (Water pipe)
Iran, Kuwait, Pakistan, Qatar and Saudi Arabia	Banned the use of shisha in public places such as cafes, shisha bars or restaurants to avoid COVID-19 transmission
Israel	Ban on all non-essential business operations including tobacco and smoking products
Botswana	Banned import and sales of cigarettes and related products
India	Ban on sale and use of tobacco products including cigarettes, bidis and SLT during the lockdown

### COVID-19 & Tobacco: Policy interventions in India

- Unique Tobacco burden: 11% Smokers and 21% Smokeless tobacco users
- Ministry of Health, GOI issued advisory to States to raise awareness on adverse effects to smokers - April 2020
- Spitting in public place could enhance the spread of the Corona virus.

Home » Covid 19 » [Coronavirus] Icmr Appeals To Refrain From Consuming Smokeless Products And Spitting In Public Places During Covid-1

### [Coronavirus] ICMR appeals to refrain from consuming smokeless products and spitting in public places during COVID-19 pandemic

COVID 19 HOT OFF THE PRESS NEWS Published on April 6, 2020 – By Devika Leave a comment



## Smokeless Tobacco: Ban on Sale and use

- State and UT have necessary authority under the Epidemic Disease Act 1897, The Disaster Management Act, 2005 and also under various provisions of the Indian Penal Code 1860 and Code of Criminal Procedure (CRPC) to deal with COVID-19
- Emphasized necessary preventive measures may be taken by the State Governments under the appropriate law to prohibit the use and spitting of chewing SLT products in public.

National Directive for COVID-19 Management issued by Ministry of Home Affairs- Ban on sale- 15<sup>th</sup> April

> No. 40-3/2020-DM-I(A) Government of India Ministry of Home Affairs

> > North Block, New Delhi-110001 Dated 15<sup>th</sup> April, 2020

#### ORDER

Whereas, in exercise of the powers, conferred under Section 10(2)(I) of the Disaster Management Act 2005, the undersigned, in his capacity as Chairperson, National Executive Committee, has issued an Order dated 14<sup>th</sup> April, 2020 that the lockdown measures stipulated in the Consolidated Guidelines of Ministry of Home Affairs (MHA) for containment of COVID-19 epidemic in the country, will continue to remain in force upto 3<sup>rd</sup> May, 2020 to contain the spread of COVID-19 in the country;

## National Directive for COVID-19 Management

#### **Penalty Receipt**

51	HIMOGA C PEN/	ITY CORPORALTY RECEIPT	RATION
Receipt No. Receipt Date		:	20009000004 30/04/2020
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SI. no.	Pen	alty Head	Amount(Rs.)
1	Face Mask -1st		100
2	Spitting in	public plac	es-1st 500
Grand Total(Rs.)			600.0
Payment HI Name	Mode	-	By Cash Moideen

#### Order for fines and penal action

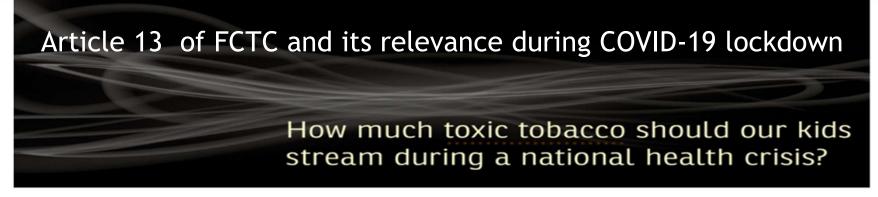
#### Annexure I

#### National Directives for COVID-19 Management

The National Directives shall be enforced by the District Magistrate through fines and penal action as prescribed in the Disaster Management Act 2005.

#### PUBLIC SPACES

- Wearing of face cover is compulsory in all public places, work places.
- All persons in charge of public places, work places and transport shall ensure social distancing as per the guidelines issued by Ministry of Health and Family Welfare.
- No organization /manager of public place shall allow gathering of 5 or more persons
- Gatherings such as marriages and funerals shall remain regulated by the District Magistrate.
- 5. Spitting in public spaces shall be punishable with fine.
- There should be strict ban on sale of liquor, gutka, tobacco etc. and spitting should be strictly prohibited.



In the first month of COVID-19 stay-at-home orders, in March 2020, the US audience for streaming (VOD) channels grew by 50-60%, according to Nielsen tracking. Year-over-year, the streaming audience has doubled.

In March, kids led the list. Children and teen viewers grew by nearly two-thirds. Younger and older adult viewers were up by half, Nielsen said.

Why is a streaming explosion relevant to public health? Because it potentially exposes more kids to more on-screen smoking. The CDC projects that smoking on screen will recruit more than six million new young US smokers in this generation, killing two million of them. The harm is dose-related, meaning the more smoking kids see on screen, the more likely they are to smoke.

 Smokefree Movies reported on April 15, 2020, that popular streaming channels fail to give viewers any advance warning of tobacco content. The report also showed that parental controls on

http://smokefreemovies.ucsf.edu/blog/proof-streaming-channels-boom-during-pandemic

### Tobacco imagery in on-demand streaming content popular among youth in India: Violation of TC laws

- 188 episodes across 10 series on Netflix and Amazon Prime Video coded.
- Study revealed 70% of the series depicted tobacco imagery.
- Total number of tobacco incidents in the 10 series ranged from zero (in three series) to 1652 (in the Marvelous Mrs. Maisel).
- Four out of 10 series depicted tobacco brands
- Seven of 10 series had tobacco imagery and none were compliant with the Rules.

Study support: WHO India; Partners: HRIDAY, WHO & UCSF

Tobacco imagery in on-demand streaming content popular among adolescents and young adults in India: implications for global tobacco control

Monika Arora 🔘 , 12 Gaurang P Nazar 📵 , 12 Aastha Chugh 🍥 , 1 Tina Rawal, 12 Surbhi Shrivastava 🥘 ,<sup>1</sup> Praveen Sinha,<sup>3</sup> Vineet Gill Munish,<sup>3</sup> Fikru Tesfave Tullu,<sup>3</sup> Kerstin Schotte,<sup>4</sup> Jonathan R Polansky,<sup>5</sup> Stanton Glantz 0 6

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concentral-2019-0563603.	Objective To assess tubacco imagery in online series
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Roditivitise shar.cor)	(p=0.84). Totacco incidents per hour ranged from 0
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have shown that exposure to tobacco use in fil increases the probability of adolescents initiati tobacco use.43 A study conducted in New De (India) showed that adolescents aged 12-16 ye with high exposure to tobacco occurrences in Bol wood films were 2.3 times more likely to have e used tobacco compared with adolescents with 3 exposure.7 To protect adolescents and young ads. from such exposure to tobacco imagery, a provisi slowing the Breathe exists in Indian law, Section 5 of India's Cigaret and Other Tobacco Products Act (COTPA) 2005 consistent with Article 13 of WHO FCTC and sp ifies that "No person engaged in, or purported to engaged in the production, supply or distribution cigarettes or any other tobacco products shall ads tise and no person having control over a media shall cause to be advertised cigarettes or any of tobacco products through that medium and person shall take part in any advertisement wh directly or indirectly suggests or promotes the use consumption of cigarettes or any other tobacco pr sects." This provision essentially implies that a form of advectising and promotion of cigarettes any other tobacco products in any form of media banned in India and its violations are punishable

Arora M. et al, Tobacco Control, 2020

## **WHA73**

### WHA73 Statement

#### 10 Mail 2020

...... Yet, even in the midst of a public health emergency of international concern, companies that produce harmful products, such as tobacco, alcohol and sugar-sweetened beverages, continue to spread misinformation and deny the link between the harmful effects of their products and COVID-19 to protect their markets.

#### We call on governments to ensure:

#### -roup on NCDa

Legally binding policies are created and implemented in collaboration with civil society for greater transparency, accountability, monitoring and enforcement in order to achieve good health and wellbeing for all, while preventing and addressing conflicts of interest.

Particularly harmful products, such as tobacco and alcohol, are declared non-essential within pandemic responses with restrictions on availability and marketing.

Engagement with unhealthy commodity industries is limited or ceased.

HOME / RESOURCES / WHA73 STATEMEN https://ncdalliance.org/sites/default/files/resource\_files/WHA73%20Statement%20from%20t he%20WH0%20CS%20WG%20on%20NCDs\_Final.pdf

## Recommendations for TC policy strengthening

FCTC	<ul> <li>Effectively enforce WHO FCTC measures</li> <li>MPOWER- Article 13 to prevent tobacco use exposure in entertainment and social media</li> </ul>	
Article 5.3	<ul> <li>Enforce Article 5.3 and avoid Conflict of Interest -</li> <li>Refuse industry CSR for PPE, Ventilators and other support</li> </ul>	
Access & Affordability	<ul> <li>Restrict availability of tobacco products</li> <li>Raise Tobacco taxes to address resource constraints</li> </ul>	

Thank you Stay Safe and Be Tobacco Free Monika.arora@phfi.org



# Tobacco industry influence extending via COVID-19

Dr Tom Hird

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University of Bath

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The opinions expressed are those of the authors' alone. The funders had no role in study design, data collection, analysis, decision to publish, or preparation of the manuscript.

COI: No conflicts of interest to declare.





### TobaccoTactics.org

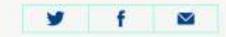
Tobacco Tactics | @ BATH

Search

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COVID-19

This page was last edited on 06 May 2020, at 1:05 pm.



Contents.

- 1. Background
- I. Attempts to confuse the science linking smoking to COVID-19
- 3. Tobacco industry participation in vaccine development
- 4. Targeted donations and coroprate social responsibility

#### Background

The COVID-19 pandemic is of particular relevance to the tobacco industry due to the nature of the disease. It is a viral infection of the lungs that can be severe and fatal. A host of tobacco-related conditions have been identified as associated risk factors for a severe form of the disease including respiratory and cardiovascular diseases.<sup>1</sup> Tobacco products and their associated health risks have therefore received increasing negative attention.<sup>2</sup>

"We investigate the strategies and tactics the tobacco industry uses to undermine public health."

Key Tobacco industry Trends during the pandemic:



- 1. Corporate Social Responsibility (CSR)
- 2. Policy interference
- 3. Product and Brand Marketing
- 4. Reporting on smoking, nicotine and COVID-19 research

## **1. Corporate Social Responsibility**



CSR:

"The tobacco industry conducts activities described as socially responsible to distance its image from the lethal nature of the product it produces and sells or to interfere with the setting and implementation of public health policies.."

[Guidelines for implementation of Article 5.3 of the WHO FCTC, 2008]

## TI Tactic: Philanthropy to distract from harm<sup>1,2</sup>

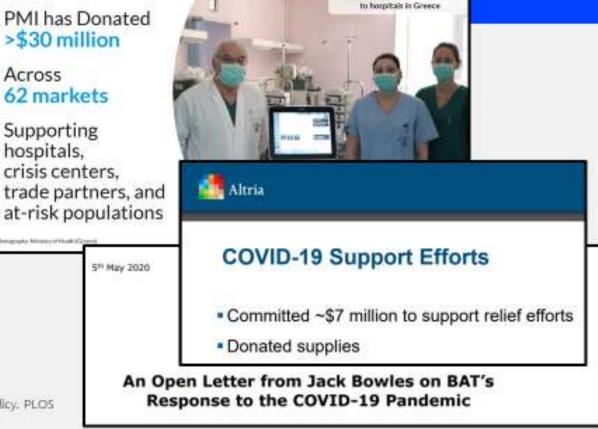


Secured and delivered ventilators

#### CSR:

- In Costa Rica, PMI donated 40,000 N95 face masks to the government.
- South Korean KT&G donated \$82,0000 of COVID-19 test kits to Indonesia.
- JTI donated over \$150,000 to Turkish COVID-19 relief funds.
- BAT's Kentucky BioProcessing into human trials of its COVID-19 vaccine.

<sup>1</sup>Fooks GJ, Gilmore AB (2013) Corporate Philanthropy, Political Influence, and Health Policy. PLOS ONE 8(11), <sup>2</sup>https://tobaccotactics.org/csr-strategy



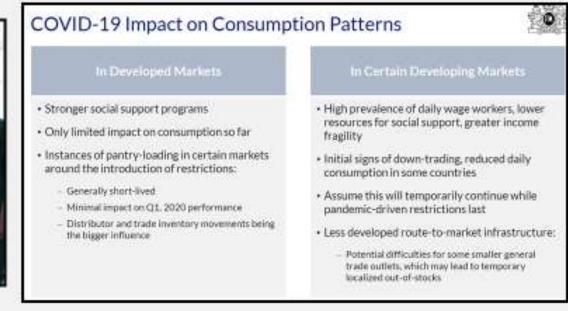
## **CSR vs Business fears**



>\$30M is 0.09% PMI's net revenue in 2019 (\$30.7Bn)

Focus on 'Hospitals & at risk populations':





## 2. Policy interference



>Lobbying offensive launched by tobacco companies during the pandemic:

- 1. On Public Health policy
- 2. On COVID-19 measures

## Policy interference – (1) PH policy



TI aims:

- Indonesia: Easing of tobacco
  - excise tax payments.
- Europe: Postponement of the ban on the sale of menthol cigarettes.
- America: Deadline extension to apply to sell certain tobacco products.



#### INDUSTRY / WARDENCTURING

There is a facility to delay the payment of excise tapes, this is the response of HM Sampoerna (HMSP)

Mondae, April 20 (2010) 1 (2) al 1428



#### Prognosis

#### Altria Asks FDA to Delay Regulatory Deadline Due to Coronavirus

By Angelica LaVito 27 March 2020, 00:23 GMT

- Tobacco giant works eight work delay, citing paralentic effects
- May 12 deadline is pivotal for e-cigareties, other products

Intrasconerie

Listen for Dire Badle

## Policy interference – (2) COVID-19 measures

- South Africa: legal action against the government threatened by BAT and Tobacco Association
- Brazil: PMI maintained cigarette production, despite a decree banning non-essential industrial manufacture
- Russia and Argentina: Media statements and appeals against restrictions on cigarette production
- Indonesia: spread of COVID-19 and worker deaths after reports slow response to first patient in a PMI affiliate factory
- Nigeria and Zimbabwe: BAT accused by employees lack of provisions for social distancing.

**TACK** PROFILE & TAXAB Smoking ban: Court action could bring cigarettes back 'this month'

he intercept



≡

#### COMPANY, INCOMPANY BEINAPICS, PRESS RELEASED May 8, 2020

COVID-19 Related Deaths At Tobacco Factory In Indonesia Are Latest Example of Prioritizing Profits Over Workers



CORONAVIRUS: PHILIP

STOPPING TOBACCO ORGANIZATIONS & FRODUCTS

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## 3. Product and Brand Marketing:

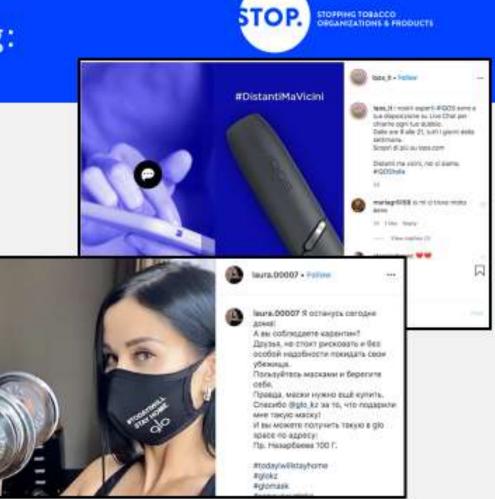
#### Referencing COVID-19:

special offers, promotions, home delivery of

heated cigarette such as IQOS and glo.



Images: CTFK (2020), Big Tobacco Is Exploiting Covid-19 To Market Its Harmful Products.<u>https://www.tobaccofreekids.org/media/2020/2020\_05\_covid-marketing</u>



## 4. Reporting on smoking, nicotine and COVID-19 research



#### REASON ROUNDUP

#### Can Nicotine Treat COVID-19? French Researchers Think So.

Plus: abortion bans defeated again, Peter Thiel company gets contact tracing contract, and more...

## ≻Care needed

ELIZABETH NOLAN BROWN ( 4.24,2020 9:30 AM

Early hypothesis generating studies –

given status of evidence in media

Beware selective amplification by

tobacco industry-funded groups



Smokers 'four times less likely' to contract Covid-19, prompting nicotine patch trials on patients



## Thank you.

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Website: <u>Tobaccotactics.org</u> <u>exposetobacco.org</u>



## Usher Institute COVID-19 Webinar Series

## Questions



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