

PATH Canada Guide

Using the Media for Tobacco Control

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Introduction

Purpose of this guide

This guide is intended both for those working on tobacco control with little or no experience of using the media, and for those who are looking for new ideas or tips on how to use the media. The guide aims to:

- explain why using the media can help secure better tobacco control policy in your country;
- suggest a range of ways of making news, with lots of practical guidelines such as how to write a press release or organise a press conference;
- offer practical tips on ways to use the media for free or very low cost;
- show how you can monitor the media.

Rules for working with the media vary from country to country, so treat this document as a guide, rather than as a strict set of rules. You can adapt the suggestions for use in your own country. Don't be put off if the process seems intimidating, there are lots of idea here for easy activities which can help you gain confidence and experience in working with the media.

Why use the media as part of a tobacco control campaign?

If you are trying to reduce the harm caused by tobacco in your country by raising public awareness of the issue and getting your government to introduce tougher laws, the media is a valuable tool for helping you to achieve your aims. It can be used to create public understanding of the harm caused by tobacco and the tobacco industry, to build a groundswell of public support for stronger tobacco control, and to put pressure on your government to act.

News coverage itself is not the objective; it is the effect it has which is important, although that may not always be easy to measure. The news media influences the government agenda in most countries. The more an issue is reported in the news, the more people will be concerned about it, and the more the government will take notice. If you have no direct access to your country's policymakers, one effective way to reach them is through the media.

Media coverage will also cause the general public to realize that your issue is important. To keep tobacco control in people's minds we have to get it discussed in the news frequently. To do this we have to get journalists' attention, understand what they want, and make tobacco control newsworthy.

Keep two points in mind. Your story or message should be newsworthy—containing something interesting that will catch the attention of the reporters and editors. But it must also contain an advocacy message. Repeating statistics on deaths from tobacco is not media advocacy; using those statistics to push for strong tobacco control laws is.

Getting started

We know that the most effective way to reduce tobacco use is through passage of strong legislation (banning all forms of tobacco advertising, making public places smoke-free, and placing strong and pictorial warnings on tobacco products) and raising tobacco taxes. But we are not in a situation to make these changes happen by ourselves. We need to move government, and possibly other institutions. One tool we can use is the media.

To start, we need to define the problem, the solution(s), and the audience we wish to reach.¹ While the overall problem is tobacco use, we can identify more specific problems: cigarette advertising, low taxes on tobacco products, lack of knowledge about tobacco products (and only vague warnings written in small print on the side of cigarette packs). The solutions would then be a ban on cigarette ads, higher taxes on all tobacco products, and better warnings. The audience we need to reach is the policymakers who can push for those changes. In addition, we may want to reach the general public, so that they will support the laws—and thus increase the chance that they are passed.

Once the problem, solution, and audience are clear, we can begin to identify our media strategy. As our goal is not only to illustrate the problem, but also to point out the solution, we need to be sure that our message includes both. When planning activities suggested in the A to (almost) Z list, remember to include not only why we're angry or what we are protesting, but also what we want the government to do.

We will know how well we are succeeding when we gather the news coverage (see Appendix 5, How to Monitor the Media). We are interested not only in the quantity, but also the quality, of the news coverage. If the *solution* to the problem is not being mentioned, we need to work to increase attention to our recommendations. As we progress with our work, we can revise our sense of the problems and solutions, and thus rework our media strategy.

¹ Lawrence Wallack, Katie Woodruff, Lori Dorfman, and Iris Diaz, *News for a Change: An Advocate's Guide to Working With the Media*. SAGE Publications 1999.

The media can be very cheap—and often free!

When people think media, they tend to think high cost. Paying for ads on television, radio, or in the newspaper, or renting billboards, is extremely expensive, and generally beyond the reach of most tobacco control organisations. But this doesn't mean they can't access the media. Many of the suggestions from A to Z involve little or no cost.

Think of a newspaper as a lot of paper that needs to be filled each day. It takes a lot of work to figure out what to put on all those pages! The same is true of the evening news on television, and of radio programs. Editors are always looking for news, or interesting items to include in their programs. Instead of thinking of how expensive it is to buy time on the media, look at ways of gaining access for free!

How to make news: from A-Z...

To make news you need to do, or publicise, something that is worth telling a story about. It can be as simple as releasing a report or a statement, circulating your organisation's newsletter, or distributing a press release urging action by a government representative on a particular aspect of tobacco control. Or you could hold a press conference, stage an event, or write an article.

Below, in alphabetical order, is a hands-on guide to some of the most tried and tested ways in which your organisation could make news on tobacco control.

A

Articles written by you (also see Appendix 3, Tips on Writing a News Article)

- Some newspapers welcome articles written by NGOs.
- Think what you'd like to write about, then call the editor of the relevant section of the newspaper and talk it through with them. Often editors are eager to publish articles written by others, if they contain something new and interesting.
- If they are interested they will tell you how long it should be, and may make other suggestions about its content.
- Like 'op-eds' and letters to the editor (see below), articles written by you are an excellent vehicle for communicating your views in your words. All three forms give you more space to put explain your views than a single quote in an article written by someone else.
- Your article will stand more chance of success if you think carefully about the audience that will read the publication in which you hope the article will appear. For example, PATH Canada in Vietnam wrote an article focussing on the effects of smoking on appearance – including hair and teeth falling out, yellow fingers, wrinkles – for a nationwide youth magazine. They used the fact that it is particularly important to many young people to be seen as attractive to the opposite sex as a way to engage their audience, and included tips on quitting smoking at the end of the article.
- If you can, also find a 'hook' to hang your article from, that is, aim to get your article published to coincide with a particular date. PATH Canada in Vietnam wrote another article for a national consumer magazine which was timed to coincide with the Tet (Chinese New Year) holiday period. Since French colonisation, tobacco has often been used socially during Tet. The article contained information about the damaging effects of smoking on health and tips for quitting smoking.

B

Briefing seminars

- Hold a briefing seminar for the media, to inform journalists about a particular aspect of tobacco control such as the Framework Convention on Tobacco Control (FCTC) or good practice on health warnings around the world, for example.
- This can be done formally with a panel of speakers at the front of a room and journalists in the audience, or informally, perhaps seated round a table and perhaps providing the journalists with breakfast.

C

Celebrities¹

One effective way of gaining media attention is through the use of celebrities. The media loves to cover even trivial aspects of celebrities' lives. A well-known figure with personal experience of illness from tobacco, for example, may make a good spokesperson, or a good story. But be sure to treat the issue with sensitivity—if the celebrity is alive, contact the person to see if they are willing to have their case discussed, and avoid putting across messages that suggest that the celebrity behaved foolishly by using tobacco.

Celebrities can also be helpful by providing a voice for your issue—sports figures, actors, models, all can speak for an end of sponsorship and promotion by tobacco companies, for public places becoming smoke-free, etc. If you see that a celebrity seems to be sensitive to the issue—perhaps has worked with NGOs on other issues (such as HIV/AIDS), or is known to be a non-smoker (as are

¹ This section adapted from Chapman S, Lupton D. *The Fight for Public Health: Principles and Practice of Media Advocacy*. London: British Medical Journal Books, 1994.

virtually all athletes), then try to contact the person. How? Ask around...it is likely that if you ask enough people, someone will have a contact with a celebrity. You will probably also have to brief them specifically on what to say—don't expect the person to be an expert on the issue.

Creative Epidemiology²

Numbers are important tools, but we must remember that sometimes they have very little meaning to the public and to policymakers. When the numbers are very large, they are particularly difficult to absorb. Complicated data is even more difficult to understand.

Australian public health advocate Mike Daube first used the term “creative epidemiology” to describe the process of translating epidemiological data into terms more easily understood by the media and general public. It can also mean putting a new, interesting twist on complicated or old figures. One way is by making comparisons with familiar figures. It allows advocates to put forward their data in a way that makes sense, feels real, and is interesting to others.

Examples include:

- ◆ If your annual incidence numbers seem relatively small and unimpressive, multiply them over a longer period. The tobacco industry may say that urban pollution is of far more consequence to respiratory health than smoking. Many people might find this argument appealing. Using creative epidemiology, you can argue that 20-a-day smokers, inhaling an average of 12 times per cigarette, will pull a carcinogenic smoke cocktail down into their lungs some 87,600 times a year (20 x 12 x 365 days) or 1,752,000 times

² This section adapted from Chapman S, Lupton D. *The Fight for Public Health: Principles and Practice of Media Advocacy*. London: British Medical Journal Books, 1994.

in 20 years. Such a figure places the vague claims about urban pollution in greater perspective.

- ◆ Correspondingly, if the numbers you are dealing with are very large, these can sometimes be more dramatically expressed if they are placed in perspective against short time-frames—such as the statistic of one person dying every eight seconds from tobacco (much easier to grasp than millions of people a year). You can also give them a local perspective—how many people in your area alone are affected by passive smoking. Such calculations often present a new and interesting angle on a seemingly remote story.
- ◆ When trying to give some sense of meaning to extremely large sums of money (for example, the annual cost of treating a preventable disease), consider translating this sum into how many socially beneficial alternatives this sum could buy (for example, how many schools, public housing units, bridges, shelters for the homeless etc.).
- ◆ Try to give some *relativity* to numbers by contrasting the new and unfamiliar with the old and familiar. Time-honoured examples here are to compare losses from particular diseases with losses during wars. But be careful in your comparisons! Some people have thought of comparing deaths from tobacco with the number of people who died in the World Trade Center—a comparison likely to anger many, and make tobacco control advocates seem insensitive. A more remote event is generally a better comparison.

Choose the right media outlets

In addition to popular media (radio, TV, and newspapers aimed at the general public), there are also specialized media, such as medical journals mainly read by doctors, economic and financial journals, and publications of different institutions, such as newsletters and magazines put out by the Consumers' Association or other groups. While we often think in terms only of the

broadest audience, and thus use the popular media, we may sometimes wish to target a specific group, such as doctors, in which case a targeted media can be appropriate.

D

Demonstrations

- Holding a demonstration outside a relevant meeting or event being attended by a government representative, or at the time of a relevant government announcement, is a very effective way of demonstrating public concern for an issue. Demonstrations can also be staged where the press is most likely to be. For example, in Bangladesh, when the government released its proposed budget, a local NGO (Manobik) staged a sit-in rally in front of the Press Club demanding higher cigarette taxes. Due to the focus on economics rather than health, and the specific nature of the protest, the rally received a huge amount of coverage. A human chain—people standing in a line, holding banners—can also be effective, as can die-ins (a group of people “playing dead” for a certain period).
- Invite supporters of your cause. These arrangements may best be reciprocal—if you regularly are able to produce a group of people for the events of other NGOs, they will be more likely to support yours.
- Provide placards bearing catchy slogans and perhaps large photos of people affected by tobacco-related disease. Also encourage your supporters to make and bring their own. You can hold a “festoon-writing” party at your office before the event; provide paper and markers, or brainstorm what to put on banners. Be sure to give specific, interesting information (e.g. “Tobacco Kills xx Malaysians Each Year” is much more interesting than “Tobacco Harms the Health” and to have banners expressing your demand, e.g. “Stop All Tobacco Sponsorship”.

- Adapt research from other countries to your locale. For instance, calculate how many people will die from tobacco in your community. You can then dramatize the numbers, for instance, by having people lie down to represent the bodies of the dead smokers, or laying wreaths for them.
- Check with the regulations in your country. In some countries demonstrations are not acceptable; in others, they are fine as long as you inform the police in advance and receive a permit. It can pay off to maintain good relations with the police, through polite and respectful behaviour, so that they will facilitate you when you hold demonstrations.
- Your demonstration will stand the greatest chance of being covered if it is outside an event which the media will already be covering:
 - ✓ placards and demonstrators are very visual and especially good at livening TV coverage as well as possibly appealing to newspaper photographers;
 - ✓ chanting is especially good at providing interesting sound content for radio and TV programmes;
 - ✓ the overall effect will be to liven up an otherwise dull event for the media, and to generate controversy, and they will usually reward you with coverage.

E

Events (see also Demonstrations and Stunts)

- Organize, and inform the media about, a special event to highlight the issue of tobacco use
- This can have the additional function of motivating the community to work to support tobacco control.

Examples of special events include a public meeting, a token hunger strike, a human chain (a line of people holding hands—and banners—in front of a significant building, such as a tobacco company office), a mini-marathon, and a youth rally.

Example of an event

Symbolic Funeral Procession Held

The Bangladesh Anti-Tobacco Alliance (BATA) recently held a symbolic funeral march in honor of the millions of people around the world who have died from tobacco, and to demand strong tobacco control law to reduce these unnecessary deaths in future.

Over 300 people from 23 different organizations marched in the symbolic funeral through the streets of Dhaka on April 16. Most wore the traditional mourning color of white, and pinned black labels to their clothes, creating a strong visual effect enhanced by the bearing of the coffins.

Individuals addressing the rally mourned loved ones who have died from tobacco, and demanded laws stopping tobacco advertisements, placing stronger warnings on tobacco packets, and making public places smoke-free. Speakers pointed out that tobacco harms not only individual health, but also personal and national economy, and the environment. Tobacco kills not only directly, said the speakers, but also through passive smoking—the breathing of the thousands of dangerous chemicals in tobacco smoke by others. Spending on tobacco also takes money away from basic needs such as food, thereby contributing to the malnutrition of over ten million children each year in Bangladesh. The tobacco epidemic can only be reduced if the Government of Bangladesh enacts strong laws, emphasized the speakers.

The procession received tremendous media coverage. All four Bangladeshi TV stations covered the event in the evening news. The event was also covered by 30 of the nation's newspapers, including some front page coverage. To view pictures of the event, please go to the BATA website (<http://bata.globalink.org>) under BATA in the News.

--Syed Mahbubul Alam

Experts

- Publicise statements by academics, medical professors and other experts in the field of tobacco control.
- This adds authority to what you are saying.
- It makes a change for the media from tobacco control workers ‘moaning on as usual’.

F

• Fact sheets

- Regularly distribute clear fact sheets on aspects of tobacco control.
- Fact sheets provide reporters with the data needed to support their story and are often greatly appreciated.
- You can include fact sheets on a range of tobacco control issues, and can use material already available on the web if you don’t wish to produce your own. For example, the very comprehensive 11th World Conference on Tobacco Control Fact Sheets are available at:

<http://tobaccofreekids.org/campaign/global/worldconference.shtml>

Free space in newspapers

- Sometimes newspapers will run tobacco control advertisements and messages for free. You don’t know till you ask and you may be surprised.
- Also look out for regular slots in your newspaper which you could use to get across your tobacco control messages across. Ralph and Barbara Patterson of Oklahoma in the USA write: “In our community the newspaper has a page called ‘Faces’. Anyone can submit a photo with a brief description. Our Coalition takes a picture of a Coalition member presenting an award to a restaurant owner/manager for being a smokefree

restaurant. We submit it to the newspaper, and, so far, have had 100% publication. Sometimes it takes 4-6 weeks, but at least it’s free.”

Case Study: Bangladesh

Members of the Bangladesh Anti-Tobacco Alliance (BATA) asked a major daily newspaper to run anti-tobacco messages in their paper daily for the month of May. Much to the surprise of the BATA members, they agreed!! The newspaper said they would run full-color ads on the back page each day, as long as BATA supplied the ads on a diskette—which BATA was more than happy to do. The total cost of the ads was estimated at about US\$2,500. Having succeeded in 2001, BATA approached the newspaper again in 2002, and they agreed to run a new set daily.

G

Good practice from other countries

- A very cheap and effective way of getting media coverage is to publicise examples of good tobacco control practice from other countries. Keep an eye out on Globalink for new examples to use. Countries that are economically similar, or geographically close, to yours can be especially useful in pointing out the possibility of such actions for your own country (“If neighboring South Africa can do it...”).
- This shows in concrete terms what could be done in your country – such as explicit, graphic health warnings.
- Publicising tobacco control victories in other countries “normalizes” tobacco control—making the laws to regulate tobacco, rather than the consumption of it, the norm. It also can give people the sense of “Why don’t we do that here?”

* * *

Press Release

**footnotes deleted from original*

Immediate release: 20 January 2000

ASH

Action on Smoking and Health

Canadian super-strong health warnings show the way ahead for Europe

New large, explicit and graphic tobacco health warnings proposed by the Canadian Government should be the new benchmark for the European Union, says ASH.

Clive Bates, Director of ASH, said: “the warnings may shock some people, but they tell the truth about smoking. If people are going to make an informed choice, then they need the facts. It is the tobacco companies that always say that smoking is a matter of informed choice.”

“The European approach is much too weak. Just saying things like ‘smoking kills’ doesn’t go nearly far enough. It doesn’t tell you how likely it is to kill, nor does it tell you that there are 20 different ways to die by smoking. Everyone knows about lung cancer, and most people know it causes heart attacks and bronchitis, but what about strokes, pneumonia, emphysema, gangrene, ulcers, gum disease, sexual impotence and the rest of the long list of horrors awaiting the long term smoker?” said Bates.

“The proposed new European warnings are certainly better than what we have at present, but fall far short of the super-strong warnings to be introduced in Canada.”

The current UK warnings cover 6% of the pack and are often subsumed into the pack design by having, for example, gold letter on a white background and elongated type faces. These are regulated under two EU Directives.

The proposed Canadian warnings cover 50% of the pack, including photographs of diseased organs, and detailed text on the health risks. These can be found on the internet.

The European Union is currently considering a Commission proposal for new warnings that would cover 25% of the pack face, require the warnings to be plain black and white with clear text and borders. The texts themselves remain similar to the existing warnings. These warnings, if agreed by the European Parliament and Council of Ministers, would come in by the end of 2001.

Contact: (name and phone number)

* * *

I

Industry documents

- Publicise internal industry documents (To find a good document, try www.ash.org.uk which has links to all the tobacco industry sites, post a message on Globalink asking for suggestions of documents to use, or look at the suggestions for getting industry documents in PATH Canada’s Guide to Low Cost Research for Advocacy, www.pathcanada.org).
- Many of these have the right ingredients to make a good news story – scandal, etc. For example, when Philip Morris publicized its study in Czechoslovakia on early deaths from smokers reducing pension costs, the media in many countries attacked the tobacco industry. A similar backlash occurred when tobacco companies argued that high-fat foods are as

dangerous as tobacco. If you see the industry making outrageous claims, challenge, and publicize, them!

- Give a trusted journalist a controversial industry document. Phone or meet them individually - to make them feel like the information is sensitive and important, and that you have singled them out as the best person to run the story.
- When briefing the journalist, put forward some solutions to the problem highlighted by the document (e.g. if the document is about an outrageous marketing practice you can talk about the need for a comprehensive advertising ban, etc.).

Industry events and promotions

- Cecilia Farren in the UK suggests reacting to tobacco industry events and promotions, using plays on words to attack the tobacco-sponsored events. For instance, a group in the UK responded to a Marlboro holiday promotion by picketing Thomas Cook with the MarbleRow Holidays—a chance to visit the cancer wards and graveyards of the world with the grim reaper as tour guide; or having the cough control unit outside a BBC concert sponsored by John Player.
- Benson & Hedges slogans are particularly easy to mock, for instance by displaying banners in the B&H colors with slogans like Cancer & Emphysema, or Disease & Death.

International statements by governments

- Publicise what the delegates from your country say at negotiation meetings on the Framework Convention on Tobacco Control (FCTC).
- Name the delegates, and say which government department or organization they come from (e.g. Ministry of Health). The media can then contact the delegates themselves for comment;
- If what your country delegates said at the meeting was good, praise them by name, encourage them to keep up the good work and describe them as "taking a lead for (name of your

country) on the international stage". It will encourage delegates to do more on the FCTC next time if the media report it.

- If what your country delegates said at the FCTC meeting was bad, criticize the position they took and say what position you want them to take in the next round of negotiations.

J

Journalists

- Cultivate relationships with them.

Case study: Belgrade

Andjelka Dzelotovic of the 'For Clean Air' project in Belgrade writes:

“Different media (radio, television, newspapers) all work differently, but they all have one thing in common. Before work starts, there is a need to talk with the editor and journalist, and introduce them to the theme, size of the problem, what is the goal, dynamic of the work, participants, what is expected of media. Three or four days before every action, I would fax a media alert or a press release to a journalist and some editors, then follow up with a phone call. A media alert would be on one A4 format page with a maximum of four short paragraphs. A press release would have a maximum of two pages, so that a journalist could identify the news quickly. While only two out of five radio stations were willing to broadcast a jingle for free, it does suggest that with persistence, we can access radio for free. In ten months of program realization there was about 130 recorded broadcasts and appearances on radio, television, and in the newspapers, on national and local (city) level.”

- Informal meetings with journalists – over a lunch or coffee – can be a very effective way of building mutual trust and getting your ideas across. Reflecting on the success of a particular

press release, Phillip Karugaba of The Environmental Action Network (TEAN) in Uganda says: “It was very important to have lots of lunches with the journalists beforehand to get to know each other.”

K

Know your issues!

Be sure you have the facts clear. While this is always important, it is particularly so if you are going to be appearing on radio or television. More important than having a lengthy medical lecture prepared, is being able to state your case in few words, but clearly and powerfully. A little bit of advance research and preparation can have a large pay-off when you make a media appearance!

L

Letters to the Editor (see also Appendix 2, How to Write a Letter to the Editor)

- Many newspapers have a Letters Page, or publish letters in the editorial section of the paper. This is an ideal space for you to put forward your own views in your own words, without risking being misquoted. The Letters Page also tends to be extremely popular—while readers may not get to every article, most will read the letters.
- Letters are great for creating public debate: other readers may write a letter in response and the issue can be kept alive on the letters page for several days.
- Published letters typically react to news stories, editorials or other letters that have previously appeared.
- Look out for articles in the press that you disagree with or strongly agree with or to which you could add a new angle. For example, if a tobacco industry representative appears in an article saying that taxes must be lowered to combat smuggling,

write a letter explaining why this is not the solution, and suggesting an alternative.

- Reporters may write news stories after reading an especially compelling letter to the editor.
- Your name and your organisation’s name at the foot of the letter will act as a “sign-post” for journalists who may see the letter (even some months later as they look back over old cuttings) and contact you for more information or perhaps an interview. Finn von Eyben from Denmark says that he has been “writing to newspapers for several years based on ongoing debates.” He adds: “In consequence from time to time I have been invited to participate in debates on TV and radio.” In other cases, the opposite may be the case—you may have less chance of being published if the editors recognize you. If you find that you are having difficulty getting your letters published, try getting a colleague or friend to submit them in his/her name, and see if your chances are improved!
- It costs nothing to write a letter to a newspaper. As Dr Javaid Khan of Aga Khan University, Karachi, Pakistan – who has frequently had letters published in newspapers – points out: “Most of us in the developing countries are working in this field with no money. The great thing about these letters are that no money is required!”

M

Make news

- Whether it’s a meeting, a seminar, a protest, a press release, or any other event, find a low- or no-cost way to bring attention to your cause. Look in the newspaper and on TV to see what other organisations do to bring attention to their cause, and try something similar. While, for example, a picture of a protest does not contain much information about the problem of tobacco use, it does send a message to

policymakers and the public that tobacco use is a concern; the more protests they see, the bigger an issue they will perceive it to be.

- Rephrase your cause, to emphasize the positive, or to put it in a way that makes it hard to resist. For instance, rather than talking about banning smoking in public places—which can easily be read as making life difficult for smokers—talk about non-smokers’ rights. If you write about an ad ban, talk about the right of children to grow up free from the influence of tobacco advertising. If you write about raising taxes, explain how much better it is to raise taxes on a deadly, addictive product than on necessary, useful items—or how it’s better to raise taxes than to deny poor children the right to attend school/have a decent meal...
- If you have access to popular figures who regularly appear on TV or in the newspaper, ask them to support your cause. An actor might be willing to appear on his show with an anti-tobacco slogan on his baseball cap. A radio personality might make references to the tobacco problem while talking about other issues. A sports personality might mention his successful quit attempt and how much stronger he feels, while giving an interview.

N

Newsletters

- If your organisation produces a regular newsletter, mail a copy each time to your list of media contacts, together with a short cover note with your name and contact details.
- The journalists can read it at their leisure and it will give them ideas for possible stories. For example, ASH Thailand publishes a monthly journal, SMART, which they send to the media; the Bangladesh Anti-Tobacco Alliance publishes a

quarterly newsletter which goes to government, NGOs, international agencies, and the media.

- Thomas Gyimah-Mensah of Environment and Development Association of Ghana (EDAG) writes that EDAG and its local partners have used interviews/press reviews on the radio, newsletters, drama and community drums (GONG-GONG), billboards, letter-writing, film-shows/tapes on the TV, debates on the TV and radio, records nights/social gatherings, and the internet, with tremendous impact.

O

‘Op-eds’

- ‘Op-eds’ are opinion pieces written by you, appearing in the editorial pages of a newspaper.
- They are short essays written by outside contributors to a newspaper, and they frequently run "opposite the main editorial page", hence the term ‘op-ed’
- Contact the editor to learn about exact specifications for these essays (generally 500-700 words).
- The piece should be timely and provide a different and/or unique perspective on an issue of current importance.
- It is not necessary for an op-ed to be in direct response to an article that has appeared.

Opinion polls and surveys

Opinion polls and surveys can be very cheap and effective ways to gain publicity for your cause. Locally-conducted research makes good news, particularly if your research is interesting and tied to an advocacy target. (For examples, see the PATH Canada Guide to Low Cost Research for Advocacy: www.pathcanada.org.)

- Commission an opinion poll (a survey of the public’s views on an issue, such as support for banning cigarette ads, increasing

the number of smoke-free places, raising tobacco taxes, putting pictorial warnings on cigarette packs...) and publicise the results if they show strong public support for tobacco control measures.

Example of surveys and research

Work for a Better Bangladesh (WBB) and the Bangladesh Anti-Tobacco Alliance (BATA) conducted surveys on desire for smoke-free bus service, and for tobacco control laws in general. The smoke-free bus service survey led to one bus becoming smoke-free; the event, and the information from the survey, were run in an eight-minute TV spot that a local cable station ran for free. Both surveys were also picked up by the national press.

Survey and focus group research by WBB and BATA on the reactions of adolescents to a BAT youth smoking prevention campaign were presented at a press conference, which also gained significant media attention. A year later, quotes from the report are still useful in media work.

- Suggest policy solutions to the concerns the public has highlighted when you discuss the opinion poll with journalists, such as banning tobacco advertising, higher taxes on tobacco, etc.
- Opinion polls can be used to demonstrate that the dangers of smoking are still not fully known, and that tobacco control is not old news. An opinion poll on impotence conducted for ASH (London) in 1999 found that 88% of smokers failed to identify smoking as a cause of impotence when asked without prompting. Even when prompted with a list of possible answers, 67% of smokers failed to identify this risk.

P

Parliamentary motions

- Submit a parliamentary motion on an aspect of tobacco control, then publicise it by issuing a press release, holding a press conference, mentioning it in media interviews or in letters to the press, etc.

Example of a Parliamentary Motion

(This motion – known as an Early Day Motion or EDM – was tabled in the UK parliament on 23 October 1998 as part of campaign by the British group the World Development Movement to pressure the UK government to back the Framework Convention on Tobacco Control in forthcoming legislation.)

EDM 1689: Global Rules on Tobacco Marketing

‘That this House is deeply concerned that tobacco companies are aggressively targeting women and children in the Third World with marketing tactics which are being banned in Europe; is concerned that the projected number of deaths from smoking-related diseases in the Third World will rise from one million per year to seven million per year by the year 2030; notes the European Union directive banning tobacco advertising, sponsorship and promotion; and believes that the government should include a firm commitment to global standards on the marketing of tobacco in the forthcoming White Paper on tobacco so that the same basic rules apply to tobacco companies wherever they operate.’

- Anything ‘parliamentary’ sounds official and important and will add authority and gravitas to your arguments.
- Work with a friendly Member of Parliament - usually they will have to put down the motion for you.

- Develop some suggested text for the motion. Maybe outline the nature of the tobacco problem in your country and urge support, or continued support, for a particular tobacco control measure, such as tobacco tax increases, or the FCTC.
- Ask your Parliamentary Information Office (if there is one), about the procedure for putting down a motion.

Piggybacking

For those unfamiliar with the term, piggybacking refers to carrying someone else on your back. In this context, it means connecting your event to something else—generally something large and well-known, so that you can gain from the attention going to the other event. You can “piggyback”...

...on events in the news:

Case Study: Public health scare on salmonella in eggs

“Campaigners with South West ASH in the UK used the opportunity of a public health scare over salmonella in eggs to write to the press. Their letter said that the egg industry should simply just learn from the tobacco industry about how to sell a product that harms. The letter suggested that the Tobacco Industry could use gold-embossed egg boxes with names such as “Benson and ‘Eggies” and “Henbassy”, and use ads with cowboys eating scrambled eggs and sponsor sports such as egg and spoon races. They got lots of coverage!”

--Cecilia Farren

...or on a fixed date in the calendar:

Case Study: Halloween

“At Halloween (31 October) campaigners with South West ASH invited the media to a photocall outside the headquarters of Imperial Tobacco. The campaigners were led by ‘Count - a man dressed up to look like Count Dracula and Countess Tobacula, complete with black cloaks, whitened faces and blood dripping from fangs. The only difference was that Tobaculas’ cloaks were lined with cigarette boxes! The followers held placards with messages such as ‘Pay back the blood money’.”

--Cecilia Farren

Pitch letters

- A pitch letter is a compelling letter of introduction to a reporter or editor outlining a potential story.
- It should explain why you are contacting them, which organisation you represent, and the significance of your story to their audience, as well as inviting the journalist to contact you for further information. Make sure to include your phone number(s).

Press conferences (see also Appendix 4, How to Organise a Press Conference)

Press conferences are an important tool for gaining media coverage, but they do require some work and need to be planned fairly carefully to improve the chances of their success. They also require having something newsworthy to report, in order to attract the press to attend, and to report on it.

If you do not have the funds to rent a room at the press club or wherever journalists gather, consider other options. John Kapito of the Consumers Association of Malawi (CAMA) explains that he

hosts press conferences in his office, finding that it is not only a cheaper, but a friendlier atmosphere for working with the press. He has found that most journalists (newspaper, radio, and TV) are happy to come, and those who come repeatedly have gained much expertise and knowledge about tobacco control issues, through repeated sharing with CAMA and other guests.

When the venue is informal, it is possible to consider the gathering as more of a discussion with the press than a formal press conference—and thus to call them regularly, without requiring anything especially newsworthy. For example, if there are associations of journalists in your country dedicated to issues of the environment or human rights, you could try to meet with them regularly to educate them about various aspects of tobacco, and encourage them to cover it regularly in their articles.

Press releases (See also Appendix 1, Tips on writing a press release)

- A press release is the basic tool of the campaigner seeking to make news.
- Press releases should announce something new and current - an event, activity, survey results, a particular stand on an issue.
- They may be issued in advance with an “embargo” (the time after which the information can be used by the media) or “for immediate release”.
- The first paragraph should include the "who, what, when, where, and why" of your story.
- Press releases must be short: one or two pages are best.
- Put the most important information in the first three paragraphs.
- Photo and interview opportunities also should be noted on the press release, perhaps in a separate box (see sample press release below)

- Press releases should usually be followed up with a phone-call to each journalist, in which you can check that they have received the release as well as quickly verbally reinforcing the main elements of your story.
- See the sample press release below for more tips on how to lay out a press release and the elements it should contain.
- Various e-mail services exist to get news on tobacco control; they can be a good source of information to pass on to the press.

Public service announcements (PSAs) or ready-made short films

- PSAs are short films which address a particular issue, advancing the agenda in the in favour of the public good.
- Consider approaching the public affairs directors of your local TV or radio station about using public service announcements (PSAs) to advance tobacco control messages.
- Radio stations will usually air PSAs in a 30- or 60-second format, and accept both written text (the station will record the voiceover) and audiotape. CDs are also now becoming popular.
- In many cases, the television and/or radio stations will produce the piece for you, featuring local on-air talent to provide the narration. Contact a station’s public affairs director to pursue this option.
- If you produce broadcast PSAs, remember that television requires videotape, and like radio, may accept both 30- and 60-second segments. Audiotapes and videotapes must be "broadcast quality" (check with the station for exact specifications).

The San Francisco Tobacco Free Coalition (USA) in conjunction with INFACT have produced PSAs which you could translate in to your local language/s. Contact Mele Smith at mjsmith@igc.org if you are interested in pursuing this.

- The World Health Organisation has also produced a number of PSAs, available in a number of languages. Contact Reshma Prakash in the Tobacco Free Initiative at prakashr@who.ch
- There may also be other arrangements possible in your country. In some countries, TV stations use rolling print with background music to fill extra time; they may be willing to include text about tobacco.
- A private cable TV station in Bangladesh produced simple anti-tobacco messages using stickers given them by a local organization, and runs the spots for free. Other stations are willing to air, for free, text messages during other programs. A local radio program also regularly gives 20-30 minute slots to anti-tobacco groups, to fill with their programs—for free!

Q

Question what the tobacco companies say

One way of getting attention is by questioning the statements and motivations of multinational tobacco companies (usually the worst culprits! but local ones could be targeted as well). For example:

- ✓ If the tobacco company says that it benefits the environment by planting trees, find figures on deforestation related to tobacco (e.g. figures on deforestation caused by tobacco, by country: Geist, H. “Global assessment of deforestation related to tobacco farming.” Tobacco Control 1999; 8:18-28. www.tobaccocontrol.com).
- ✓ If the tobacco company says that its youth smoking prevention program is meant to reduce smoking rates in youth, question their motives, using information from ASH London’s report, Danger, PR in the Playground: www.ash.org.uk.
- ✓ If a tobacco company announces the launch of a new brand that targets women (or minorities, etc.), ask whether women/minorities don’t already have enough problems without being a target for the tobacco industry...

R

Radio

Radio is an inexpensive means to reach a large audience. A variety of methods can be used—short jingles and messages that can be played several times throughout the day; discussions, interviews, contests, plays, reading of letters from the audience, etc. In some cases, radio stations are eager to have material, and will use it without payment. Some examples:

In Uganda, the Smoke-Free Eye Opener Show, hosted by Izama Angelo, is an effective way to get messages about tobacco control to the general public. One particularly popular program was a contest to design stronger warnings for tobacco products; the best entries were read and awarded on the air.

PATH Canada in Vietnam, working with VINACOSH, the Vietnam National Committee on Smoking and Health (an umbrella body composed of government ministries and non-governmental organisations all concerned with reducing tobacco use in Vietnam), succeeded in getting their own radio scripts broadcast across the country. The scripts were recorded, then distributed on tape to three levels of media outlet:

- ⇒ the Voice of Vietnam in all 61 provinces
- ⇒ more than one thousand district level radio stations
- ⇒ commune-based loud speakers

The DOVER YOUTH TO YOUTH coalition has developed a program with a local radio station where students, assisted by adult advisers, have been taught to write and record radio PSAs and ads.

Important steps include:

- defining the core message: what is the problem, what is the solution, and who is the target of the message
- packaging the message in a creative theme
- draft script, refining, finish script

- assign roles, practice, utilize effective presentation skills
- go to studio and record

The program is a great youth-adult joint venture; it engages the local media outlets; and radio is a very cost effective and creative means to spread your message.

Recycled articles

- Breathe new life into articles already published elsewhere.
- Send a likely article to a journalist contact.
- Some newspapers have relationships with newspapers in other countries, and can re-publish articles free of charge.

Reports

- Write a simple report, such as a survey of existing scientific literature on an aspect of tobacco control relating to your country, or results of a local survey or public opinion poll, then launch it. Work for a Better Bangladesh and the Bangladesh Anti-Tobacco Alliance held press conferences to release two new reports: one on research exposing the true motivations behind the BAT youth smoking prevention campaign; and one on research showing that money spent on tobacco rather than food worsens malnutrition. Both received significant press coverage.
- Perhaps form a temporary strategic alliance with other organisations to do this. Include their logos on the report too. For example, in March 2000, ASH (London) teamed up with the National Heart Forum and the Cancer Research Campaign to write a short report called *Tobacco taxation in the 2000 budget*. The aim was to generate publicity to put pressure on the Chancellor of the Exchequer to increase tax on cigarettes. The three groups publicised their report using a press release entitled *UK health groups call for radical tobacco tax budget*. The press release included quotes from senior figures in each organisation.

- Alternatively you might wish to publicise a report written by an organisation in another country but relevant to your country. This benefits everyone: you get a media hit for free; they get their report published internationally.

S

Stunts (see also Demonstrations and Events)

- Organise an eye-catching “stunt” and invite the media.
- Be creative, e.g. make “giant cigarettes” out of cardboard tubes, get fellow advocates to put on suits to represent the tobacco industry, and aim the cigarettes (like guns) at a map of your country or region.
- Stage a symbolic funeral procession complete with coffins and mourning clothes; a cycle rally—either with adults on bicycles, or (better for getting press attention) small children on small cycles/tricycles; children in a sit-in protest.
- Stage street theatre. London's COUGHIN held a demonstration outside Royal Festival Hall in August 1985 where the London Festival Ballet were dancing to the sponsorship of John Player Special cigarettes. Ballet music from a portable cassette was played while Death danced and gave out cigarettes to other COUGHIN dancers who promptly fell about dying, whereupon doctors dressed in white coats, stethoscopes, coloured tights and tutus rushed in with medical help. The ballet fans loved it, took some 1,000 leaflets and gave donations.¹

¹ Chapman S, Lupton D. *The Fight for Public Health: Principles and Practice of Media Advocacy*. London: British Medical Journal Books, 1994.

* * *

How to organise a stunt

- ◆ Decide on the purpose of the stunt and the key message
- ◆ Agree on the best time for the stunt to suit the media
- ◆ Decide on where to hold the stunt (e.g. outside a meeting of decision-makers)
- ◆ Plan how the stunt will look visually, in particular:
 - set up a scene which will look good as a photograph – try to keep it simple
 - ask all those taking part to dress appropriately
 - think up slogans for the banners
 - think up slogans to chant and decide whether the chanting will be led by musicians, drummers, someone with a megaphone, etc.
 - decide whether you need to have extra involvement from actors, partner organisations, supporters, celebrities, etc.
- ◆ If necessary seek permission from the police to hold the stunt
- ◆ Hire a photographer or ask one of your group to take photographs
- ◆ Consider video and/or audio taping the stunt
- ◆ Prepare materials in advance: press releases, banners, short flyers or leaflets to distribute during the stunt (to explain your message to passers by), props
- ◆ Clarify people's role:
 - nominate one person to have overall responsibility for the logistical side of the stunt
 - make sure one person is responsible for both setting up the photograph on the day and dealing with the photographer(s)
 - nominate one person to deal with member of the press on the day (identifying an greeting them, noting their names and contact details, handing out press releases, etc)
 - agree on one or two press spokespeople

* * *

T

Timing

The right time has two meanings: the right time of day to increase the chances of media people being present; and in terms of timing your event around other events of major importance. Bad timing can mean too early in the day for media people to be present, or too late for them to cover it the next day. Get to know the schedule of media people in your country, and time your events accordingly.

Bad timing can also mean competing with major news stories, such as huge sports events, or national elections. Good timing can mean linking your event to something of broader significance, and planning events or press conferences during periods when not much else is happening. While World No Tobacco Day is a great time to hold events related to tobacco, it is also important to plan them for other times in the year, to remind the public that tobacco is not an issue only once a year.

Tie-ins to other events could include:

- Marching with banners on the harm of tobacco to women, on International Women's day (8 March).
- Releasing a report on tobacco's harm to the environment around the time of World Environment Day (5 June).
- Holding a demonstration to mourn people dying from tobacco on the same day as a major tobacco company holds an annual meeting or other event.

Try, try, try

One key lesson to working with the media is not to assume ahead of time that certain things are impossible. For instance, the assumption that media is expensive is often not true. By building your media contacts, and trying different ideas suggested here, you will soon learn that it is often possible to get good media coverage for free.

Overcoming industry influence of media

In some situations, getting media access may seem impossible, due to heavy tobacco industry influence on the media through their advertising. Don't give up it is highly unlikely that *all* media outlets in your country are controlled by the industry, and even those who take tobacco advertising may from time to time run articles highlighting the negative aspects of tobacco. Be persistent, as sometimes media outlets can "change sides" a new owner or editor, or a fight with their advertiser, may cause a formerly pro-tobacco newspaper suddenly to develop an interest in running anti-tobacco pieces, as was recently the case in Bangladesh!

If there are government-run media in your country, try to get the Ministry of Health to lobby for more anti-tobacco coverage in those media, including radio and TV. The government may also be able to pressure private media to run anti-tobacco spots for free or greatly reduced cost, as a public service.

U

Use popular figures/idols

Through your network, you may be able to identify popular figures from sports, entertainment, or even politicians, to support and give a voice to your cause. For more information, see Celebrities.

Uganda's approach: litigate!

* * *

Litigation as a tool of advocacy in tobacco control: Uganda's experience

How do you catch the attention of the media on tobacco control issues in a developing country where smoking is still acceptable and where the tobacco companies have huge advertising budgets? We have piles of academic-type articles that have never tasted newsprint. The challenge is to find innovative, cost effective ways of getting one's message across. With limited financial and human resources this can be quite a challenge.

The Environmental Action Network was started by a group of lawyers to use litigation to advance the protection of environmental rights and public health. Our main resource was our ability to litigate. In a country where the judicial process is still a mystery and fascination to the ordinary man, where the wheels of justice turn slowly, litigation and in particular public interest litigation, done to enforce public as opposed to individual rights, is almost certain to get the attention of the press. In fact in some countries public interest litigation has been dubbed "*publicity interest litigation*".

TEAN filed a public interest suit on May 31st, 2001 seeking declarations that smoking in public places violated the right to a clean and healthy environment. This was our attempt to create awareness on the dangers of second hand smoke, the theme for that year's World No Tobacco Day. One year down the road the trial still plods on, leaving in its wake many news stories in the print and electronic media. The developments and the various and turns in it have provided them with ample material for their articles and news items.

From the initial novelty of the public interest suit, to the attack on a habit considered as generally acceptable, to the initial success scored by TEAN, the press have followed every step, and with

them the public. From whatever perspective, smoking in public places is now being looked at differently.

We have learnt to work with the media. We have learnt to write press releases following every Court appearances and how to choose our targets. With communication technology, it is very simple and cost-effective to send a press release to all the media outlets in the country. I was pleasantly surprised to learn that our press releases were being translated into the local language for radio. From the initial mass methods we have now learnt the value of exclusive press releases to our friends in the media. Selecting one journalist to have a head start on the story shows recognition of that journalist and is a form of appreciation for his or her role in the struggle. It allows for the development of mutually beneficial relationships.

One of the parties sued was the National Environment Management Authority. Our claim was that it was their responsibility to create rules and regulations to protect non-smokers and that for the five years since their creation they had done nothing about it. Since the filing of the suit, this body has created a budget to develop regulations on smoking in public places, has commissioned a consultant, and has formed a working group to develop the regulations.

A favourable Court decision would be icing on the cake. Many of our objectives in filing the suit have already been met many times over. We have the attention of the relevant decision making bodies and of the public, to focus on the issue of second hand smoke. A loss in Court is an opportunity to take the matter to the appellate Court and start another round in the fight to promote smoke free policies.

Yes, litigation is said to fraught with peril, but we will let history be the judge of that.

Phillip Karugaba
The Environmental Action Network

* * *

V

Videos

Sometimes you can get a video aired on TV, for free! This may work best if you can get a letter of support from your Ministry of Health or other agency; ask around, and see if you don't find it is easier than you thought!

Case study: Airing of 'Making a Killing' in Vietnam

INFACT's film about Philip Morris focused on a few countries, including Vietnam. Advocates were eager to have it shown on TV in Vietnam, but they didn't have the funds to pay for it to be broadcast. Mrs. Thu of PATH Canada approached the Vietnam National Committee on Smoking and Health (VINACOSH), explaining the purpose of the film, and the advantage of being able to air it on 31 May (World No Tobacco Day). Mrs. Thu also had a connection, through her husband, with someone at Vietnam Television (VTV). Her husband's friend agreed to help. PATH Canada paid for the video to be dubbed into Vietnamese – about US\$300 – and the friend negotiated for VTV to air it for free. With the help of connections, an important victory was achieved: the video was broadcast across more than 60% of the country, reaching millions of people, at almost no cost.

W

Work with others

- If you don't have media contacts, see if your colleagues in tobacco control or other fields do; work together on expanding media coverage.
- If the government of your country has free access to the media, consider partnering on a media program. The Ministry of Health, for instance, may be interested in using

the media, but not have the resources to design appropriate messages. In Vietnam, partnering with the MOH allowed PATH Canada to air tobacco control messages on TV and the radio for only the cost of production.

- You may also partner with other NGOs that have access to the media, to popular figures, or to funding that you lack. By working together, you will be able to achieve more than you could alone.
- Meetings with others working in tobacco control, to construct media plans. Get a group of people together to brainstorm; invite people from other NGOs who have good success in getting media coverage (e.g. on issues such as HIV/AIDS, violence against women, etc.). Often what is difficult or impossible to do alone, becomes possible when others join you.

Appendix 1: Tips on Writing a Press Release

Basic elements to include when writing a press release

1) Logo of your organisation

- ⇒ Gives quick identification to the press about who the press release is coming from. It's needed as the press receive many press releases from different organisations. The journalist will quickly decide whether or not it is worth them carrying on reading when they see the logo.

2) 'Press Release' heading

- ⇒ Identifies the type of document to the journalist. Journalists deal with a lot of incoming papers, so it is important that this heading is large to make it easily identifiable.

3) Title of press release

- ⇒ Provides the focus, grabs attention, tells you succinctly what the story is about.
- ⇒ Must be eye-catching/interesting. Perhaps use a figure or shocking statistic in the title.
- ⇒ Must be short – two lines maximum.

4) 'Embargo' and date

- ⇒ An 'embargo' is the date and time at which the press release can first be published.
- ⇒ Since the press needs to plan in advance which stories they may wish to cover, it will often be helpful to send information in advance. If you are providing a press release and do not want it published before a certain date or time (perhaps because it is timed to coincide with a specific event) you must include an embargo, otherwise the press has the authority to use the story at any time.

- ⇒ Keep in mind that the press may not always honour the embargo, although they generally do.
- ⇒ Alternatively you may write “For immediate release” at the top of the press release if you don’t require a delay before publication and if your press release is related to hot, current news.
- ⇒ The media will often use the information contained in a press release immediately after an embargo, with the aim of being the first to use the new information.

5) Specifically structured first paragraph

- ⇒ The first paragraph should answer the questions ‘why’, ‘what’, ‘where’, ‘when’, ‘who’ about the information that you are providing.
- ⇒ It should entice the reader to continue reading whilst nevertheless containing all the key information if the reader should choose not to read any further.
- ⇒ It should be written in short, clear sentences (this also applies to the rest of the press release).
- ⇒ It should be not more than about two or three lines, or two sentences, long.
- ⇒ Avoid repetition.

6) Quote or statement from a named individual

- ⇒ Journalist like stories which include named people. By including a quote in the press release you are enabling the journalist to easily ‘humanize’ their article.
- ⇒ Including a quote in the press release also gives the press a named source that they can contact for further information, opening up the possibility of dialogue with them.
- ⇒ Always clear quotes with the individuals named before sending out your press release.

7) ‘Notes to Editors’

- ⇒ This is further information for editors contained in footnotes at the end of the press release to avoid cluttering up the main text.
- ⇒ Details such as the full address of a press conference venue or the full title and authors’ names of a report mentioned in the main text are best left to these footnotes. Website addresses where further information can be found can also be included.

8) Contact information

- ⇒ Names and phone numbers of spokespeople that can be contacted for further information. Include out of hours contact information.
- ⇒ More than one contact should be listed.
- ⇒ Make sure that the numbers given work and that you are accessible on the numbers stated.
- ⇒ You can also include email addresses of contacts, although the press will normally phone as it is more immediate.

9) ‘Photo Opportunity’ box

- ⇒ An optional element is to include a box headed ‘Photo Opportunity’ containing the date, time, place and brief details about a stunt or event. This should be placed near the top of the press release, and certainly on the first page. It will indicate to a media organisation that they should send a photographer along with a reporter to cover an event. If you include a Photo Opportunity box also fax your press release to Photo Editors.

Example of a press release

Sample Press Release from ASH UK

(See 'Basic elements to include when writing a press release' for an explanation of all elements in this press release)

16 Fitzhardinge Street, London W1H 9PL

Tel: 0171 224 0743 Fax: 0171 224 0471

→ **Press release** → **ASH**
→ **Embargo Wed. 16 June 1999 midday** Action on Smoking
(WHO has same embargo) and Health

→ **WHO experts call for protection for 700 million children exposed to passive smoking**

→ A new WHO report released today [1] claims that almost half the world's children (700 million) are exposed to tobacco smoke by the 1.2 billion adults that smoke. WHO is calling for new legislation to protect children in public places such as schools, nurseries, and leisure facilities used by kids. The report summarises evidence showing that passive smoking is a cause of pneumonia and bronchitis, coughing and wheezing, asthma attacks, middle ear infection, cot death, and possibly cardiovascular and neurobiological impairment in children. To make its case for action, the WHO highlights the UN Convention on the Rights of the Child - Articles 6 and 24 [attached] commit signatories to protect children's health.

→ Clive Bates, Director of ASH, said: "It is easy to make lofty declarations about children's health at the UN, but very little has been done to ensure that the places that kids visit are not filled with adults' tobacco smoke."

However, much of the exposure to smoke is in the home and it is widely recognised that legislation does not really have a role. 47% of UK children live in a smoking household. But ASH believes that the more adults realise the dangers, the more they will want to reduce children's exposure by smoking only in certain rooms, outside or by quitting altogether.

Clive Bates of ASH said: "Even though most parents love their kids more than anything else in the world, if they smoke near them they could be inflicting really serious damage. We hope that parents will hear about these findings and make sure they keep their kids and their cigarette smoke apart. The government must help by publicising the dangers and getting doctors, social workers, and everybody in the caring professions to take an active role."

ASH believes this report will make an important impact on smoking world-wide. ASH's International Programme Manager, Emma Must said: "By giving clear authoritative guidance, the WHO will help us deal with the world-wide deluge of tobacco industry disinformation about passive smoking. There are already too many threats to children's health in developing countries, and passive smoking is a totally unnecessary additional burden faced by 700 million kids world-wide."

→ [1] At 12:00 at the Healthy Planet Forum in Westminster Central Hall, Storey's Gate, London, Dr. Gro Harlem Brundtland, Director General of the World Health Organisation launches: *International Consultation on Environmental Tobacco Smoke and Child Health*. The main text of the report is on the ASH site at <http://www.ash.org.uk/papers/who-ets.html>

→ **Contact: Clive Bates: 0171 224 0743 (wk) 0468 791237 (mbf) 0181 800 1336 (hm)**
Emma Must: 0171 224 0743 (wk) 0171 738 6506 (hm)

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Appendix 2: How to Write a Letter to the Editor

There are no hard and fast rules, but here are some pointers: ...

- ◆ Check the letters page in the newspaper you are targeting for the maximum permitted word length. Also count up the words in one or two of the letters already published to give you an idea of what length to aim at – generally the shorter the letter, the more likely you are to get it published.
- ◆ Use an article, editorial or another letter which has already been published in the paper as the 'springboard' for writing your letter. In many newspapers it is conventional to refer to the article you are responding to in the first sentence of your letter.
- ◆ Succinctly summarize your main argument very early on in the letter.
- ◆ You should aim to use your letter to 'move the issue on' to add new information or a new angle or a new demand for action to what has already been published in the newspaper on the subject.
- ◆ It is often effective to include one or two hard-hitting facts or statistics, especially from a reputable source such as the World Health Organisation.
- ◆ If relevant, you could use examples of better practice by governments elsewhere to act as a lever on your government to act.
- ◆ Make your letter interesting and lively by using a specific example to back up your main point. Colourful images or references to people are effective ways of keeping the reader's attention and making your argument come alive.
- ◆ End your letter with a specific "call to action" – for example demand that your government takes a specific course of action to tackle a problem you have highlighted.

Below are two examples of letters published in national newspapers by tobacco control advocates, one from Pakistan and one from the UK. The letters have been annotated to demonstrate how some of the elements described above have been used in practice.

* * *

Example of a Letter to the Editor (1)

Need for tobacco control

I congratulate Dawn (Oct 26) for its editorial "Taxing the killer".^a Tobacco epidemic is a major public health problem in Pakistan, but unfortunately the government has not taken any action to curb the ever-increasing use of tobacco in this country.^b

According to the World Health Organisation, tobacco is the single largest preventable cause of disease and death in the world today. Last year, four million people in the world died as a direct result of tobacco and the predictions are that, if tobacco control measures are not taken, this death toll will rise to 10 million per year by 2025. Already, more than 54% men and 20% women use tobacco on a regular basis in this country. Tobacco use is a major risk factor in heart attacks, lung cancer, emphysema, respiratory failure, stroke as well as 20 other fatal diseases.^c

Research in Pakistan has estimated that smokers waste Rs 560 million every day from their smoking habit. Our hospitals are admitting increasing numbers of patients with smoking-related diseases. Most of these patients are poor and cannot afford the huge cost of treating these diseases. Most governments in the region have taken appropriate measures for the control of tobacco.

^a An article (in this case an editorial) already published in the newspaper is used as the starting point for the letter. It is referred to in the first sentence of the letter.

^b Succinct summary of the main point early on in the letter.

^c Effective use of dramatic statistics from a reputable source.

Pakistan is the only country where the government is watching the havoc created by tobacco as a spectator from the sideline.^d

Pakistan TV is the only channel which continues to air colourful, attractive tobacco ads, targeting the younger generation of Pakistan.

It appears that our government is addicted to the sales tax money from the tobacco companies. It is indeed sad that while other countries have formed 'Task forces' for the control of tobacco,^e we have a 'Tobacco Promotion Board' in Pakistan, safeguarding the interests of the tobacco industry. It is the responsibility of the government to protect the health of its citizens, and tobacco control measures are a desperate need of this country.

I urge the concerned authorities in Pakistan to take the following measures on an urgent basis^f:

- * Bring a law that bans smoking at public places;
- * All public transport, including airlines, should be made smoke-free;
- * Ban all forms of tobacco advertising;
- * Start public education campaign about the hazards of tobacco on television, radio and print media;
- * Introduce education programme on tobacco in the school curriculum;
- * All universities, colleges, schools and hospitals should be made smoke-free;
- * Increase taxation on tobacco products;
- * Control smuggling of tobacco to this country.

Dr Javaid Khan, Aga Khan University, Karachi, Pakistan
(Published in the Pakistan national newspaper 'Dawn', 5 Nov 2001.)

* * *

^d Effective image which captures the reader's attention/imagination.

^e Examples of better practice elsewhere used as a lever on the government to act.

^f 'Call to action' with specific demands.

Example of a Letter to the Editor (2)

Another puff for tobacco firms

The tobacco companies are indeed trying every trick in the book to promote their brands in the face of the new European-wide advertising ban (Cigarette firm's plan to market coffee seen as 'cynical ploy', October 6)^A. The tobacco multinationals are also increasingly turning their attentions to the Third World where marketing restrictions are weaker, non-existent or indifferently enforced.^B

Developing countries are under siege from aggressive marketing tactics now being banned here.^C Women and children, in particular, are in the line of fire. In Sri Lanka, for example, British American Tobacco (BAT) sponsors a Golden Tones Disco, employing young women dressed in golden saris to offer each woman entering the disco a free cigarette and a light, saying "Go ahead – I want to see you smoke it now".^D

If present trends continue unchecked, smoking-related deaths in developing countries will increase by six million a year by 2030.^E

We need global rules on tobacco marketing so that the multinationals are subject to the same rules wherever they operate. A golden opportunity exists for Tony Blair to push forward such rules, by using his White Paper on tobacco to demonstrate firm commitment to the International Framework Convention on Tobacco Control.^F

Emma Must, World Development Movement (Published in the UK national newspaper 'The Guardian', 7 October 1998).

^A An article already published in the newspaper is used as the starting point for the letter. It is referred to in the first sentence of the letter.

^B Succinct summary of the main point early on in the letter.

^C Unequal standards at home and overseas used as a lever on government to act.

^D Use of a colourful, specific example (involving people) to keep the reader's attention and make the argument come alive.

^E Effective use of dramatic statistics from a reputable source.

^F Call to action making specific demands of a specific target.

Appendix 3: Tips on Writing a News Article¹

Some basics:

- Make your article clear. Include all needed information.
- Tie in the problem to a solution—whatever aspect of tobacco you wish to emphasize, make clear what you want, e.g. strong law, or support for a strong FCTC.
- Don't try to write about everything in one article. Pick a theme and stick to it. If you have a lot to say, try to write a series: for instance, a local newspaper in Bangladesh ran articles on different aspects of tobacco control law (packaging, advertising, etc.).
- Make it interesting, relevant, unusual, "new" (don't just repeat death statistics, or talk about health effects; try to tie it into your locale or country, though sometimes an international angle/international news is interesting).
- Put a human face on it, by including personal stories—a person's name, for instance, can make a story more interesting: an article about passive smoking that starts by telling the story of a young boy who got cancer from his father's smoke....
- Get a famous person to "write" the article (e.g., write it for them, and ask if they will let you send it in their name), or at least get quotes from them.
- Research your market for the article: decide which publication you are writing the article for, and in which section you hope the article will appear. Think about when you want it to appear. Read the publication you are aiming at carefully to check that your article is of a similar style to others they have published.
- Possibly ring the editor of the section of the publication you are aiming at in advance to briefly outline the idea for your article to see if they would be interested, or to see if they have any alternative ideas.

¹ Extracted and adapted from Writing a News Story by Anthony Cox.

- Put the most important information first. Do not build up to the main point; start with it, right in the first sentence.
- The lead should emphasize one or two—but no more—of the key questions (who, what, when, where, why, how).
- Arrange the events in terms of newsworthiness, not by chronological order. Start with the most interesting and newsworthy aspects, and leave the least interesting parts to the end.
- Remember that your reader may not make it to the end of the article, if the article is not interesting.
- As a general rule, no sentence should contain more than 20 words, and no paragraph more than 35.

Leads

Keep the lead short; if you are at a loss what to write, then pick a question from the following list.

- A “*who*” lead uses a well-known name, such as the country’s Prime Minister, or a famous actor, or gives information that makes an unknown name suddenly significant: “The man responsible for placing a cigarette billboard directly over a children’s playground...”
- A “*what*” lead is used when the event is more important than the persons involved: “BAT’s controversial stakeholder meeting was protested and boycotted on Tuesday by most of those invited...”
- A “*where*” lead is only used if the place is highly significant: “Country X, known for its tolerance of cigarette smoking everywhere, has suddenly, under strong criticism from the tobacco industry, announced new regulations, to ban smoking in most public places.”
- “*When*” occurs in most leads, but is rarely the most important aspect.
- “*Why*” describes the motive or cause of the event being described.
- “*How*” provides the explanation of an event, but is generally too wordy for the lead.

After you have a lead that gains the reader’s interest and introduces the subject, the rest of the article will spell out the details—from most important to least. Be sure that you have answered the who, what, when, where, why, and how—or as many as are necessary for your article—but avoid going into boring details (such as specifying exactly the font size and type used in new warnings). With a little practice, you’ll find writing news articles easy and enjoyable—especially when you have the pleasure of seeing your feature in print!

* * *

The following article from India, written by Shoba John, utilizes many of the principles of media advocacy: it uses popular figures (in this case, sports stars), is interestingly written, and presents a legal solution to the problem it highlights.

Indian sports unveils no-tobacco face

India Express, 2002-05-25

Mumbai, May 24:

ALKA Kapadia, executive director, Cancer Patients Aid Association (CPAA) has been busy for five months now, ever since the World Health Organisation (WHO) declared that sports should be Tobacco Free'. She has been juggling dates running from one sportsperson to another, urging them to undertake an oath to stay away from tobacco products and the money that comes with it. Know what? She succeeded.

From cricketers to billiard giants, from badminton legend Prakash Padukone to the legendary Milkha Singh have signed up agreeing that tobacco is bad and should be kept at arms length.

At the St Andrews Auditorium today, to mark the World No Tobacco Day which falls on May 31, CPAA unveiled its canvases signed by sportspersons and a prestigious cricket bat signed by the who's who of the Indian team. The canvas was launched in a blitzkrieg of song and dance by Shiamak Davar and Sapna Mukherjee.

extremely good reactions from the sportspersons especially the cricketers whom I met just on the eve of their departure to West Indies,” Kapadia said. “The youth icons are the ideal ambassadors to reach out to the young fans in steering them away from tobacco use”, she added.

Pronouncing smoking and physical fitness as antithetical, the Cricket team before embarking on their Test Series in West Indies, en masse endorsed the Tobacco Free Sports Campaign spearheaded by CPAA.

Apart from the cricketers, CPAA's anti-tobacco campaign has been supported by Tennis star Mahesh Bhupati, National Billiards Champion Geet Sethi, Prakash Padukone and Milkha Singh to keep clean off tobacco and tobacco money.

The Cricket team's announcement came close on the heels of the Indian Cricket Control Board's decision last year to end its long-standing sponsorship ties with Indian Tobacco Company (ITC), one of the leading cigarette firms in the country. In addition to Cricket, country's highest price money Golf tournament was also sponsored by ITC's Gold Flake brand.

“Tobacco is a communicated disease,” says Kapadia, “it is communicated through advertising and sponsorship. Tobacco companies pump hundreds of millions of dollars every year into sponsoring sports events worldwide.

“They claim they are sponsoring sports out of a sense of philanthropic duty but as a survey immediately following the tobacco-sponsored Indian World Cup Cricket in 1996 showed that smoking among Indian teenagers, increased by several folds after the event,” she says.

Advertising of tobacco products with sports ensured the youth related athletic excellence to tobacco. In India, the Tobacco Products Bill proposed by the Centre, bans tobacco promotional activities including the sponsorship of sports and cultural events by tobacco companies.

* * *

Examples of News Coverage from Bangladesh

New Nation CITY TUESDAY, MAY 28, 2002

Effective anti-tobacco law demanded

UNB, Dhaka

Campaigners in the city on Monday urged the government to formulate an effective tobacco-control act with a provision for filing lawsuit by any sufferer against the tobacco company concerned.

“There must be a right of citizens to file suit against tobacco companies. So if they have to suffer from any health hazards caused by tobacco, they can take shelter of law and get compensation as in the developed countries,” Dr Arup Ratan Chowdhury said while presenting the keynote at a roundtable.

On the occasion of World No-Tobacco Day 2002, to be observed around the globe on May 31, Bangladesh Tamak Birodhi Jote (BTB) organised the roundtable on ‘Tobacco Control Act’ at the National Press Club on Monday morning in collaboration with Masash and Dhaka Ahsania Mission (DAM).

This year's World No-Tobacco Day slogan is ‘Tobacco-Free Sports: Play it Clean.’

Chaired by Executive Director of DAM Kazi Rafiqul Alam, the function was also addressed, among others, by Justice Habibur Rahman Khan, Prof Nurul Islam, former IGP Dr M Enamul Haq, Brig Shahjahan Hafiz, Dr Abu Obayed

Contd. on page 2 col-4

NEWSWATCH

Imposition of more tax on tobacco demanded

Bangladesh Anti-Tobacco Alliance (BATA) staged Friday a token sit-in in front of the Jatiya Press Club, demanding imposition of 25 per cent tax on tobacco to discourage people from its reckless consumption. Protesting the withdrawal of taxes on foreign and country made cigarettes in the proposed budget for 2001-2002 fiscal, the leaders of the alliance said that the government should not withdraw taxes on such commodities, which are considered as a threat to public health. “The government has to take adequate measures to contain the situation aimed at saving the people as the incautious use of tobacco is pushing the nation towards uncertainty,” they said. Citing a recent World Bank report, they said about 10 million people across the world would die due to tobacco-related diseases by 2030 for its reckless use. — BSS

THE FINANCIAL EXPRESS

Anti-tobacco

Contd. from page 12

M Mohsin, Shamsuzzaman and Dipankar Goutam.

The roundtable meet was told that about 11000 people were dying of various tobacco-related diseases everyday around the world—one life taken every eight seconds.

Citing World Health Organisation (WHO) statistics, the keynote paper showed that 60 per cent male in Bangladesh are smoker while 15 per cent are female. “It is now proved beyond doubt that tobacco kills and also causes many a diseases like cancer,” it said.



Bangladesh Anti-Tobacco Alliance (BATA) held a press conference on 13 August to release a report on BAT's youth campaign. The report includes research of youth exposure to BAT cigarette ads, attitudes towards BAT's youth campaign, and analysis of BAT's campaign. Key findings of the report include. Speakers are seen during the press conference held at VIP room of Press Club.

BAT: Encouraging or discouraging youth smoking?

British American Tobacco Bangladesh recently launched a campaign that it claims is designed to reduce smoking among youth. But how likely is it that a tobacco company wants to turn away some of its customers? What do BAT's ads — for its cigarettes and for its youth smoking prevention campaign — tell us about BAT's actual intentions?

Bangladesh Anti-Tobacco Alliance (BATA) held a press conference on 13 August to release a report on BAT's youth campaign. The report includes research of youth exposure to BAT cigarette ads, attitudes, towards BAT's youth campaign, and analysis of BAT's campaign. Key findings of the report include:

- BAT's secret documents show that they originally planned youth smoking prevention campaigns as a public relations move to improve their image, with no intention of reducing rates of smoking among youth.

- Children aged 11-16 have high rates of exposure to and awareness of BAT's advertising including Benson & Hedges concerts;

- Youth aged 14-16 felt that BAT's youth smoking prevention advertisements were confusing, less attractive than their cigarette ads, and did not send a clear message, other than that smoking is an adult activity — which only enhances its attractiveness to youth.

- BAT's youth campaign advertisements contain no information about why people shouldn't smoke - no mention of a single health effect caused by smoking - despite BAT's claim that they want smoking to be an "informed" adult decision;

- The youth campaign allows BAT to advertise its name and logo without the warning that it usually puts on its advertisements.

- BATA demanded that BAT's campaign be recognized for what it is — a public relations move with no intention of reducing youth smoking — and that it be stopped. They further demanded that laws be enacted to prevent all tobacco promotion and sponsorship, to put clear warnings about the harms of tobacco on all products, and to protect non-smokers from tobacco smoke in workplaces, on transport, and in other public areas.

Appendix 4: How to Organise a Press Conference

Location: It is best to use a location that is accessible by the press and/or has relevance to the press event, such as a hall in the central business district or near parliament.

Time: This will vary according to what is customary in your country. For example, in India an evening press conference with food and refreshments may be most effective; whereas in the UK you must usually hold it mid-morning to stand the best chance of coverage on both the mid-day and evening news reports, as well as in the daily press the following day. Think also about which is the best day of the week to fit in with the media you are aiming at. Try to avoid holidays and times where other events are dominating the media.

Participants: To ensure media attendance at your news conference, it is recommended that you have at least one high profile participant. Place a clearly visible name card in front of each participant so that journalists can easily identify each person as they speak. Someone should take responsibility for chairing the press conference and invite questions from journalists at the end. Be sure to keep presentations fairly short—supplemented by written information—and give plenty of time for questions. If others are attending, make it clear at the start that only journalists can ask questions; you will be happy to discuss the issue with others later. Ask the journalists to identify themselves by name and newspaper/radio station/etc. when they ask a question.

Props: Speakers may wish to use visual props, especially for television. If you are campaigning for stronger warnings on tobacco products, then examples of packs from different countries, or photos of them, can be helpful. If you are presenting results of research showing children's high level of knowledge of tobacco ads, then a video clip showing small children rattling off names of

different cigarette brands, and singing cigarette jingles, can have a powerful impact.

Materials: Prepare press packs with statements from the speakers, the press release, and any other background information you would like to include. You should also include a phone number where journalists can reach you that day/evening if they have follow up questions as they write their article or put their programme together. Place a card with the name and organisation of each speaker on the table in front of them to enable easy identification by journalists.

Press release (see below!): Be sure to follow up by sending (by fax, e-mail, or other means) a press release describing the press conference: the key messages, any important speakers, and your demands. If you have photos, you can deliver them with the press release in person to the news desks of different newspapers. Follow-up phone calls to ask if they have received the press release and if they will run it can also increase your chances of being published.

* * *

A CHECKLIST FOR PRESS CONFERENCES¹

- ◆ Have the date, time and place been cleared with all speakers?
- ◆ Are the time and place suitable for the reporters from media you are most concerned to attract to the event or media conference?

- ◆ Are there any predictable media conflicts (i.e. other major events or media conferences you know about)?
- ◆ Is the room large enough?
- ◆ Are there phones nearby and plenty of electrical outlets for television lights?
- ◆ Will you need a public address system?
- ◆ Have people been assigned to clean up the room before and after the conference?
- ◆ Do you plan to serve refreshments? Has this been arranged?
- ◆ Have cards been prepared with the name and organisation of each speaker? (These should be placed in front of each speaker and should be large enough to be visible from the back of the hall).
- ◆ Who is sending out the media releases?
- ◆ Have you checked to see that the fax numbers for the releases are still current?
- ◆ Who is making follow-up calls to editors and reporters? Are these people properly briefed about the event and the issue?
- ◆ Are visuals, charts etc. required for the media conference?
- ◆ Does each speaker know what the other speakers are going to say?
- ◆ Has a chairperson been allocated to introduce the speakers, to invite questions from journalists, and to close the proceedings?
- ◆ Is someone drafting a question and answer sheet for anticipated questions at the media conference?
- ◆ Has provision been made for each speaker to rehearse their presentations and answers to the anticipated questions?
- ◆ Are materials being prepared for a media kit (media release, background information on speakers, fact sheet, organisational background, copies of speakers' statements)?

¹ Adapted from Bobo K, Kendall J, Max S. Organize! Organizing for social change. A manual for activists in the 1990s. Washington: Seven Locks Press, 1991:123 and from Chapman S, Lupton D. *The Fight for Public Health: Principles and Practice of Media Advocacy*. London: British Medical Journal Books, 1994.

Appendix 5: How to Monitor the Media

In order to evaluate our work, and to know which activities are most likely to produce positive news coverage, we need to keep track of the *quantity* and *quality* of the coverage we receive. *Quantity* includes how many media cover our event, and the frequency of the coverage. *Quality* refers to the way in which our events are covered: whether they receive a brief mention only, whether our solutions are highlighted or even mentioned, whether the coverage is more friendly to tobacco control or to the tobacco industry, etc.

Monitoring the media need not be terribly time-consuming. Filling out the templates below will give you needed information, but will not require much time. You can also keep a scrapbook of newspaper coverage of your event, in which you paste the article, newspaper name, and date, and also a note if it was printed on the first page or inside.. This allows you to review later how much coverage you got for different events and the quality of the coverage; it can also be useful for including clippings in your organization’s newsletter, annual report, etc.

If you stage an event that you expect will be covered on that evening’s news, but cannot yourself monitor all the TV stations, ask friends with TVs to watch different channels, so that all are covered, and, preferably, videotaped. If different groups work together to organize a rally, you can also ask them to collaborate on gathering and sharing press coverage. You will at least have an idea which TV stations picked up your event; preferably you will also have video documentation of the coverage.

Bung-On Ritthiphakdee¹ suggests the following template, which is used by ASH Thailand to monitor the media:

Sample Template to Monitor the Media

(To save space, the column “Monetary value of the coverage” has been deleted.)

Media Coverage Analysis

Date	Media and type	Title (and first paragraph if possible)	Positive/Negative	Issue	Origin of the story
28.9	Daily Dispatch (local daily paper)	Tobacco law in force tomorrow (The new tobacco legislation comes into effect tomorrow, as announced by the Department of Health.)	Positive	Legislation	Local
29.9	The Star (biggest national newspaper)	Most people support laws to put smokers in their place: Government confident that new regulations can be enforced	Positive	Legislation and enforcement	Local
30.9	Safm (national radio station)	New tobacco control regulations come into effect	Positive	Legislation	Local
4.10	CNN	South Africa puts into effect tough anti-smoking laws	Neutral	Legislation	International

¹ Bung-On Ritthiphakdee, “How do Action on Smoking and Health Foundation of Thailand and other organisations Monitor the Media?” in *Workshop on Working with the Media for Tobacco Control and Public Policy*, 26-28 March 2001, Phnom Penh, Cambodia.

Appendix 6: Working with and Monitoring the Media: ADRA Cambodia's Experience

*Contributed by Dina So, Media Liaison Officer,
ADRA's ToH program*

The use of the media for tobacco control in Cambodia has increased greatly in the last few years. The media has cooperated with us and understands our program. This is thanks to our work to develop a closer relationship with them and make sure that they are interested in our program.

When we conduct a program, we invite them or convince them to put our activities into their program (Talk show, News, Entertainment, Documentary, Health Alert). Sometimes we make a small payment, and sometimes the coverage is free for NGOs. After the program, we again contact the media to follow up about what they broadcasted and published, and then we put it into our Media List. For example, when there is broadcasting of health programs on TV and radio, we ask them to add tobacco messages into them, so as to reach the entire audience of that program with those messages.

Following is an excerpt of Cambodia's media monitoring template. Columns for origin of coverage (local or international), number of times aired on TV/radio, and time of day aired on radio/TV, have been deleted to save space. This represents only a small selection of ADRA Cambodia's total media coverage for the periods.

TV

Date	Channel	Title	Duration	Program Type
19-Feb	TVK	Inter-ministry Meeting		Business News
30-May	TV3	Smoke Free Sport for WNTD	4 min.	TAMDAN-KAMSAN
June	TVK	ToH Spot	1mn	

Print Media

Date	Print Media Name	Title	Issue Type
18-31/1/02	Phnom Penh Post	Pressure mounts on Tobacco advertisers	news
1-Feb	Koh Santepheap	Brazil warning message on cigarette packet	Documentary
March	The Cambodia Daily	WHO official says High tax would reduce smoking	News
March	Chak Kraval	FCTC	news
April 26, May 9	Phnom Penh Post	Tobacco firm rejects poisons claim	news
6-May	The Cambodia Daily	Smoking To Be Banned In Some Thai Eateries	news
May	The Cambodia Daily	Tobacco Firms threaten to Sue Thai Authorities	news
27-May	The Cambodia Daily	Monks Rally In Protest of Tobacco Use	news
27-May	The Cambodia Daily	Tobacco Advertising Is Addicting Asian Youth	news
July	The Cambodia Daily	Ministry urges TV Stations to Ban Smoking Ads	news

Radio

Date	Channel	Title	Program Type
March	FM107MHz	Death clock (FCTC)	news
3-Apr	FM99.5MHz	FCTC and Tobacco	Interview
20-May	FM102MHz	Death smoking prevalence	health alert
6-Jun	FM102MHz	Chemical in cigarette	health alert

Appendix 7: Further Reading

PATH Canada has produced a range of materials on tobacco control that can be useful for your work; of particular relevance to this guide may be our new guide on Research for Advocacy. All our materials are available at: www.pathcanada.org or <http://wbb.globalink.org>. To obtain a hard copy, please write to admin@pathcanada.org.

Advocacy Institute, *Blowing Away the Smoke: A Series of Advanced Media Advocacy Advisories for Tobacco Control Advocates*, Washington, 1998, www.advocacy.org

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