
The Swedish Think Tank Tobaksfakta – An Assessment of Relevance and Quality

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Executive summary

Think tanks are non-governmental institutions – intellectually, organizationally and financially autonomous of government, political parties and organized interests – that are set up with the aim of influencing policy. The Swedish think tank Tobaksfakta, as a nonprofit organization, was formed by Health Professionals against Tobacco in October 2010, and has a number of member organizations. It is a national independent player focusing on measures to reduce tobacco use. The goal is that Tobaksfakta contributes continuously to reducing tobacco use toward a society free of tobacco.

A **quality evaluation** has been conducted by an external panel in five phases: (1) Planning and selection of approach, (2) Collection of data on Tobaksfakta, (3) Self-evaluations, (4) External assessment by a panel of independent experts, and (5) Measures and follow-up.

As **background** to the evaluation, there is a short review of what a think tank is. Then, the scene for tobacco prevention in Sweden is set by giving data on tobacco consumption, an overall Swedish map of tobacco prevention, and a presentation of some controversial issues. The WHO Framework Convention on Tobacco Control sets the global agenda and also the framework for the activities of Tobaksfakta.

A **SWOT analysis** provides an overall assessment of Tobaksfakta. Its strengths include competence, having an effective organization and member organizations, and being a strong provider of information and opinion leaders. Weaknesses include limited economic and human resources, low involvement in activities by member organizations, too broad a focus, and a limited impact on decision-making. Threats include poor economic resources, the perception that tobacco is no longer an issue, and weakness in national tobacco prevention efforts. Among the opportunities available is a new three-year business plan, strengthening of communicative work, networking and extended cooperation, the Tobacco End Game, and new efforts at national and international levels.

The evaluation considered **organizational structure and resources, goal structure and work processes** (monitoring, investigations, knowledge materials, website, press activities, twitter and social media, dissemination of knowledge, and European and international tobacco prevention work). The panel assessed the information and communication work of Tobaksfakta as of high quality, relevant, and timely.

The **Tobacco Industry Project** has functioned as an important vehicle for the overall efforts made by Tobaksfakta. The project has performed impressive work in relation to relatively limited economic resources. Although time has run out for the project, the need for its activities will continue for so long as the activities pursued by the tobacco industry continue. Therefore, it is recommended that Tobaksfakta continues to act as a watchdog on the tobacco industry.

The **Tobacco End Game** is a challenging and future-oriented project that has a great potential. Tobaksfakta wants a Swedish government that, after the 2014 elections, reaches a decision on a plan to phase out smoking by 2025. The idea is that such a decision shall be achieved by advocacy at all levels of society. Further development of the Tobacco End Game is recommended as a key developmental effort.

Overall assessments and recommendations are: Tobaksfakta is a classic think tank but needs independent financing. It shall continue with intellectual argument not covert lobbying. Tobaksfakta is one of the key actors on the landscape of tobacco prevention. Focusing on structural issues gives added value. The think tank is an efficient and professional organization. Tobaksfakta has an international role to play.

Background:

An integral part of the development work on alcohol and drug prevention pursued by the Swedish government is the research program With Power and Commitment – Alcohol and Drug Prevention by Non-Governmental Organizations (NGOs) in Sweden, which is run by a research team at Örebro University¹. Included in the program is support for NGOs in documentation and evaluation. The Swedish think tank Tobaksfakta is an NGO. Therefore, it was natural for the government to discuss with the Örebro researchers, in a meeting of October 1, 2013, the possibility of conducting an evaluation. A tentative plan was developed and included in an application to the Swedish Public Health Agency, which has funded the work plan for Tobaksfakta and the proposed evaluation. The board of Tobaksfakta accepted the proposed plans and, at the end of January 2014, planning of the quality evaluation was embarked upon, including the composition of an assessment panel. The panel's mandate was to review implementation and effectiveness, to evaluate efforts and results, and to identify future challenges and make strategic recommendations for Tobaksfakta.

Assessment of a think tank is a complex undertaking, and is related to the variations in the goal structures, processes and outcomes that a group of experts, organized in what is often called an independent think tank, have in mind. Moreover, what is achieved by all the thoughts in the think tank?

Therefore, we start with the question: what is a think tank? What a think tank can achieve is dependent on the context in which it is operative. Thereafter, the context in which Tobaksfakta operates is briefly described, including presentation of the national scene for tobacco prevention. The first part of the reports ends with presentation of the methodology for this assessment of the relevance and quality of Tobaksfakta, which gives the framework for the evaluation.

Most fields of public health have objectives that are highly contested². Opponents can come from a variety of external directions, such as governments, industry, and community and religious organizations, and also from within the public health field itself. There are a number of cases in which the tobacco industries have tried to show that tobacco harm is not really scientifically proven. Lung cancer was an early case, where the tobacco industry, with its global resistance to meaningful control measures, has been described as the vector of the lung cancer epidemic: "The industry is to lung cancer as mosquitoes are to malaria"¹. It is important to confront the vector of tobacco-related disease³.

Corporate interests have found it useful to create think tanks. One example is The Advancement of Sound Science Coalition, which was formed in the mid-1990s to dispute research findings of an association between second-hand smoke and cancer⁴. In the late 1990s, in an effort to dispute the link between secondhand smoke and lung cancer, Philip Morris initiated a campaign to legislate "sound

¹ Eriksson, C., Geidne, S., Larsson, M., & Pettersson, C. A Research Strategy Case Study of Alcohol and Drug Prevention by Non-Governmental Organizations in Sweden 2003-2009. *Substance Abuse Treatment, Prevention, and Policy*, 2011, 6:8 doi:10.1186/1747-597X-6-8

² Chapman, S. (2004). Advocacy for public health: a primer. *Journal of Epidemiology and Community Health*, 58:36-365.

³ Allen, M. (2013). Confronting the Vector of Tobacco-related Disease. *American Journal of Law & Medicine*, 39: 308-331.

⁴ Ong, E., Glantz, K., & Stanton, A. (2001). "Constructing "Sound Science" and "Good Epidemiology": Tobacco, Lawyers, and Public Relations Firms". *American Journal of Public Health*, 91 (11): 1749–1757. doi:10.2105/AJPH.91.11.1749.

science”⁵. The campaign involved enacting data access and data quality laws to obtain previously confidential research data in order to reanalyze it on the basis of industry-generated data-quality standards. Philip Morris worked with other corporate interests to form coalitions and workgroups, develop a “data integrity” outreach program, sponsor symposia on “research integrity,” and draft the language for new legislation. The tobacco industry played a role in establishing laws that increased corporate influence on public health and regulatory policy decisions.

The influence of the tobacco industry has continued over the years. Research analyzing secret tobacco industry documents has shown how tobacco companies strategically interacted with the Institute of Medicine (IOM) to obtain several advantageous scientific and regulatory recommendations⁶. The industry used a variety of measures during the process when the IOM assessed the scientific basis for tobacco “harm reduction”, culminating in the 2001 IOM report *Clearing the Smoke*. The tobacco industry has historically tried to keep tobacco taxes low by using consistent tactics and misleading arguments⁷. A systematic review of 34 studies shows that industry works hard to prevent significant tax increases, and particularly dislikes taxes ‘earmarked’ for tobacco control. Key arguments used to counter tax increases are that tobacco taxes are socially regressive and unfair, lead to increased levels of illicit trade, and have negative economic impacts. In a commentary to the study, it was noted⁸ that

“...the public health approach to regulatory intervention is normally very inclusive, bringing all stakeholders to the table to present their perspectives, to argue about the impacts of the interventions on their organizations, and to find compromises that work for the greater good of all those involved. The tobacco industry is very good at what it does in terms of obfuscating the truth about the harm of tobacco use, dividing the public health community over harm reduction approaches, and befuddling critically important regulatory processes, even those that the FDA is now trying to implement under the FSPTCA (Family Smoking Prevention and Tobacco Control Act of 2009). History has shown that the tobacco industry is NOT a stakeholder in public health and thus must not be treated as such”.

A reason for the tobacco industry to adopt this position is that the profits from selling cigarettes and alternative tobacco products are simply too great for it simply to fade into history.

The health warning labels on cigarette packs are a low-cost, effective measure to decrease smoking⁹. The use of graphic images makes them increasingly effective. Tobacco companies have prevented and delayed advanced health-warning labels by implementing weak voluntary advertising agreements, thereby influencing politicians and the media. However, viewing health warnings as a local issue and

⁵ Baba, A., Cook, D.M., McGarity, T.O., & Bero, L.A. (2005). Legislating “Sound Science”: The Role of the Tobacco Industry. *American Journal of Public Health*, 95 (S1): S20-S27. doi: 10.2105/AJPH.2004.050963

⁶ Tan, C.E., Kyriss, T., Glantz, S.A. (2013). Tobacco Company Efforts to Influence the Food and Drug Administration-Commissioned Institute of Medicine Report *Clearing the Smoke: An Analysis of Documents Released through Litigation*. *PLoS Med*, 10(5): e1001450. doi:10.1371/journal.pmed.1001450.

⁷ Smith, K.E, Savell, E., & Gilmore, A.B. (2013). What is known about tobacco industry efforts to influence tobacco tax? A systematic review of empirical studies. *Tobacco Control*, 22(2): 144–153. doi:10.1136/tobaccocontrol-2011-050098.

⁸ Novotny, T.E. (2013) Irreconcilable Conflict: The Tobacco Industry and the Public Health Challenge of Tobacco Use. *PLoS Med*, 10(5): e1001457. doi:10.1371/journal.pmed.1001457

⁹ Hiilamo, H., Crosbie, E., & Glantz, S.A. (2014). The evolution of health warning labels on cigarette packs: the role of precedents, and tobacco industry strategies to block diffusion. *Tobacco Control*, 23:e2. Doi:10.1136/tobaccocontrol-2012-050541.

being a process encouraged by the WHO Framework Convention on Tobacco Control¹⁰ have stimulated the diffusion of strong health warning labels despite opposition from the industry.

Various actors want to have an influence on the decision-making process. The impact of pressure from the tobacco industry on the contested revision to the EU Tobacco Products Directive was analyzed in a paper¹¹ that showed that tobacco-industry lobbying activity at the EU was associated with significant policy shifts in EU Tobacco Products Directive legislation in favor of the tobacco industry's submissions. According to the authors, this needs to be prevented.

In an open democratic society, it is important that there is good and equal access to information and knowledge. However, different interest groups lobby for their case. What type of lobbying is best for the companies and for society?¹² The tobacco industry has worked through third parties to prevent the policy-relevant research that adversely affected it between 1988 and 1998¹³. The tactics included advertising, litigation and attempts to get the US Congress to cut off the researcher's National Cancer Institute funding. Moreover, such efforts can influence the policy process by silencing opposing voices and discouraging scientists from doing work that may expose them to tobacco-industry attack. The industrial influence on policy-making is not limited to tobacco; similar patterns can be seen with regard to alcohol and food¹⁴, where a wide range of tactics and strategies are also used to defend, and indeed to promote, a 'license to operate'. However, the support of highly credible public health organizations and researchers' employers is crucial to the advancement of public health.

The nature and impact of policy debates, as well as effective opposition to new public health regulation and taxes, make advocacy for public health an urgent and important endeavor. Public health advocacy involves "the strategic use of news media to advance a public policy initiative, often in the face of opposition"¹⁵. Media advocacy is merely one approach to building support for public policy, and ultimately influencing decision-makers on policy and legislation, and also those who enact policies and fund interventions that can influence whole populations. The history of public health advocacy in tobacco prevention and control has been extensively presented in *The Fight for Public Health: Principles and Practice of Media Advocacy*¹⁶ and *Public health advocacy and tobacco control: making smoking history*¹⁷.

A think tank

A think tank is an institute, business or group that develops new long-term ideas, and also compiles and disseminates information, knowledge and opinions for public debate¹⁸. This is achieved, for

¹⁰ WHO (2003) *WHO Framework Convention on Tobacco Control*. Geneva: World Health Organization, 2003 (updated 2004, 2005; <http://whqlibdoc.who.int/publications/2003/9241591013.pdf>)

¹¹ Costa, H., Gilmore, A.B., Peeters, S., McKee, M., & Stuckler, D. (2014). Quantifying the influence of tobacco industry on EU governance: automated content analysis of the EU Tobacco Products Directive. *Tobacco Control*, Online First. Doi:10.1136/tobaccocontrol-2014-051822.

¹² Petersson, K., & Pfitzer, M. (2009). Lobbying for Good. *Stanford Social Innovation Review*, 7(1): 44-49.

¹³ Landman, A., & Glantz, S.A. (2009). Tobacco Industry Efforts to Undermine Policy-Relevant Research. *American Journal of Public Health*, 99: 45-58. Doi:10.2105/AJPH.2007.130740

¹⁴ Miller, D., & Harkins, C. (2010). Corporate strategy, corporate capture: Food and alcohol industry lobbying and public health. *Critical Social Policy*, 30: 564. DOI: 10.1177/0261018310376805

¹⁵ Chapman, S. (2004). Advocacy for public health: a primer. *Journal of Epidemiology and Community Health*, 58:361-365. doi: 10.1136/jech.2003.018051.

¹⁶ Chapman, S., Lupton, D. (1994). *The Fight for Public Health: Principles and Practice of Media Advocacy*. London: BMJ Books.

¹⁷ Chapman, S. (2007). *Public health advocacy and tobacco control: making smoking history*. Oxford: Blackwell Publishing.

¹⁸ tankesmedja. <http://www.ne.se/tankesmedja>, Nationalencyklopedin, hämtad 2014-09-06.

example, by conducting research, publishing journals and books, and participating in debates. Think tanks are usually linked to some form of political opinion and /or interest group in society

A think tank, according to Stone¹⁹, is an organization that performs research and advocacy on topics such as social policy, political strategy, economics, the military, technology, and culture. Most policy institutes are non-profit organizations. Other think tanks are funded by governments, advocacy groups, or businesses, or derive revenue from consulting or research work related to their projects. A revised definition of a think tank has been presented: “Think-tanks are non-governmental institutions; intellectually, organizationally and financially autonomous from government, political parties or organized interests; and set up with the aim of influencing policy”²⁰.

Think tanks vary according to their ideological perspectives, sources of funding, topical emphasis, and prospective consumers. There are a number of different types: independent civil society think tanks established as non-profit organizations; policy research institutes affiliated with a university; government-created or state-sponsored think tanks; corporation-created or business-affiliated think tanks; political party think tanks; and legacy or personal think tanks². Moreover, think tanks differ with regard to the scope of their influence, local, regional, national or global.

The major think tanks are important sources of information to the media and the government, and to a host of interest groups involved in the public policy process²¹. The result is lively competition of ideas in the policy arena. However, a fundamental and frustrating question faces analysts of the think tank phenomenon as well as the leaders and supporters of the organizations: How can we measure their effectiveness in the public policy arena?

Think tanks, in their different and changing organizational expressions, will continue to play a role in the co-operative networks of societies with an increasing need for professionalized expertise¹⁴. Moreover, think tanks have no formal decision-making power, and claim political neutrality despite often making no secret of their ideological standpoints. Some carry out little research themselves and commission external experts or recycle existing research, while others have considerable internal research capacities. Furthermore, think tanks want to change policy through intellectual argument rather than through behind-the-scenes lobbying. The activities of a think tank may have an impact on four key arenas: science, civil society, the media and policy. They include the process of going from awareness to advocacy²², using a combination of communication and action. The potential of social-media sites is used by both the tobacco industry and the advocates of advancing tobacco control²³.

A study of the self-understandings of think-tank-affiliated policy experts found that the experts draw especially on four idioms to characterize their own role²⁴, those of: the academic (generating authoritative knowledge according to collectively defined standards of rigor and cognitive autonomy); the policy aide (getting familiar with the unique rules of order, procedural details, and temporal

¹⁹ Stone, D. (2006). Think tanks and Policy Analysis', in Frank Fischer, Gerald J. Miller. & Mara S. Sidney (eds.) *Handbook of Public Policy Analysis: Theory, Methods, and Politics*. New York: Marcel Dekker, pp 149–157.

²⁰ Pautz, H. (2011). Revisiting the think-tank phenomenon. *Public Policy and Administration*, 26: 419. DOI: 10.1177/0952076710378328.

²¹ Weidenbaum, M. (2010). Measuring the Influence of Think Tanks. *Sociology*, 47:134–137 DOI 10.1007/s12115-009-9292-8

²² McKeever, B.W. (2013). From awareness to advocacy: understanding nonprofit communication, participation and support. *Journal of Public Relations Research*, 25: 307-328. DOI: 10.1080/1062726X.2013.806868.

²³ Hefler, M., Freeman, B., Chapman S. (2013)

²⁴ Medvetz, T. (2010). “Public Policy is Like Having a Vaudeville Act”: Languages of Duty and Difference among Think tank-Affiliated Policy Experts. *Qualitative Sociology*, 33:549–562, DOI 10.1007/s11133-010-9166-9.

rhythms of electoral politics); the business entrepreneur (being an effective salesperson in a competitive marketplace), and the media specialist (disseminating knowledge in a format that is both accessible and compelling to the wider public). The essence of the policy expert's role according to this study lies in making a continuous effort to balance and reconcile the contradictory imperatives associated with these idioms.

The scene for tobacco prevention

Tobacco prevention takes health professionals to very new destinations²⁵, away from the traditional curative medical model to mastering the corridors of power, using the media, and political lobbying and advocacy. In Sweden, the fight against tobacco has been on-going for more or less fifty years. The first national tobacco control program was presented in 1973, but implementation of a program including the creation of smoke-free generations dates from the cohort born in 1975 but was later delayed²⁶. Moreover, a popular science book on smoking and health was published in 1979²⁷.

Tobacco consumption in Sweden²⁸

In Sweden the consumption of tobacco products have changed (Figur 1). Number of cigarettes as well as other smoking tobacco have decreased while snuff has increased.

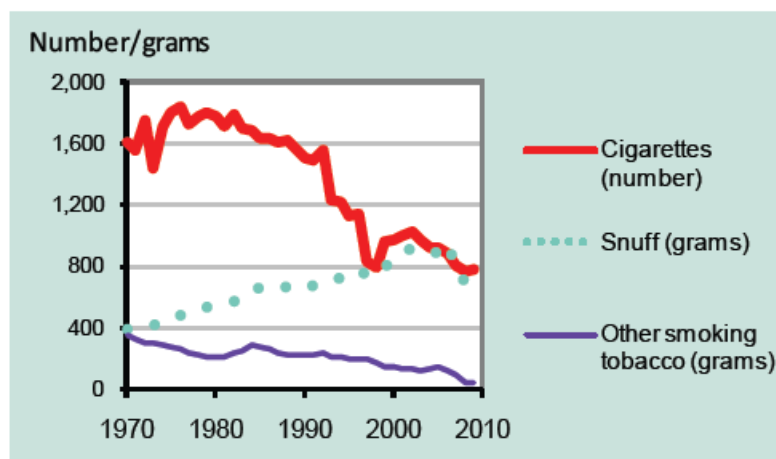


Figure 1: Tobacco sales in Sweden. Annual sales of cigarettes, snuff and other tobacco smoking per person 15 years and older, for the period 1971-2009.²⁸

There is a decrease in daily smoking among both women and men (Figure 2). Among women, daily smoking is more prevalent in the age group 45-64 years than in the other age groups. Significant decreases are seen in the age groups 30-44 and 45-64 years. Among men, daily smoking was most prevalent in the same age group as among women.

²⁵ Mackay, J. (2012). Implementing tobacco control policies. *British Medical Bulletin*, 102: 5-16.

²⁶ Cohen, D., Eksell, S., Eliasson, M., Eriksson, C., Gilljam, H., Hedin, A.E., Hellenius, M.-L., Hjalmarsson, A., Nilsson, P., & Tillgren, P. (1998). *Metoder för rökavvänjning* [Methods for Smoking Cessation]. Stockholm: SBU i samarbete med FHI, SBU-rapport nr 138, september 1998.

²⁷ Eriksson, C.-G., eds (1979). *Tobaksrökning eller hälsa. Tobakens medicinska skadeverkningar*. [Smoking or Health. Medical Harms from Tobacco]. H-fakta 8. Stockholm: Liber Förlag.

²⁸ Danielsson, M., Gilljam, H., & Hemström, Ö. (2012) Tobacco habits and tobacco-related disease. Health in Sweden: The National Public Health Report 2012, Chapter 10. *Scandinavian Journal of Public Health*, 40(Suppl 9): 197-210.

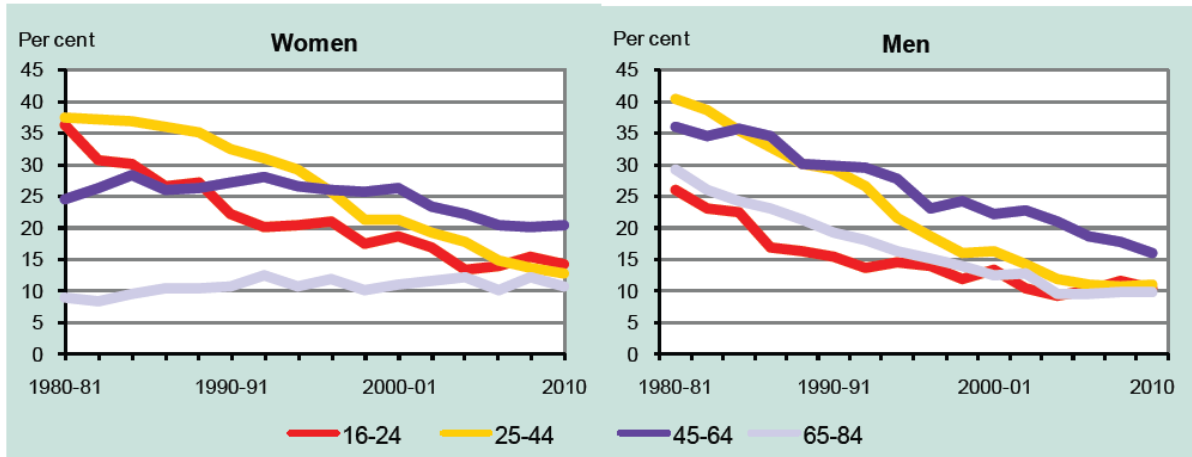


Figure 2: Daily smoker by age groups. Women and men aged 16-84, 1980-2010.

A large proportion of the adult population has never smoked daily (Figure 3). The proportion of men has increased in all age groups. The percentage of women who have never smoked on a daily bases has risen as well, but only among women under the age of 45.

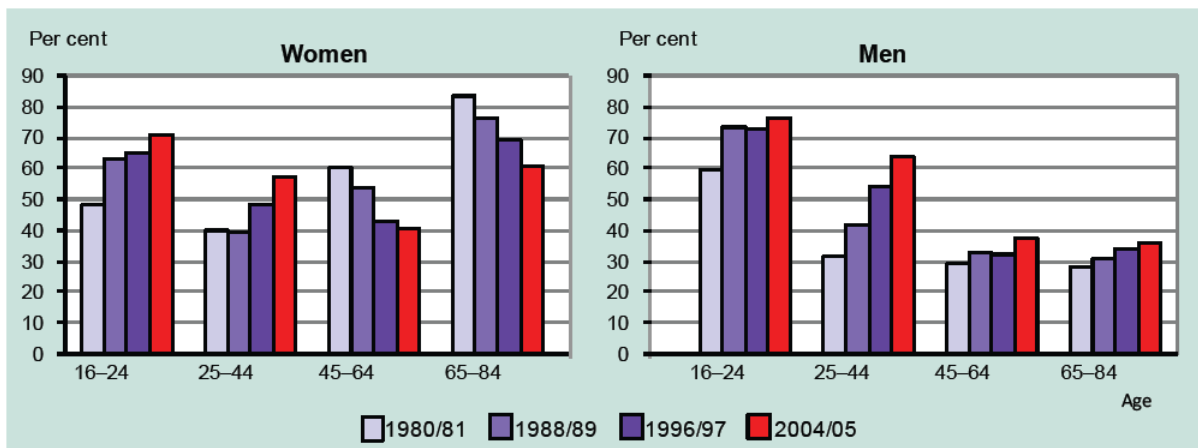
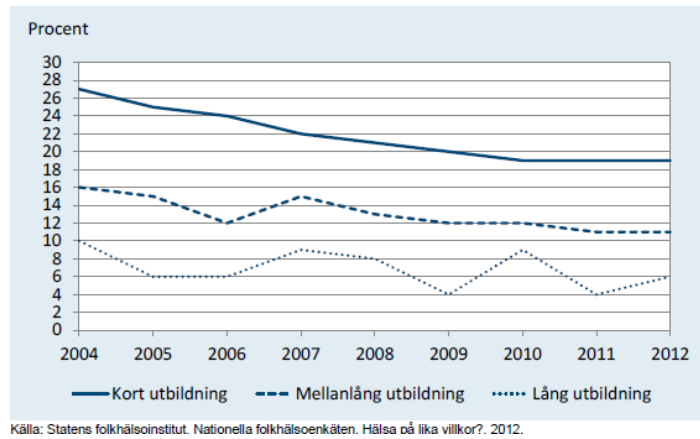


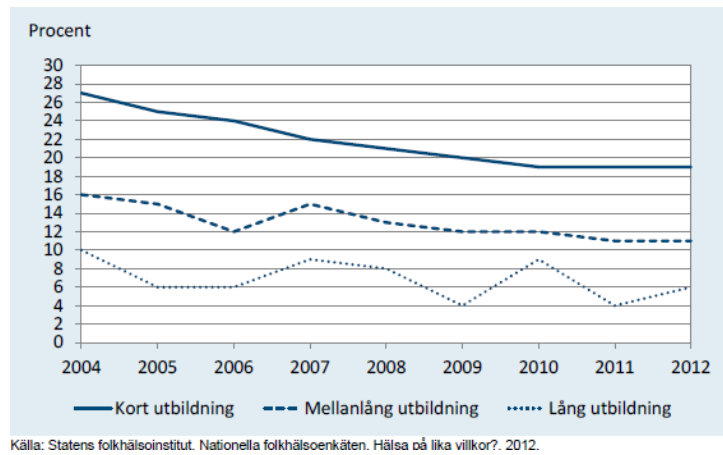
Figure 3: Daily smoking among men in different age groups 2004-12.²⁸

Smoking behavior shows a socioeconomic gradient in Sweden. People with a short education more often smoke daily than those with a longer education, both women (Figure 4) and men (Figure 5).



Short education= —, Intermediate education= - -, Long education=.....

Figure 4: Daily smoking among men aged 18-74 according to education level (age standardized)²⁹



Short education= —, Intermediate education= - -, Long education=.....

Figure 5: Daily smoking among women aged 18-74 according to education level (age standardized)²⁹

The smoking epidemic is on the decline, but it will still contribute to many deaths in Sweden. A new estimate is that 12 000 deaths occur yearly from smoking-related disease. Moreover, tobacco consumption in Sweden also includes moist snuff (snus in Swedish), which is more commonly used by men than by women.

²⁹ Swedish Institute of Public Health, National Public Health Survey – Health on Equal Term? 2012

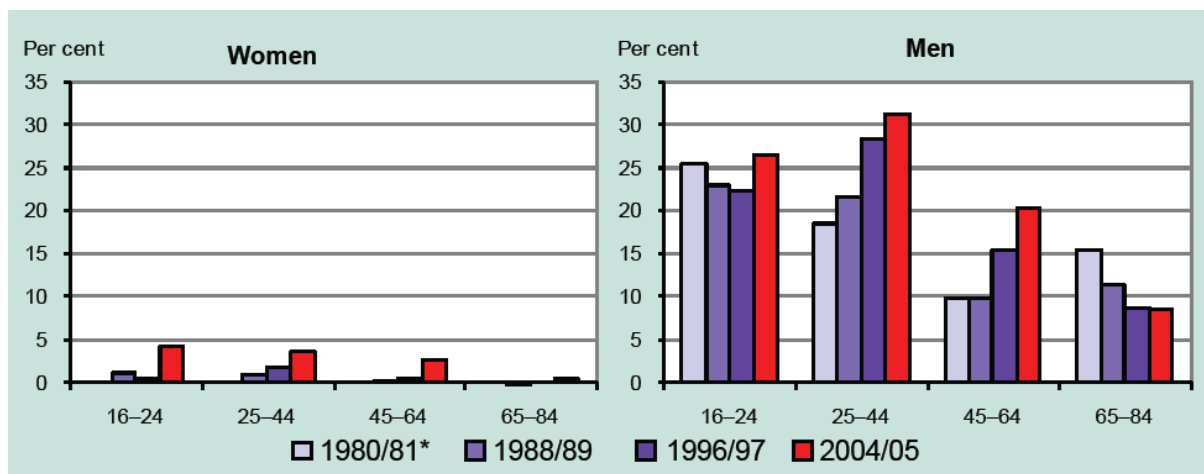


Figure 6: Use of snus tobacco (Percentage who use snus daily). Women and men in various age groups 1980-2005.²⁸

An overall map of tobacco prevention in Sweden

Smoke Free Places: Under national law, smoking areas or smoking rooms are allowed in virtually all types of workplaces or public places. Specifically, the Tobacco Act allows areas to be set aside for smoking in healthcare facilities, long-term care facilities, means of transport, and other public premises. In restaurants, smoking is permitted in separate rooms set aside for smoking, in which food and beverages are not allowed. In hotels, smoking is allowed in designated guest rooms. In schools and childcare facilities, smoking is permitted in designated smoking areas available to staff only. In addition, under Section 5 of the Act, the smoking ban does not apply to residential accommodations where a person may be employed. Smoking is prohibited on public transport, except in an area specifically set aside for smoking, such as in a ship. Sub-national jurisdictions can enact smoke-free laws that are more stringent than the national law.

Tobacco Advertising, Promotion and Sponsorship: There is a nearly comprehensive ban on tobacco advertising and promotion. However, advertising and promotion are allowed at points of sale, provided they are not visible from outside the point of sale. Tobacco product displays are also allowed at points of sale. Sponsorship of events and activities is prohibited; but sponsorship of individuals, groups, organizations or governments is not prohibited. Financial contributions, sponsorship or other support that is not publicized is allowed.

Tobacco Packaging and Labeling: For smoked tobacco products, health-warning labels are text-only, and must cover 30 percent of the front and 40 percent of the back of the package, surrounded by a border that is not counted in the minimum size requirement. There are two main text warnings authorized for the front of the package, and 14 additional text warnings authorized for the back of the package; and these warnings must be rotated so as to appear regularly. For smoked tobacco products, one text warning must occupy 30 percent of the most visible display area. Misleading descriptors or other indicia suggesting that one brand is less harmful than another are prohibited.

Roadmap to Tobacco Control Legislation: The Tobacco Act of 1993 is the primary piece of tobacco control legislation in Sweden. Several acts have been passed amending the 1993 law. Among them,, SFS 2010:682 amends supervisory and enforcement provisions; SFS 2010:727 amends advertising provisions; and SFS 2010:1317 amends product control provisions. FHIFS 2001:2, issued under the Tobacco Act, sets forth specific requirements for health warnings and other labeling. This regulation was amended by FHISF 2002:4, which provides a new set of text warnings for the back surface of

smoked tobacco product packaging. Other laws impact tobacco advertising, promotion and sponsorship in addition to the Tobacco Act. Specifically, the Radio and Television Act prohibits tobacco sponsorship of radio and television programs, and paid placement of tobacco products on TV programs. The Marketing Act provides penalties for violations of advertising, promotion and sponsorship provisions of the Tobacco Act. The Freedom of Press Act specifically states that it does not apply to commercial advertising for tobacco products.

A more detailed systematic description of the Swedish Tobacco Control Status is given in the WHO report³⁰.

WHO Framework Convention on Tobacco Control Sets the Global Agenda

The WHO FCTC³¹ recognizes that meaningful tobacco control must include the elimination of all forms of tobacco advertising, promotion and sponsorship.

Sweden became a party to the WHO Framework Convention on Tobacco Control on July 7, 2005. Tobaksfakta has regularly reviewed how far Sweden has implemented the tobacco convention. In 2012, Sweden's tobacco control legislation was far from being at the leading edge of international developments, as was the case in previous years³². Instead, Sweden is falling behind its Nordic neighbors and the rest of Europe. Awareness of WHO's Framework Convention on Tobacco Control is inadequate, and must increase among political leaders, other decision-makers and the general public. Sweden must actively develop its tobacco control policy in step with international efforts related to the FCTC. In other words, the think tank in Sweden has an urgent national mission.

According to *WHO report on the global tobacco epidemic, 2013: enforcing bans on tobacco advertising, promotion and sponsorship*³³ there has been substantial progress made in global tobacco control since adoption of the WHO Framework Convention on Tobacco Control ten years ago. Since WHO introduced the six demand-reduction measures (MPOWER) in 2008 in line with the WHO FCTC, the number of countries successfully establishing one or more of the measures at the highest level of achievement and the number of people covered by those measures have more than doubled. Moreover, WHO provided country profiles generated from data collected for the WHO report on country profiles that provide information about tobacco prevalence, preventive measures, cessation, and tobacco economics.

The six demand-reduction measures are;

- M**onitoring tobacco use and prevention policies;
- P**rotecting people from tobacco smoke;
- O**ffering help to quit tobacco use;
- W**arning about the dangers of tobacco;
- E**nforcing bans on tobacco advertising, promotion and sponsorship;
- R**aising taxes on tobacco.

For different countries, WHO notes the years when the highest level of achievement was attained on these six measures. Sweden attained that only for monitoring in Year 2007, but on none of the other

³⁰ See <http://www.tobaccocontrollaws.org/legislation/country/sweden/summary>.

³¹ WHO (2003). *WHO Framework Convention on Tobacco Control*. Geneva: World Health Organization.

³² Think Tank Tobaksfakta (2012). *The Framework Convention on Tobacco Control in Sweden*, March 2012. http://tobaksfakta.se/wp-content/uploads/2012/03/TF_Skuggrapport_ENG_3.pdf

³³ WHO (2013). *WHO report on the global tobacco epidemic, 2013: enforcing bans on tobacco advertising, promotion and sponsorship*. Geneva: World Health Organization.

measures. However, the relevance of the WHO Framework Convention on Tobacco Control in legislation and litigation has been shown using an online resource, Tobacco Control Laws³⁴

Sweden has a national tobacco control program, which now is an integrated part of the National Strategy for Alcohol, Narcotics, Doping and Tobacco Issues. Two national agencies have important roles in the implementation of tobacco prevention and control in Sweden; The Public Health Agency and the National Board of Health and Welfare. The regional authorities play a role as well as the municipalities. The NGOs also contribute to tobacco prevention. Among these are the professional organizations against tobacco, which constitute the backbone of Tobaksfakta.

Sweden has a Swedish Network for Smoking and Tobacco Prevention, which also is a member of The European Network for Smoking and Tobacco Prevention (ENSP), an international non-profit making organization, created in 1997.

Controversial issues in Sweden

Sweden has a low and decreasing level of daily smoking among both men and women. However, the prevalence of the use of smokeless tobacco, such as moist snuff, is high among Swedish men. The health effects of smokeless tobacco have been debated among scientists³⁵ and state-of-science conferences have been convened in Sweden. The issue is also discussed in Norway³⁶. Is harm reduction through the use of smokeless tobacco feasible?³⁷ Data from Sweden show that male smokers are far more likely than female smokers to switch to moist, smokeless tobacco (snus), and males' smoking cessation rate is significantly higher than that of females³⁸, a finding not replicated in the US where smokeless tobacco has for long been widely available, and where there is no discernable association between smokeless tobacco use and population smoking cessation rates. Therefore, promoting smokeless tobacco for harm reduction in countries with ongoing tobacco control programs may not have any positive population effect on smoking cessation. Moreover, smoking mothers and snuffing fathers have behavioral influences on their children with regard to tobacco use³⁹.

Another issue in Swedish ANDT prevention is a lack of gender-specific approaches. One NGO has produced an educational tool about "the pink monster" – marketing tobacco at girls and women⁴⁰. The marketing of cigarettes at women has been described⁴¹ as well as the impact of tobacco control policy on women's quitting and nicotine dependence⁴².

³⁴ Muggli, M.E., Zheng, A., Liberman, J., Coxon, N., Candler, L., Donley, K., & Lambert, P. (2014). Tracking the relevance of the WHO Framework Convention on Tobacco Control in legislation and litigation through the online resource, Tobacco Control Laws. *Tobacco Control*, 23: 4457-460. Doi:10.1136/tobaccocontrol-2012.050854

³⁵ Eriksson, C.-G. (1987). Snusning - hälsovådlig last på modet. *Läkartidningen*, 84:4264.

³⁶ Grimsrud, T.K., Gallefoss, F., & Løchen, M.-L. (2013). At Odds With Science? *Nicotine & Tobacco Research*, 15 (1): 302–303.

³⁷ Hatsukami, D.K., Henningfield, J.E., & Kotlyar, M. (2004). Harm reduction approaches to reducing tobacco-related mortality. *Annual Review of Public Health*, 25:377–95.

³⁸ Ayo-Yusuf, A.O.A., & Burns, D.M. (2012). The complexity of 'harm reduction' with smokeless tobacco as an approach to tobacco control in low-income and middle-income countries. *Tobacco Control*, 21: 245-251. Doi:10.1136/tobaccocontrol-2011-050367

³⁹ Rosendahl, K.I., Galanti, M.R., Gilljam, H., & Ahlbom, A. (2003). Smoking mothers and snuffing fathers: behavioural influences on youth tobacco use in a Swedish cohort. *Tobacco Control*, 12: 74–78.

⁴⁰ KSAN (2012). *Det rosa monstret*. Stockholm; KSAN.

⁴¹ Amos, A., & Haglund, M. (2000). From social taboo to "torch of freedom": the marketing of cigarettes to women. *Tobacco Control*, 9:3–8.

⁴² Jane A Allen, J.A., Gritz, E.R., Xiao, H., Rubenstein, R., Kralikova, E., Haglund, M., Heck, J., Niaura, R., Vallone, D.M., & the WELAS Team. (2014). Impact of tobacco control policy on quitting and nicotine

The re-organization of national agencies has created a lack in continuity in tobacco prevention efforts. Moreover, the integration of tobacco into the national ANDT strategy by the government has been criticized for making tobacco issues less visible. This background gives many reasons to believe that a think tank like Tobaksfakta has many roles to play in Sweden. ‘

Methods

Framework for the evaluation

It has now been three years since the independent think tank, Tobaksfakta, began its operations. It has support from the National Institute of Public Health through a basic grant, and also a project grant for the project about tobacco industry practices, funded as a result of the government's focus on ANDT prevention. The objectives, mission and vision of the think tank are clearly presented in annual business plans and annual business reports, which present the extensive activities conducted regionally, nationally and internationally. To sum up experiences, critically examine the business, and provide perspectives on business development, a quality evaluation of the think tank and its projects was planned. For this mission, a model for quality assessment was developed: similar to the one applied to the evaluation of the higher education sector in Sweden, and internationally by WHO in its evaluations of different public health interventions.

The focus of this quality assessment was, on the basis of objective and strategy, to conduct an evaluation based on systematic work in some areas: (1) Planning and selection of approach, (2) Collection of data on Tobaksfakta, (3) Self-evaluation, (4) External assessment by a panel of independent experts, and (5) Measures and follow-up (Figure 7).

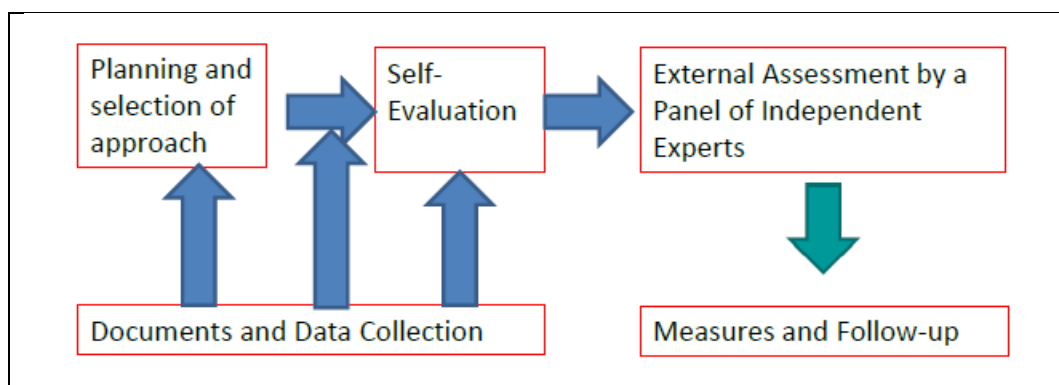


Figure 7: Design of the quality evaluation of Tobaksfakta.

(1) Planning and selection of approach

Planning of the evaluation started when the staff at the think tank in October 2013 asked the research team at Örebro University involved in the research program “With Power and Commitment – Alcohol and Drug Prevention by Non-Governmental Organizations in Sweden” to consider an evaluation of projects about tobacco industry practices. Following consultation, a brief evaluation plan was included in an application to the National Agency for Public Health in November 2013. The application was approved, and detailed planning started at the end of January 2014.

To ensure the independent status of the evaluation, Professor Charli Eriksson at Örebro University was made responsible for its implementation. His roles are to coordinate the work of the external panel and to support the think tank in presenting documents, inviting persons to be interviewed and undertaking a model for self-evaluation. The think tank is responsible for providing the panel with necessary

documentation and coordinating logistics, and conducting its own self-evaluation. The four members of the panel agreed to participate in the evaluation early in March 2014.

(2) Data Collection

There is extensive documentation of the think tank's activities and its main projects. A resource was set aside for the compilation of documentation and relevant studies. Its starting point lies in action plans and annual reports, which were translated into English and sent to the panel members. Here, it is essential to highlight the starting position (staff, resources, policy and collaboration partner), processes (various activities, such as knowledge transfer, production of materials, methods development, information and advocacy, research, extension, and services internally and externally) and achievements (different tobacco prevention efforts, development outcomes, advocacy). Of particular importance are the opinions polls that have been conducted with the public and decision-makers. These are all important bases for assessment of the think tank.

(3) Self-evaluation

Self-evaluation means that the think tank performs an analysis and evaluation of progress made. The operational model for the self-evaluation will be decided by the external researcher after consultation with the external panel. The management committee in the think tank made a self-evaluation that included a SWOT analysis (Strengths, Weakness, Opportunities and Threats). Six persons participated in this self-evaluation, which took place on April 9 2014. The strengths, threats, opportunities and weaknesses were assessed for the selected components and for the think tank as a whole and the project of the tobacco industry's work. An independent SWOT analysis with representatives from six member organizations was facilitated by Charli Eriksson on April 16. The aim was to obtain an overall picture of strengths and weaknesses, set priorities for the developments needed, and identify any needs for additional data collections and special issues to consider in the evaluation.

(4) External assessment by a panel of independent experts

A panel of external experts has been involved in the assessment of the think tank's activities, including the project on the tobacco industry's work. This panel consisted of four people: an international expert on tobacco issues with extensive experience of tobacco policy work (Patti White; NICE, UK) , a Nordic expert in the tobacco field (Professor Maja -Lisa Løchen., UiT ,The Arctic University of Norway, Tromsø, Norway) and a Swedish expert on public health work and tobacco prevention (Maria Falck, Västerbotten County Council, Umeå). The panel is headed by Charli Eriksson. The Swedes involved in the work are not members of the think tank's member organizations. Appendix 1 gives more details about the panelists.

The panel got the documents and the self-evaluations before or during site visits to Stockholm. The external assessment is also based on meetings with various stakeholders. These were conducted over three days in May 2014, and 16 interviews took place with various stakeholders: politicians, policy-makers, party offices, officials at the Cabinet Office, National Network for Tobacco Prevention, NCD network, journalists, member organizations (such as professional associations against tobacco), and members of the board of the think tank. The time schedule is given in Appendix 2.

One panel member had main responsibility to lead an interview. It started with a presentation of the panel and the interviewee, and their roles in relation to Tobaksfakta (involvement in the processes of the think tank). The content of the interview included a series of questions: What are the most important achievements? Can you tell us about the implementation of work plans, the effectiveness of

these plans, and the efforts and results of the work? Can you help us to identify strengths and weaknesses in the work? What is the strategic importance of Tobaksfakta? What is your opinion about the Tobacco Industry Project and the Tobacco End Game? What are the opportunities for and threats to tobacco prevention and control in Sweden and for Tobaksfakta? Follow-up questions were used, depending on the needs for clarification and understanding. The interviews were tape-recorded, and the recordings were used as a complement to written notes taken during the interviews. The panel had separate meeting every day to explore the emerging quality assessment of the think tank. The data in documents, and from the self-evaluation procedures as well as the interviews, were analyzed using a comparative approach where information from different data sources was triangulated in several ways. This includes data triangulation involving the use of a variety of data sources in the quality assessment of Tobaksfakta. Moreover, there was methodological triangulation since multiple methods were used for our single but complex problem assessment of a think tank. Moreover, investigator triangulation has been planned, since several different researchers and experts are included in the panel for this single study. Adopting a realist approach provides a rationale, and also tools, for synthesizing complex, difficult-to-interpret evidence⁴³. A realist review is a theory-driven and abductive (informed-intuitive) approach to understanding context, mechanism, and outcome (CMO) configurations. In this quality assessment, we will describe Tobaksfakta in its context using organizational structure and resources as well as work processes in separate sections of the report. Moreover, two projects will also be assessed.

The panel's mandate is:

- To review the implementation and effectiveness of Tobaksfakta's plans, and project the tobacco industry's work,
- To evaluate the efforts and results of the work and identify strengths and weaknesses in the work and highlights the strategic importance of the think tank in a national and international perspective, and
- To identify future challenges and make strategic recommendations for continued tobacco prevention.

The panel will deliver its report by October 2014.

(5) Measures and follow-up

The intention is that Tobaksfakta will consider the recommendations of the panel, and further develop the quality of its operations as a result of the evaluation. The evaluation will be presented nationally and internationally, in both substantive terms and methodologically. The panel will get feedback from the think tank six months after the report has been delivered.

Notes to readers:

In the report, descriptions are based on documents from Tobaksfakta and interviews with different stakeholders. The results of the SWOT analysis are a combination of the two SWOT processes.

In the report, the sections on panel assessment and recommendations as well as overall panel assessment and recommendations are based on the quality evaluation conducted by the evaluation panel.

The presentation of recommendations is preceded by the symbol ➤

⁴³ Pawson, R., & Tilley, N. (1997). *Realistic Evaluation*. London: Sage.

Results

The think tank Tobaksfakta

The non-profit organization Tobaksfakta was formed by Health Professionals against Tobacco in October 2010 with planning support from A Non Smoking Generation (NSG), at the request of the Swedish Network for Tobacco Prevention (SNTP) for increased professional efforts⁴⁴. All members of the SNTP were briefed in September 2010 about the plans for the construction of Tobaksfakta, and were given the opportunity to submit expressions of interest in membership. A Nonsmoking Generation, VISIR (the Nonsmoking Rights Organization) and SMART (Youth Contract Organization) reported immediate interest.

Tobaksfakta is a national independent player focused on measures that are deemed necessary to reduce tobacco use. Measures and actions are based on evidence-based research, and implemented in collaboration with Sweden's smoking prevention organizations. The goal of the work plan is the elimination of tobacco use in accordance with WHO's Framework Convention on Tobacco Control (WHO-FCTC).

The main purpose of Tobaksfakta is to prevent tobacco initiation among children and adolescents. Children's and young people's attitudes to tobacco are shaped by many influences from, for example, parents, siblings, peers and other role models, as well as in the school, by tobacco advertising, and in the general social climate around tobacco. Action is therefore required in order to restrict the availability of tobacco so as to be more supportive of tobacco-free environments. It also means reducing the social acceptability of tobacco use and the tobacco industry. Even for adults, reduced availability of tobacco products and the presence of smoke-free environments are important areas to support.

Tobaksfakta's activities have focused on knowledge dissemination and public outreach, and driving debate in the context of the following articles of the Convention:

- Policy-making work without the influence of the tobacco industry or its allies (Art 5.3)
- Smoke-free environments (Art 8)
- The regulation of tobacco products, content and regulation of tobacco product disclosures. (Arts 9–10), which is new for the business plan of 2014, and is occasioned by the EU Tobacco Products Directive.
- Information, Education and Advocacy (Art 12, which involves both tobacco effects, and effects on the environment and on tobacco industry practices)
- Advertising , promotion and sponsorship of tobacco (Art 13)

In the following, the presentation of results will start with an overall assessment of Tobaksfakta, which is based on the panel's synthesis of self-evaluations as well as the interviews with different stakeholders and experts. Thereafter, the operations of Tobaksfakta are analyzed with regard to organizational structure and resources, goal structure, work processes and two special projects, i.e. the tobacco industry project and the tobacco endgame.

⁴⁴ The description of the think tank Tobaksfakta is based on annual reports and annual work plans as well as reporting to the funding agencies.

An overall assessment of Tobaksfakta

The tasks for the panel included evaluating the efforts and results of the work, identifying strengths and weaknesses in the work, and recognizing future challenges.

Achievements and failures in short

What are the most important results achieved by Tobaksfakta? The self-evaluation by the think tank mentioned six major achievements:

1. The development of political advocacy work in Sweden and in the EU, e.g., an advisory board with representatives in parliament, participation in political days, exhibitions in parliament and at Almedalen (a summer week of political debate in Sweden), including regular communication with the Parliament and European politicians.
2. The development of www.tobaksfakta.se, Scandinavia's largest and most important news source on tobacco prevention.
3. Packaging the knowledge in a useful way, such as in the production of materials such as fact sheets and especially the reports "Fatal influence – on the tobacco industry's last stand" and "Protect public health policy for the influence of the tobacco industry".
4. The development of national and international cooperation with various partners, including the European Network for Smoking Prevention, the International Network of Women against Tobacco, the Smoke-free Partnership, the Framework Convention Alliance, etc.
5. Establishment of Tobaksfakta as an NGO in Sweden and also in the EU. Tobaksfakta is the first choice of the media when seeking knowledge about tobacco and tobacco prevention.
6. Ensuring that the issue of the tobacco industry's work methods is now on the agenda of both Tobaksfakta's members and in national politics.

The greatest failure, according to the self-evaluation by Tobaksfakta, has been a lack of long-term finance; funding is currently short-sighted and inadequate. It is difficult to reach new donors for basic organizational support for activities on tobacco issues.

A SWOT analysis

Before the different aspects of the activities, work processes and projects are reviewed, a summary of the assessment of strengths, weaknesses, threats and opportunities based on the comprehensive documentation and the interviews will be presented (Table 1):

Table 1: A SWOT analysis of the think tank Tobaksfakta	
<p>Strengths Framework Convention for Tobacco Prevention Competence Effective organization Member organizations A strong provider of information Opinion leaders</p>	<p>Weaknesses Resources Low involvement in activities by member organizations Too broad a focus Limited impact on decision-making</p>
<p>Opportunities New three-year business plan Strengthen communicative work Networking and extended cooperation The tobacco endgame At the national and international levels</p>	<p>Threats Economic resources Internal factors Weakness in the national tobacco prevention effort Perception that tobacco is no longer an issue</p>

- Strengths

There are five important perspectives on the achievements of Tobaksfakta, which contribute to the success story. There was a consensus among the people interviewed by the panel on these strengths.

The Framework Convention for Tobacco Control is a very important strength for the running of Tobaksfakta. The international convention has given an important platform for the work. By choosing parts of the conventions as the main objectives of Tobaksfakta, it has given the work a more realistic focus than covering challenges in the field of tobacco control and prevention overall.

Competence is a core element in the achievements of Tobaksfakta. The knowledge, skills and experience of the human resources involved in the activities of the think tank are well recognized by the panel. The multidisciplinary team with competences in the tobacco field, information and communication work, as well as in advocacy is a unique resource for Tobaksfakta. The Secretary General (Evy Törnqvist) and the communication staff (Karl-Olof Rydén and Helen Wallström) contribute greatly to the overall achievement. The senior consultants (Margareta Haglund and Paul Nordgren) are very experienced and well recognized internationally, and they contribute on a part-time basis to Tobaksfakta. The staff in the separate projects extends the work of the think tank in an excellent manner. Moreover, the board, with a working chairman as well as links to the competences in the member organization, further contributes to the trustworthiness of the think tank. Moreover, personal factors have also been mentioned as strengths of the think tank. These include flexibility, working without prestige, and having courage.

Effective organization is an important strength. This includes strategic thinking, having a vision, and successful implementation of work plans. The volunteer leadership, including the working chairman, is a key resource. The working of Tobaksfakta gives a high return on invested money. A strong basis in the member organizations and wide networks, including many media and international contacts, also contribute to the effectiveness of the think tank.

Tobaksfakta is a **strong provider of information**. Based on its mission and competence, the think tank has a unified voice as a sender of information. There is a commitment to the importance of the implementation of the Tobacco Convention, and information and communication work is well-developed. The newsletter, web pages and the use of social media are important tools in the effort to be a strong and trustworthy transmitter of information.

Opinion leaders are important strengths in the field. The organizations for professionals against tobacco, which are members of Tobaksfakta, are opinion leaders not only within their professions but also for the general public. Tobaksfakta works together with politicians and decision-makers in organizing seminars and hearings, thereby acting as an opinion leader and as an advocate for a tobacco-free society.

- Weaknesses

Four types of weaknesses were identified by the panel.

Resources are a fundamental weakness as the think tank has a vision that could easily justify expansion of its work. Having an annual work plan is realistic, but low and uncertain funding is a strong limitation. The yearly decision by the national agency funding Tobaksfakta also results in an insecure situation for staff and hampers long-term planning. Moreover, this situation can also lead to shortage of time, and there is a risk of work overload.

Regarding human resources, the experts involved in Tobaksfakta have unique competence, but many of them are senior citizens. There is a need for concern over the generation shift, and reaching, involving and training young people in advocacy for tobacco prevention and control.

Member organizations are important resources, but they can also carry weaknesses. Sometimes, there may be competition between member organizations when it comes to application for funds and economic resources. Moreover, the participation of member organizations in some of the activities of Tobaksfakta is low. The recruitment of additional member organizations has not been strongly on the agenda of Tobaksfakta.

The focus of the initiatives taken by Tobaksfakta may be a weakness. There is a balance between focusing on specific parts of tobacco prevention and the comprehensiveness of a national strategy against tobacco and for a tobacco-free society. As Tobaksfakta is a competent player in the field, great expectations may fall on the think tank. Moreover, new issues are coming up, such as e-cigarettes, and moist snuff (snus) is a prevailing challenge, where a commercial agenda is overriding the public health agenda set by the two previous national governments.

Outcomes of the work of Tobaksfakta have limitations. Although the think tank has been very successful with regard to the implementation of its activities, the impact on political decisions in the national and European parliaments could be greater. However, advocacy takes time, and the enemy, the tobacco industry, invests enormous resources in lobbying for tobacco.

- Threats

Tobaksfakta faces a number of challenges and barriers that impair the goal achievements of the organization. These threats can be placed in four groups.

The situation with regard to **economic resources** is a threat to the sustainability of Tobaksfakta. The budget very much depends on contributions from the state. The organizational grant has remained the same while the overhead costs have increased. This means that Tobaksfakta is dependent on project-specific additional grants.

Internal factors may be a threat in different ways. Too much concern for internal processes can lead to neglecting the situation in society. There can be internal competition over the focus of Tobaksfakta. Moreover, it has been argued that the approach chosen by Tobaksfakta with regard to formulating communication messages may not be effective in reaching certain target groups.

Weakness in the national tobacco prevention effort can be a threat. The government allocated funds for tobacco prevention came to 100 million SEK and 50 million SEK previously, which contrasts with the very low level of allocation of economic resources in recent years. Moreover, there has been a lack of concerted action by the National Public Health Agency in the tobacco field since the early 2000s. The NGOs working in the field of cancer and heart/lung diseases have invested very little in tobacco prevention and control compared with the situation in many other countries.

External factors are also threats. One is the external enemy – the tobacco industry – whose actions against any tobacco preventive measures are well-known, especially since the release of industry-secret documents as a result of American litigation. Another threat is the perception that the tobacco issue is resolved. Even if smoking prevalence is low, there are still too many health problems caused by tobacco consumption and nicotine dependence. Competition from other players within the tobacco control arena may be a threat to Tobaksfakta, which is unnecessary even if they deal with different matters within tobacco prevention. The EU can be a resource, but also a threat depending on how tobacco issues are dealt with by the EU Parliament, EU Commission and other bodies.

- Opportunities

During the evaluation process several opportunities were discussed.

Developing a new three-year business plan is an important opportunity. At present, the plans are more or less yearly. A more long-term plan, including financing, would be beneficial for the think tank. The organizational grant needs to be semi-permanent, which could contribute to occupational security for the staff and be a foundation for the think tank's work. Moreover, an opportunity lies in the possibility of developing the Alcohol, Narcotics, Doping and Tobacco (ANDT) Project, which, in competition with other applicants, may receive a grant from the Public Health Agency.

Strengthening communicative work is another opportunity. Tobaksfakta is already moving in that direction: using more channels and the social media to improve visibility, and develop teaching and practical tools for different target groups. Moreover, cooperating with the media as well as being a resource for the media provides an additional opportunity.

Networking and extended cooperation are key assets in Tobaksfakta, which can be further developed. Depending on how the mission for the think tank is determined, this involves greater collaboration at county and regional level. There is the potential to reach more people: new target groups, joint ventures/manifestations

The Tobacco Endgame is a new opportunity for an effort with shared long-term objectives, which can motivate people to cooperate towards the vision of a smoke-free Sweden. Also, new options provide good opportunities for financial contributions to an action plan for the elimination of smoking in Sweden by the year 2025.

At national level there are good opportunities for better support from government, and joint activities with groups in the parliament may open up new opportunities.

Tobaksfakta has a strong **international profile**. EU legislation has given strength to tobacco prevention work, and there is good potential that European collaboration will open up new opportunities. The Framework Convention for Tobacco Control (FCTC) has strong mandatory recommendations that have important ramifications in the Swedish context, which still need to be implemented.

The fact that Tobaksfakta has a clear **international commitment** paves the way for a more visible international role for the think tank. Working at national level in Sweden means that it may also have an important role to play within the European context. Tobaksfakta may also embark on an extended European and international role. There may also be possibilities for international funding for part of the activities run by Tobaksfakta.

Organizational structure and resources

The operational and administrative base is in the Health Professionals Against Tobacco's office in Stockholm. The operation was initially financed by Health Professionals Against Tobacco's allocation for the website, www.tobaksfakta.org, the Swedish Network for Tobacco Prevention, and the National Institute of Public Health. In 2011, Tobaksfakta applied for and was granted financial support for NGOs by the National Institute of Public Health. During the year, Tobaksfakta applied for funding for a project on the tobacco industry under the Alcohol, Narcotics, Doping and Tobacco (ANDT) special projects fund.

Tobaksfakta is an organization with member organizations, and is headed by a board (Table A1⁴⁵). In 2011, the staff included a full-time Secretary General, Ewy Thörnqvist, project management, administrative support, expertise in medicine, tobacco policy and advocacy, as well as journalists and editors hired as consultants. The operations at Tobaksfakta were headed by the Secretary General. A delegation of authority order was established, which governs roles, and responsibilities between the Board and the Secretary General. In 2012, Tobaksfakta's work group has held meetings including three planning days. A steering committee was formed for the ANDT project named Tobacco Industry Practices. The work group has been meeting regularly within the project. An editorial group has held regular meetings.

The resources include a budget, human resources as well as member organizations and networks that add capabilities to the think tank. Human resources have included three full-time complement employees up until 2013. In 2014, the number was extended to four (FTE). The financing is based on grants from national and regional agencies as well as membership fees. The think tank is an NGO, and it has received an organizational grant (intended for national public health agencies) since 2011.

For 2012, Tobaksfakta was granted organizational support by the National Institute of Public Health. During the year, Tobaksfakta was granted funding for the Tobacco Industry Practices project in the context of the government's ANDT strategy. The economic resources for 2014 are shown in Table 2.

Source of funding	Amount SEK
Support to NGOs from the Public Health Agency	1 740 000
ANDT Project on the Tobacco Industry	644 500
ANDT Project on the Rights of the Child	972 000
Support from Stockholm County Council	300 000
Membership fees	36 000
Total	3 692 500

Achievements

The 17 member organizations are important resources in the running of the think tank (Table A1). However, it is difficult to involve Tobaksfakta's members with the exception of involvement in very

⁴⁵ Table A1 and the following A-tables are given in the appendix.

specific tasks, according to the self-evaluation. Tobaksfakta’s business ideas are rarely initiated by the member organizations.

Networks are important for achieving the goals of the think tank. The Swedish Non-Communicable Diseases (NCD) network, ANDT NGO Group, and Endgame support group are important parts in the planning and implementation map. Moreover, Tobaksfakta has had interns from Karolinska Institute, which is important with regard to improving capabilities in the field.

Tobaksfakta did a self-evaluation of the think tank (Table 3), and stated that the resources available today only cover about 60% of the total of what is required in reality to implement the activities that it believes are possible and reasonable. It is also necessary to have resources over a longer period of time than just one year, which complicates planning significantly.

Table 3: Self-evaluation of organizational structure and resources		
	Significance	Effectiveness
Personnel resources	5	0
Economic resources	5	2
Policy	5	4
Work partners	5	2

Panel assessment and recommendation

Tobaksfakta has a very limited financial base for its operations. The high level of professionalism, comprehensive planning and rigor in implementation have resulted in an impressive record of achievements, which will be described in the following sections of the report. The financial situation was reported to be a major challenge in many of the interviews that the panel conducted. The organizational structure seems to be functional – board, administrative body, and steering groups for the think tank and for individual projects

The operational running of the think tank is well planned and efficient. The administrative resources are very small, and the tasks of the Secretary General are many. It is important to consider the risk of overload and too ambitious a work program for the think tank. The use of consultants for project management, administrative support, expertise in medicine, tobacco policy and advocacy, as well as a journalist and editor seem to function in a very cost-effective way. In this way, very skilled people are jointly carrying the burden and joy of the think tank. Moreover, the voluntary unpaid and devoted work of the chairman (president) further adds to resources in Tobaksfakta.

- A recommendation is to plan with a three-year budget cycle, which would give the think tank sufficient employment security. The think tank needs to have an economic foundation for its efforts to influence practice, policy and politics. An organizational grant with such conditions would be highly beneficial. However, such grants need to be upgraded over the years to follow inflation; otherwise, the grant will be eroded.
- The membership fee is comparatively low. A recommendation is to review this fee, and consider the possibility of having a differential fee depending on the size and economy of the organization.
- The think tank is recommended to continue to develop and run more targeted projects, such as the Tobacco Industry Project, in areas of strategic importance for the fulfilling of its overall goals and mission.
- For long-term planning, it is important to estimate the real consumption of resources, including the added value of voluntary work, as it may not be possible to rely on such assets in the future.

Goal structure

The overall activities of Tobaksfakta have been described using the concepts of goal, sub-goal, mission, and vision (Table 4).

Table 4: Goal structure for Tobaksfakta

Goal: that the actions of Tobaksfakta contribute to continuously reducing tobacco use towards a society free of tobacco

Sub-goal: that children and young people do not start with tobacco

Mission: To provide the knowledge and necessary support for politicians, decision-makers, the media and key employees (in municipalities, county councils, county boards, and agencies) – in balance with public opinion – to implement tobacco prevention towards a tobacco-free society

Vision: Tobaksfakta is to be leaders' and key people's (stakeholders') first choice of source for evidence-based knowledge about tobacco, tobacco policies and the tobacco industry

For each year, Tobaksfakta presents business goals (see Table A2). For the self-evaluation, these were included for assessment of the following aspects of Tobaksfakta's work (see Table 5).

Table 5: Self-evaluation of goals and goal achievement

	Significance	Effectiveness/ Fullfillness
Goal	5	5
Sub-goal	5	3
Mission	5	5
Vision	5	4
Monitoring (environmental scanning)	5	5
Serious opinion leader	5	5
Practical tools	5	4
Involve more members	5	3
Diversity in funding	5	2

Panel assessment and recommendation

The planning of Tobaksfakta has involved using a framework that guides the annual work plan, and also provides a structure for the annual report. The use of the concept goal could be modified into a strategic tool that includes formulations of the objectives in a smart way. The objectives should be Specific, Measurable, Achievable, Realistic, and Time-limited, i.e. SMART.

- A recommendation is to further develop the goal structure using the SMART approach when developing a three-year business plan for Tobaksfakta.

Work Processes

An assessment of Tobaksfakta can be made based on dividing the activities into a number of different but related work processes.

Monitoring

A task in all think tanks is to monitor their field in order to develop, compile and disseminate information, knowledge and opinions in the public debate. Tobaksfakta has been publishing a newsletter with between 1600 and 1800 subscribers. The newsletters and the website Tobaksfakta.se give up to date information in a user-friendly way. In the self-evaluation by the staff it was mentioned that that it would always be possible to further develop business intelligence. However, the panel assessed this function to be of high quality.

Investigations

The task of developing new knowledge requires a lot of resources. With increased contributions, Tobaksfakta would also be able to develop its role in action-oriented (practical) research, in collaboration with various research institutions, to stimulate the development of tobacco prevention in Sweden. However, the panel noted that.

Tobaksfakta has commissioned a number of opinion polls or surveys. In September 2012, a national sample of 1000 persons aged 18–79 years was interviewed⁴⁶. One quarter think that the tobacco industry should be banned. Seven out of ten believe that it would be good if Sweden introduced rules that decision-makers must disclose their contacts with the tobacco industry. Seven out of ten believe that it would be good if Sweden also introduced pictorial warnings on tobacco packages. Only two out of ten think it would be bad if Sweden introduced standardized tobacco packaging.

In April 2013, a similar sample was interviewed about tobacco-related opinions⁴⁷. A majority (83%) are in favor of introducing legislation on the exposure of tobacco products in shops. Six out of ten are positive to banning flavor additives in moist snuff. Six out of ten think it is important that Sweden decides on a future deadline for a Smoke-Free Sweden 2025.

In 2012, an intern from the public health program at Karolinska Institute interviewed politicians about their contacts with the tobacco industry⁴⁸. Only 12 of 24 participated in the interview. Politicians themselves think that public health policy is influenced by the tobacco industry; and they are willing to adopt rules that provide greater transparency in their dialogue with the industry. A search on the Parliamentary website for interpellations and questions yielded four hits; three of them were about moist snuff, and one about untaxed cigarettes sold illegally in Sweden. In the interpellations and questions about snuff, it was primarily the concern that export of the product must be authorized in the EU that was raised, but also the issue of the substances to be found in snuff was mentioned.

In 2012, another intern from the public health program performed an analysis of information about the working methods of the tobacco industry by sending a questionnaire to public health workers, reviewing the literature, and undertaking searches in media and blogs⁴⁹. The survey revealed that just over half of the surveyed public health workers have increased their knowledge following Tobacofakta's effort (only 39% response rate). Politicians will write anything on their blogs about tobacco, but they are generally sympathetic to Swedish stuff (snus) in the media.

⁴⁶ *Allmänheten om tobak*.(2012). Stockholm: Novus.

⁴⁷ *Undersökning: Allmänhetens syn på tobak*.(2013). Stockholm: Netigate.

⁴⁸ Lund, F.(2012). *Tobaksindustrins påverkan på folkhälsopolitiken i Sverige*. Stockholm: Tobaksfakta.

⁴⁹ Engman, F. (2012) *Opinionundersökning om tobaksindustrin-ett arbete för Tobaksfakta*. Stockholm: Karolinska institutet, Folkhälsovetenskapliga programmet KI 2012.

Knowledge materials

Tobaksfakta has published books and other documents in Swedish (*Election 2014/What tobacco policies do our parliamentary parties stand for?* A folder is based on Tobaksfakta's documents *Protect public health policy against the tobacco industry – a guide*; *Fatal influence – on the tobacco industry's last stand*; and *Life saviors* (a book on some successful decades in Swedish tobacco-prevention work. There are also a number of reports: *Public health policy and tobacco – are we achieving our goals?* [June 2014]; *Tobaksfakta's shadow report*, which comments on the government's response to the implementation of the Tobacco Convention [May 2011], Tobaksfakta's translation of the *NCD Alliance's report on the epidemic of non-communicable diseases*; and two opinion polls: *Time limit for tobacco sales in Sweden* [October 2011], and *An opinion study of parliamentary candidates prior to the election of 2010*.

Another educational tool consists in the fact sheets that Tobaksfakta has produced in Swedish. These cover important aspects of tobacco prevention: *On tobacco taxes*, *On warning images*, *On neutral packaging*, *On the tobacco industry*, *On Swedish moist snuff*, *On exposure bans*, *On flavor additives in tobacco*, *On smoke-free outdoor environments*, and *On the Tobacco Act*. The fact sheets give answers to different policy-related tobacco issues in an easy accessible way.

Website

The website www.tobaksfakta.se had 100 577 visitors during the period January 1 to the end of June 2014. One quarter of the visitors was regular visitors, and three quarters were new visitors. On average, 1.81 pages were opened on each visit. This may indicate that most visitors start with the home page, and then read a new article or a newsletter.

The website is updated daily with regard to news about tobacco politics, research, development of tobacco in the society, and information about Tobaksfakta's activities and publications. The different projects are easily accessible, with their own pages, and general news is presented on the home page. Activities in Facebook and Twitter are shown on the site in order to link activities in the different media channels. This continuous development requires large financial resources.

Press (media) activities

Tobaksfakta has been involved in many press activities (Table A3). In the first year, there was much focus on media, building relationships with the media, and media and information channels. In 2013, Tobaksfakta participated in news channels, such as Rapport, TV4 News, Agenda, and Eyewitness News, and published a lengthy article in the newspaper VI on the topic of tobacco industry practices.

My Newsdesk is a tool for journalists, and Tobaksfakta is active on this site. During the period January 1 to June 24, there were 552 visits to Tobaksfakta's news room on My Newsdesk. The highest number was during Almedalen, a summer week of political debate in Sweden, with 179 visits (June 30–July 6). Tobaksfakta published 14 press releases up to July 2014. Moreover, 11 new items were posted on My Newsdesk.

Twitter and other social media

Tobaksfakta has a Twitter and a Facebook account. During the period January–June 2014, 90 tweets were written by Tobaksfakta, and in July there were 110 followers. The activities on Tobaksfakta's page on Facebook have increased during 2014. In July, there were 281 users who liked the Facebook page and commentaries are common. During the period January 1 to June 30, Tobaksfakta made about 150 posts on Facebook. The social media has great potential. As recognized by staff, social media can be further developed to reach other groups, but this requires more resources.

Dissemination of knowledge

Tobaksfakta was highly instrumental in the dissemination of knowledge. This includes advocacy work, media activities and contact-making meetings (Table A3). Although Tobaksfakta sends out a lot of information, after a brief evaluation of World No Tobacco Day 2012, it was discovered that often the information is not used further in the work of others. Knowledge transfer requires a good deal of repetition and intensity, including processing of the recipients, but Tobaksfakta, according to the self-evaluation, currently does not have the capacity to put a lot of effort into what would be needed for even better results.

European and International

Tobaksfakta has a strong profile in European and international tobacco prevention work (Table A4). Tobaksfakta is active in several international networks and groups. It also receives consulting assignments from international players, such as WHO-EURO. Tobaksfakta members are also invited as speakers at international conferences and as participants in expert groups.

Achievements

In the self-evaluation, the group made some numerical assessment (Table 6), and analyzed the strengths and weaknesses of the processes in Tobaksfakta. A number of strengths were mentioned: Knowledge and experience; Multi-disciplinary team (we are different), Commitment; Strategic thinking; Wide network including many international contacts; Prestigeless (humble); Fearlessness; Flexibility; Good cooperation; and Good media contacts.

	Significance	Effectiveness/ Fullfillness
Environmental scanning	5	4
Investigations	5	4
Knowledge materials	5	2
Website	5	4
Press (media) activities	5	3
Twitter and other social media	5	2
Dissemination of knowledge	5/5	2/3
European and international	5	4

Money, lack of time and workload were mentioned as weaknesses in the self-evaluation. Moreover, although members step up and want to be opinion leaders and debate in terms of knowledge, they also get many inquiries from other areas of work in the tobacco arena where information sources are few.

Panel assessment and recommendation

The panel assessed the information and communication work by Tobaksfakta as of high quality, relevant and timely. The number of website visitors is quite high and all publications are based on the best available evidence. With regard to work processes the panel recommends:

- Tobaksfakta should continue to develop, compile and disseminate information, knowledge and opinions in the public debate.
- Tobaksfakta needs to keep a close look at the availability of human resources and planned activities in order to retain flexibility and quality of work while maintaining a proper workload for the staff.
- Tobaksfakta information and communication work is of high quality; the website, the newsletter, the use of social media as well as advocacy should continue.

The Tobacco Industry Project

The tobacco industry's interests clash brutally with public health interests when it comes to contributing to good health and quality of life for the entire population. The FCTC is therefore very clear that, without reducing the tobacco industry's influence on public health policy, the tobacco problem cannot be solved.

The Tobacco Industry project run by Tobaksfakta aims at contributing to increased knowledge about tobacco industry practices, including the impact on public health policy in both the public (including young people), decision-makers and other key multipliers (county councils responsible for tobacco, the county-based administrative ANDT managers, and other voluntary organizations). The goal structure and indicators for 2013 are given in Table A5.

The focus has been on the collection of knowledge about how the tobacco industry works, both in Sweden and internationally. In order to gather this information, the project conducted opinion polls among the population and decision-makers as well as analyzing information about various guidelines for how to exclude the tobacco industry from the development of public health policy. Knowledge collection and analysis resulted in two information pieces: fact sheets named *Stop tobacco companies fatal influence on public health policy* and *Fatal influence – on the tobacco industry's last stand* were produced. The information pieces were distributed at two different times to both politicians and public health workers at national, regional, local, and voluntary level. Dissemination of knowledge was achieved by information through the media, www.tobaksfakta.se, social networks, conferences, meetings, a seminar in the Swedish Parliament, and also through direct mailings by post and by e-mail.

Knowledge collection: This involved the collection of both foreign and Swedish examples of tobacco industry practices and their impact on public health policy. Opinion polls among the public and decision-makers about their knowledge of and behavior towards the tobacco industry's practices have been conducted. The first information campaign, which took place before May 31 2013, was evaluated to determine how recipients used the information.

Knowledge transfer: Dissemination of information material in print as well as electronically via the internet has been achieved through a special section on www.tobaksfakta.se. Media interventions in the form of articles, press releases and attendance at conferences were implemented according to the plans. Various contact groups of public health workers and journalists have been created. Educational efforts have been undertaken through various partner organizations within the NCD (Non-Communicable Diseases) and ANDT (Alcohol, Narcotics, Drugs and Tobacco) areas, including the National Tobacco Control Conference named LUFT, and county-based ANDT coordinators. A needs assessment was made for the establishment of a WATCH network in Sweden, according to international models, and consultancy with Tobaksfakta's members was pursued in order to continually monitor tobacco industry practices and their impacts on public health policy.

Achievements

According to the internal self-evaluation the tobacco industry project was regarded as highly successful (Table 12). This view was supported by the documentation (see Table 8) as well as by the interviews performed by the panel.

Table 7: Self-evaluation of the tobacco industry project		
	Significance	Effectiveness/ Fullfillness
Knowledge increases in strategic groups	5	5
The publication of the books (in Swedish) on fatal influence, and on protecting public health policies against the tobacco industry	5	5
Advocacy (opinion formation)	5	5
Information collection (opinions expressed in saturation survey of politicians)	5	5
Profile project	5	5
The WATCH network	5	3

Knowledge increases in strategic groups: Politicians have received different information resources on the tobacco industry: Article 5.3 of the WHO-FCTC; Europe's revision of the Tobacco Products Directive; and tobacco costs in society. Tobaksfakta has organized political seminars in parliament, during Sweden's Almedal week of political debate and in the European Parliament. A series of media activities were performed.

The books on fatal influence and protecting public health policies against the tobacco industry: The books are in demand and provide a good example of how to gather and present knowledge in a useful way. The content is up-to-date, and design matches the target group concerned. However, youth organizations have commented that they have to modify the material when they use it in their organizations, and have suggested that an additional version could be produced to facilitate conveyance of the important messages. The panel considers that the key strategy for Tobaksfakta, based on the two-step theory of communication, is to target opinion leaders in their communication efforts.

Advocacy (opinion formation): The project has particularly influenced opinion among member organizations, so that they are now regularly talking about the tobacco industry's role in society. Tobaksfakta has also participated in media interviews.

Information collection (opinions expressed in saturation survey to politicians): Tobaksfakta has performed its own surveys, as mentioned above, to get a picture of public opinion on the tobacco industry in the community, and of politicians' views (by party) of the tobacco industry and its impact on public health policy.

The profile project: The project has been of great help in profiling Tobaksfakta's WATCH network, which, according to the self-evaluation, can be developed further with more active members. The aim is to document tobacco industry practices among members.

Panel assessment and recommendations

A new breed of anti-tobacco messages has arisen during the last decade, which focuses on attacking the tobacco industry and its tactics⁵⁰. This type of anti-tobacco program has been termed a tobacco

⁵⁰ Lavack, A.M. (2004) Ads That Attack the Tobacco Industry: A Review and Recommendations, *Journal of Nonprofit & Public Sector Marketing*, 12:2, 51-71, DOI: 10.1300/J054v12n02_03

industry manipulation campaign in the United States, where it was introduced in the early 1990s. The objective of a tobacco industry manipulation campaign is to point to negative traits of the tobacco industry, including manipulative marketing strategies and tactics.

The tobacco industry project has functioned as an important vehicle for the overall efforts made by Tobaksfakta. The project has performed impressive work in relation to its relatively limited economic resources. However, these efforts have resulted in criticism of the Swedish government for not doing enough with regard to the implementation of the Tobacco Convention as well as on the moist-snuff (snus) issue. Representatives of the Swedish government did not like this criticism and made the argument that it was interested in results, which show that smoking prevalence in Sweden was the lowest in Europe. However, the present situation is the result of previous tobacco prevention work and, in comparison with other countries, Sweden has lost its top position in recent years. The panel recommends the following:

- Although the tobacco industry activities have been organized as a project, the need for such activities will continue for so long as the activities pursued by the tobacco industry continue. Therefore, it is recommended that Tobaksfakta continues to be a watchdog on the tobacco industry, and continues to be involved in Swedish and international work against tobacco. This means that resources are allocated to ongoing activities in this field.
- The effort to promote the strengthening of the FCTC and its implementation has been of importance and should be continued.
- Tobaksfakta is recommended to publish an international article on the Tobacco Industry Project for sharing experiences of the chosen strategy.
- It is recommended that Tobaksfakta continues to be an advocate for a tobacco-free society, which means that different actors may be criticized, while others will be more supportive of a tobacco-free society. However, it is important to build alliances, and to be constructive when advocating the implementation of the FCTC.

The Tobacco Endgame

Tobacco use is a global disaster, unacceptable for several reasons. It is the single largest cause of morbidity and death. Inequalities in smoking behaviors contribute to health inequalities among both active and passive smokers. The awareness that one particular industry is the agency behind the tobacco epidemic is increasing too slowly, and the political courage to regulate its activities is limited. Evidence-based measures are exemplified in the WHO Framework Convention on Tobacco Control (FCTC), ratified by over 170 countries (by Sweden in 2005). Some countries have revitalized the application of the Convention by specifying a year in which tobacco use should be (almost) completely phased out⁵¹. Such a phase-out requires a broad political decision and an action plan with stipulated goals and targets. New Zealand and Scotland have decided on 2025 as the end year, Finland on 2040⁵².

The term "endgame" comes from the chess world and represents a player's understanding of a winning strategy. In the field of tobacco prevention, the endgame means that it is possible to enter a state to define, and politically decide on, an end parenthesis for tobacco use⁵³. Tobaksfakta wants the Swedish

⁵¹ Thomson, G., Edwards, R., Wilson, N., Blakely, T. (2012). Endgame vision: What are the elements of the tobacco endgame? *Tobacco Control* 21:293-295

⁵² The end of tobacco? The Tobacco Endgame. *Tobacco Control*, 22: Supplement, 1 May 2013

⁵³ Boëthius, G., Gilljam, H. (2013) Tobacco endgame strategy - an ethical challenge to the medical profession . *Läkartidningen* (4):

government – regardless of political color – after the 2014 elections to make a decision on a plan to phase out smoking by 2025. The idea is that this decision shall be achieved by advocacy at all levels in society.

The goal of the project is that the government shall, in 2015, make decisions on publication of the year (2025) when tobacco smoking should be restricted to a few percent, and on broad political support and an action plan for achieving the phase-out. Three sub-goals are presented:

- A broader base of active opinion leaders on the tobacco issue;
- Increased interest in and understanding of the tobacco issue; and
- Forming opinion in the community for a political decision on a deadline and an action plan.

Basic to the strategy is that advocacy work should be evaluated. The outcome must be derived from a majority of the population supporting a decision to phase out smoking, and from many organizations within healthcare and child and youth services being committed to and supporting such a decision.

With today's approach to, and the extent of use of, moist snuff (snus) in Swedish society, it is assessed that the same time limit for snuff is not feasible, either opinion-wise or politically. For example, a first proposal should instead be a halving of the use of moist snuff by 2025.

The formation of public opinion for a political decision, a plan of action based on visible tools in the FCTC and on evidence-based interventions demands that the proposal to phase out tobacco is made more understandable and is deemed feasible. There are measures including a continuous increase in the prices of tobacco products, reducing exposure to points of sales, standardized/plain tobacco packages, and increases in smoke-free environments. Although anyone can plan for the implementation of the FCTC measures, they are not given in a timetable because the various steps can be affected by events nationally or internationally. Arguments about "the impossibility of the whole thing" should be addressed in an objective and consistent manner.

The government's ANDT strategy and the project may affect each other. An active project can give tobacco issues a more prominent place in government actions, which would be desirable. The national tobacco targets for 2014 will not be achieved. This experience provides a strong case for linking national health objectives to action plans.

The project's primary target group consists of policy-makers with an opportunity to work for the desired governmental decision. A number of stakeholders have been identified:

- Relevant NGOs and their arenas;
- The tobacco industry, tobacco retailers, smokers, liberal think tanks, and other media;
- The Swedish Public Health Agency and Stockholm County Council as contributors to Tobaksfakta's activities;
- Other countries and the Nordic Council;
- Enterprises, such as insurance companies.

Achievements

The Swedish tobacco-prevention organizations, gathered as members of Tobaksfakta, believe that the phasing-out of smoking by 2025 is realistic if the right conditions are met. An opinion poll in the fall 2011 showed that 43% of Swedish people thought it was important or very important for Sweden to reach a decision on the phasing-out of smoking.

Sending the information to a large number of organizations in the spring of 2013 resulted, for the first time, in support for the project objectives: (i) the need for a tighter tobacco control strategy, (ii) the principle that a year will be specified for smoking to be (almost) gone, and (iii) broad advocacy activities to achieve a government decision aligned in this manner.

Tobaksfakta was responsible for further implementation at national level. It was helped by a project that was developed in 2013, composed of representatives of interested organizations to achieve participation and commitment. The project and its coordinators developed a communication plan and sought funding. Work to develop a logo for the project started in May 2013. During the fall of 2013, activities included increasing the breadth of organizations by giving information about the project. They were informed of their significant role in shaping public opinion to bring about a political decision on the phasing-out of tobacco use.

To convince them of their own incentives for developing an endgame strategy, main arguments were identified for each organization:

- Professional groups/organizations in their healthcare roles see (daily) the effects of smoking, and recognize that the resources that today are devoted to these conditions can be reduced and instead reallocated to conditions that are not preventable.
- Professional groups /organizations in their activities with children and young people see how they are lured into nicotine addiction and the effects of it.
- Others, such as patient associations, sports associations, children's and women's rights organizations, and environmentalists, have their own specific incentives.

The project team was responsible for presenting the basic message and the knowledge base for each organizational form in an audience-friendly way. At this phase, the aim was to create awareness, knowledge and opinion in these groups, not primarily among politicians.

A project team was formed in January 2013. The project team included representatives of Health Professionals against Tobacco (YmT), the Health Promoting Health Centers Network for a more health-oriented healthcare, and the Tobacco Prevention Network. This group was made responsible for the regional/local process.

In 2014, the project has focused on getting increasingly engaged organizations to participate in public outreach activities in accordance with a plan from the project team. This may involve specific 'events', opinion articles, advertisements, or similar initiatives. Regional task forces are being formed in each county. They will be supported by YmT and Tobaksfakta in recruiting and training individuals who want to engage in advocacy work at this level (more in the dedicated action plan drafted by YmT). Tobaksfakta is expected to stand for continuous news feed on www.tobaksfakta.se, and training within the subject area and relevant debating arenas. During 2014, information dissemination in the counties continues. The main task is to make contact with all parliamentary candidates, county councils/regions and municipalities for information and discussion about the importance of a phase-out decision.

The Tobacco Endgame is a new project, and it is too early to describe the fulfillment in the current situation. The internal self-evaluation by Tobaksfakta reported a series of achievements:

- Kick-off event: about 140 participants from around the country;
- Endgame profile: combining global and national aspiration;
- Press (media) activities, debate articles;
- Strategic meetings: a steering committee with quarterly meetings.

The self-evaluation of the project, which is still at its initial phase, gives some indications of its strengths (Table 8).

	Significance	Effectiveness/ Fullfillness
Advocacy (opinion formation)	5	
Recruitment of member organizations	5	4
Establishment of regional groups	5	
Kick-off event	5	5
Endgame profile	5	5
Press (media) activities	5	
Strategic meetings	5	

Panel assessment and recommendations

The Tobacco Endgame project was regarded as a very important achievement by many of the people interviewed by the panel. It could be a new vision for tobacco prevention efforts that might mobilize different groups in the society. Moreover, support for this measure for promoting a smoke-free society seems to be especially strong among younger people

Recommendations:

- The Tobacco Endgame is a challenging and future-oriented project that has great potential. Further development of the tobacco endgame is recommended to be one of the key aspects of the project.

Overall Panel Assessment and Recommendations

The panel has reviewed the organizational structure and resources, goal structure and work processes of Tobaksfakta, and also two projects. In this concluding section, Tobaksfakta will be approached from six complementary perspectives. The discussion will also focus on challenges to and strategic recommendations for the future development of Tobaksfakta.

Tobaksfakta is a classic think tank?

Tobaksfakta has many of the characteristics of a classic think tank. It is a non-governmental institution, which is an independent organization. Tobaksfakta is intellectually and organizationally autonomous of government and political parties. It rests on organized interests with regard to tobacco prevention, and the professional organizations against tobacco use are core members. Tobaksfakta was set up with the aim of influencing policy.

There is mainly one characteristic on which Tobaksfakta departs from the definition of a classic think tank. Tobaksfakta is not financially autonomous of government. It has a basic organizational grant from the National Public Health Agency. This has not hindered Tobaksfakta from making critical review of the tobacco-related governmental decision-making on issues such as the marketing and promotion of moist snuff (snus) as a product for consumers and also for harm reduction, and as a product to be introduced in other European countries. The national government has also been accused of placing too little emphasis on the implementation of the different parts of the FCTC. This financial dependence on the goodwill of the government is not optimal for an independent think tank. When the planning and designing of Tobaksfakta took place, the idea was that the basic fund should come from other sources, such as the Swedish Cancer Society and the Heart and Lung Foundation. In the end, it was a competitive grant from the National Public Health Agency that emerged as Tobaksfakta's main economic asset. Moreover, Tobaksfakta has been competing with other NGOs working against tobacco for national grants.

However, Tobaksfakta has also received support for a couple of projects from the National Public Health Agency. From a strategic point of view, this type of project does not become a threat to the independence of Tobaksfakta, but the projects themselves have become important vehicles for collaborative work against tobacco and for the implementation of the Tobacco Convention.

Tobaksfakta, like other major think tanks, is an important source of information to the media, to the government, and to a host of interest groups involved in the public policy process. Its achievements with regard to information and communication on tobacco issues have been very strong. The think tank has high credibility and visibility with regard to communicating on tobacco-related issues. There was a strong consensus among all interviewed that Tobaksfakta is a trustworthy organization in its field.

A recommendation to Tobaksfakta is therefore:

- It would be beneficial for Tobaksfakta to be less dependent on governmental grants for its advocacy work. However, so far, this has not been a major barrier to the critical work of the think tank.

Continue with intellectual argument not covert lobbying

Think tanks such as Tobaksfakta want to change policy through intellectual argument rather than through behind-the-scenes lobbying. This means that all their activities are based on best available

evidence. There is an impressive combination of different skill in Tobaksfakta. On part-time and voluntary bases, different people contribute to implementation of the annual work plans.

Some think tanks carry out little research themselves and commission external experts or use existing research, while others have considerable internal research capacities. Tobaksfakta has commissioned opinion polls as part of its work plans. Some of the people behind Tobaksfakta have a strong record with regard to scientific publication and high scientific credibility.

The publications and new materials are up-to-date and supported by scientific studies. Tobaksfakta follows new publications and participates in important international meetings and conferences, which results in it having a living website and newsletters of high accessibility.

The think tank's trustworthiness rests on refining intellectual argument and high transparency. The member organizations also contribute with their expertise to its work.

It is recommended that:

- Tobaksfakta should maintain and further develop the intellectual arguments for tobacco prevention and control, including the tobacco endgame.
- Tobaksfakta is recommended to continue with its high-quality information and communication activities.
- Tobaksfakta is also recommended to continue and further develop its close links with Swedish and international researchers on tobacco-related research issues.

One of the actors in the landscape of tobacco prevention in Sweden

A think tank always acts on a landscape of different actors and opinions. In the tobacco field, a strong enemy of tobacco prevention efforts is the tobacco industry. The result is the lively competition of ideas in the policy arena. However, the tobacco industry wants to change policy through behind-the-scenes lobbying rather than through intellectual argument.

The role of a think tank in the tobacco field is also dependent on what the government, the national agencies, local authorities, NGOs, charities and private companies do. The panel was informed by interviews as well as documents that the landscape of tobacco prevention has changed in recent years, which also means that Sweden has lost its high international position with regard to tobacco control and prevention (as mentioned earlier in this report).

In the Government Bill entitled 'A coherent strategy for alcohol, narcotics, doping and tobacco policy, etc.', there is a presentation of the objectives and directions of ANDT policy and how it is to be implemented, coordinated and followed up over the period 2011–2015⁵⁴. Moreover, an action program based on the strategy has been drawn up for 2014. The launch of the general follow-up system is a very important event for 2014. However, according to some informants, the visibility of tobacco has been reduced. The National Institute of Public Health was assigned to allocate 100 million SEK for tobacco prevention and thereafter a second investment consisting of 50 million SEK, but in recent years very few national resources have been spent on tobacco prevention and control. Moreover, the National Institute of Public Health was moved from Stockholm to Östersund, which resulted in a great loss of competence. Only a few staff members opted to move to Östersund, and new personnel were recruited. Moreover, the mandate of the Institute was changed, and it has also been reorganized several times (and the name changed to Public Health Agency in Sweden 2014). The competence of and

⁵⁴ *A cohesive strategy for alcohol, narcotic drugs, doping and tobacco (ANDT) policy*. A summarized version of Government Bill 2010/11:47. Stockholm:

continuity in tobacco preventive work weakened. However, a positive development in tobacco cessation has been the implementation of the national guidelines issued by the National Board of Health and Welfare (NBHW) on lifestyle-related diseases, where tobacco is one important part. The NBHW and Swedish Association of Local Authorities and Regions (SALAR) are promoting the implementation of the guidelines on lifestyle diseases, and support the local agencies in tobacco prevention and control.

Therefore, the panel recommends the following:

- The government is recommended to take a more active role in developing and implementing the framework of the Tobacco Convention.
- The National Public Health Agency (NPHA) has an important role to play in the national work on tobacco control and prevention. It is recommended that a long-term plan is developed to strengthen the work of the NPHA.
- The Swedish Cancer Society, the Health and Lung Foundation and also other alliances against non-communicable diseases (NCDs) are allocating surprisingly little resources to tobacco prevention, unlike in other countries where charities and professional associations play a key role. Therefore, these organizations should allocate greater resources to tobacco use prevention,

Focusing on structural issues gives added value

Considering the present Swedish landscape of tobacco prevention and control, a challenge for Tobaksfakta is to set priorities related to the vision and mission of the think tank in such a way that resources are used in an optimal manner. The strategy of Tobaksfakta to maintain information, communication and advocacy work, supplement by targeted development projects, seems to be a success. The selection of parts of the FCTC offers further motivation to focus on the structural issues in tobacco prevention and control.

Since Tobaksfakta is seen as a trustworthy source of information, it receives many calls dealing with a broad variety of tobacco-related issues. This is important but, as far as the panel could see, the focus on certain articles in the FCTC can make a difference for the whole of Sweden on critical issues in tobacco prevention.

It is also related to the issue of which is Tobaksfakta's primary target group. We regard it as that of decision-makers, journalists and people working professionally with tobacco. The intention is to make non-smoking easy by promoting structural measures in tobacco prevention.

The panel recommends Tobaksfakta:

- To continue focusing on structural measures. This means leaving other tobacco issues, such as cessation, to other entities.
- To continue producing information and educational material targeted at the current target groups, unless additional resources are present. The important task of translating the messages to young people and more user-friendly publications can be a task for Tobaksfakta's member organizations or other agencies.

Tobaksfakta is an efficient and professional organization

Reviewing the work plans and annual reports gives the overall impression that Tobaksfakta is achieving a lot given its limited economic and human resources. Key people in Tobaksfakta have played important roles in the development of Swedish tobacco prevention, control, and legislative

activities. Its staff do a highly competent job when it comes to operational functioning. The think tank has academic and scholarly strength.

Tobaksfakta's website was developed before the start of the think tank, but it was decided that Tobaksfakta should be the home for the website. This seems to have been a timely decision, as it has become an important vehicle for the think tanks' information and communication activities. The use of social media further adds to professionalism with regard to being a media specialist.

As shown in its advocacy work, Tobaksfakta also has strengths when it comes to being a policy aide and a business entrepreneur. It has proven to be a competent body when it comes to being familiar with the temporal rhythms of electoral politics and having insights into the way decision-making can be facilitated. Tobaksfakta has also been an effective sales organization in the competitive marketplace for tobacco prevention.

Moreover, Tobaksfakta has a democratic organization, and is an umbrella organization with member organizations. It has a board, and all its activities are transparent and available through different types of documentation.

- Tobaksfakta is recommended to continue to work as a multidisciplinary team with affiliated policy experts, including the academic scholar, the policy aide, the business entrepreneur, and the media specialist.
- It is important for the sustainability of the think tank that concerted actions are taken to address the need to involve and train younger professionals in tobacco prevention and control.

Tobaksfakta has an international role to play

Tobaksfakta has a clear European and international profile, which facilitates both knowledge collection and knowledge dissemination. The website and most of its material are available in the Swedish language. Some publications have been translated into other languages, thereby giving other countries an opportunity to use the material. European and international participation and involvement are central to maintaining the high quality of Tobaksfakta, and they are crucial for the continuation of the goal attainment of the think tank.

- Tobaksfakta is recommended to consider the reinforcing of international contacts, especially within the EU and WHO's European region. Moreover, it is recommended to consider the possibility of becoming an international think tank collaborating with similar groups in other countries, and also to add English versions of the website, newsletters and printed materials. It may also be possible to find long-term collaboration and obtain funding through increased international contacts.

Acknowledgements

The panel wishes to thank all those who participated in the interviews and openly shared their experiences and thoughts about tobacco prevention and the think tank Tobaksfakta. This quality evaluation has been greatly facilitated by the proper documentation, planning and reporting that is part of the high-quality of work of Tobaksfakta. Special thanks go to Sara Sanchez Bengtsson, who supplied us with all working documents in Swedish and English. We also thank Ewy Törnqvist (Secretary General) and Göran Boethius (Chairman) for all their hospitality and assistance in completing this quality evaluation. The evaluation was funded by the National Public Health Agency as part of a grant to Tobaksfakta, and as part of a grant to Örebro University.

Appendices:

Additional tables

Table A1: Member organizations and board members in the think tank Tobaksfakta

Table A2: Business Objectives and Achievements in 2014

Table A3: Advocacy work, news activities and contact-making meetings

Table A4: European and international work

Table A5: Goal, Sub-goal and indicators for the Tobacco Industry Project 2013

Appendix 1: Description of the evaluation panel.

Charli Eriksson: Professor in Public Health Science, School of Health and Medical Science, Örebro University, Sweden. Many years of teaching, research and practice on different aspects of health promotion, prevention and public health. Edited a book on Smoking or Health in 1979 and chaired a technology assessment project in The Swedish Council on Technology Assessment in Health Care on Smoking Cessation Methods in the 80's. He has worked as a professor at the Nordic School of Public Health and at the Swedish National Institute of Public Health. He is currently member of the ANDT Committee, the Government's advisory body on alcohol, narcotic drugs, doping and tobacco issues. His present research includes ANDT prevention run by non-governmental organizations.

Maria Falck: Head of the Public Health Unit in the Strategic Development Office at the County Council of Västerbotten. She has also worked with regional development and international relations at the County Council. Many years of experience of youth work within the YWCA/YMCA at local, regional and national level.

Maja-Lisa Løchen: Phd, professor in preventive medicine at Department of Community Medicine, UiT The Arctic University of Norway, Tromsø. Many years of teaching and research on different aspects of tobacco epidemiology, prevention and public health. Specialized in internal medicine and cardiology and is part time senior consultant at Department of Cardiology, University Hospital of North Norway, Tromsø. Previous member of and also head of National Board on Tobacco Prevention for many years.

Patti White: Public Health Analyst at the National Institute for Health and Care Excellence, United Kingdom and freelance technical advisor on tobacco control programs. Beginning as an advocate for tobacco control at ASH (Action on Smoking and Health) in London, she moved on to working with other intergovernmental organizations, such as the World Health Organization regional office for Europe, and non-governmental organizations such as the International Union Against TB and Lung Disease and the International Union for Cancer Control. She has special interests in persuading concerned organizations and individuals to work together to promote effective and cost-effective tobacco control policy; in women and girls' tobacco use and; inequalities in health.

Appendix 2: Evaluation of Think Tank Tobaksfakta and the tobacco industry practices project

Program – meeting in Stockholm May 12-14.

Monday May 12,

- 08.00-09.00 Panel Meeting: Terms of Reference and Work Program
- 09.00-10.00 The Organization of Tobaksfakta – presentation by Ewy Thörnqvist
- 10.00-10.30 Coffee and tea
- 10.30-11.00 Interview with staff: Ewy Thörnqvist, Sara Sanchez Bengtsson
- 11.00-11.30
- 11.30-12.00 Interview with Barbro Holm-Ivarsson (Chair of Psychologists against Tobacco)
- 12.00-13.00 Lunch in the dinning room at Svenska Läkaresällskapet, Klara Östra Kyrkogatan 10
- 13.00-14.30 Interviews with Tobaksfakta's members:
- 13:00-13:30 Lena Lund (Board Member Nurses against Tobacco);
- 13:30-14:00 Hans Gilliam (Professor in Tobacco Prevention at Karolinska Institutet; Chair of Doctors against Tobacco)
- 14:00-14:30 Sara Dinwiddie (SMART Youth);
- 14.30-15.00 Coffee and tea
- 15.00-16.00 Results of Self-evaluation: Ewy Thörnqvist, Sara Sanchez Bengtsson, Göran Boëthius
- 16.00-18.00 Panel Meeting

Tuesday May 13,

- 08.00-09.00 Panel Meeting
- 09.00-09.40 Communication and information activities: Website, newsletter etc (Helene Wallskär)
- 09.40-10.00 Evaluation Surveys (Ewy Thörnqvist, Sara Sanchez Bengtsson)
- 10.00-10.30 Coffee and tea
- 10.30-11.30 Tobacco Industry Project – presentation and review by the panel (Sara Sanchez Bengtsson)
- 11.30-12.00 Tobacco Endgame-Smoke-free Sweden 2025 – presentation and review by the panel (Göran Boëthius)
- 12.00-12.30 Interview with the Chairman: Göran Boëthius
- 12.30-13.15 Lunch Buffet lunch served in the workplace at Tobaksfakta

- 13.15-14.00 Interview with experts Margaretha Haglund and Paul Nordgren
- 14.00-14.30 Andreas Johansson – Social and Welfare Department
- 14.30-15.00 Coffee and tea
- 15.00-15.30 Interview with IOGT/NTO (Alcohol Misuse Prevention): Per Leimar
- 15.30-16.00 Interview with KSAN (Women’s Health Organization): Leena Harake
- 16.30-17.00 Interview with Regional Representative: Mattias Jönsson
- 17.00-17.30 Interview with NCD-Network: Peter Friberg
- 18.00 Dinner in room “Acrelska” Svenska Läkaresällskapet, Klara Östra Kyrkogatan 10
- Evening session National Agencies: Lars-Erik Holm (General Director of the National Board of Health and Welfare) and Johan Carlson (General Director of the Public Health Agency in Sweden)

Wednesday May 14,

- 08.00-09.00 Panel Meeting
- 09.00-09.30 Ministry of Social Affairs: Ulrik Lindgren
- 09.30-10.00
- 10.00-10.30 Coffee and tea
- 10.30-11.00 Tobaksfakta Member: Therese Kärrman (Interest Policy Advisor, The Swedish Cancer Society)
- 11.00-11.30 Elin Ramfalck (former General Secretary of A Nonsmoking Generation)
- 11.30-12:00 Evaluation Surveys
- 12.00-13.00 Lunch out in town
- 13.00-15.00 Panel: Work on Evaluation Reports
- 15.00-16.00 Feedback and Questions.

Table A1: Member organizations and board members in the think tank Tobaksfakta

	2010	2011	2012
Member Organizations	Decisions on membership were formally made by the constituent unions of the umbrella organization Health Professionals against Tobacco in the formation of Tobaksfakta: Doctors against Tobacco, Teachers against Tobacco, Psychologists against Tobacco, Nurses Against Tobacco, and Dentistry against Tobacco, A Nonsmoking Generation, VISIR (a nonsmoking rights organization), and SMART (a drug-free youth organization).	A Nonsmoking Generation, the Asthma and Allergy Association, the Swedish Cancer Society, Doctors against Tobacco, Teachers against Tobacco, Psychologists against Tobacco, Nurses against Tobacco, SMART (a drug-free youth organization), the National Association of Young Allergics, VISIR (a nonsmoking rights organization), and Dentistry against Tobacco.	New members in 2012: SMART Youth, Tobacco Prevention Network (TPLR), and A Smoke-free Operation.
Board Members	The Board for Health Professionals against Tobacco is the umbrella organization for the NGOs. Doctors, Dentists, Nurses, Teachers, Pharmacy and Psychologists against Tobacco made up the interim board in 2010.	The Board consisted of the Chairman Göran Boëthius, treasurer Ann Post, and members Elin Ramfalk, A Nonsmoking Generation, Barbro Westerholm and Chris Engelhart, Members of Parliament. Additional (non-voting) members of the Board were Lena Sjöberg, Health Professionals against Tobacco, and Ewy Thörnqvist, Secretary General of Tobaksfakta.	Chairman Göran Boëthius, treasurer Ann Post, and members Margareta Kristensson, Health Promoting Hospitals and Health Services, Barbro Westerholm and Christer Engelhardt, Members of Parliament. Non-voting member on the Board is Ewy Thörnqvist, Secretary General of Tobaksfakta.

Table A2: Business Objectives in 2014 and Achievements

Managing business intelligence and analysis, from the local to the international level.	Tobaksfakta monitors media (multiple channels), websites, international activities, the tobacco industry's activities, and political activities. Tobaksfakta has an extensive network of national and international contacts.
Consolidate Tobaksfakta as a leading and reputable opinion leader in the tobacco-control area.	Tobaksfakta has established itself as the first contact for journalists to make on tobacco issues during its first year. Today, Tobaksfakta is regarded as a trustworthy sender of information.
Contribute to increased tobacco expertise and a more active approach among key groups in smoking prevention by providing practical tools.	Tobaksfakta is fulfilling its role as an expert agency with a well-maintained website, newsletter, and networks. High-quality publications are prepared in different projects.
Involve more organization members and further develop collaboration with organizations, particularly within the ANDT and NCD areas.	Endgame is an example of a project that works closely with many different member organizations. In other projects, such as the Tobacco Industry project, member organizations are involved periodically in specific events, such as an exhibition in Parliament and political days.
Increase diversity in the funding of Tobaksfakta's activities.	Project grants have largely contributed to the increased activity of the organization. For example, material and monitoring of the tobacco industry may not have been possible without the ANDT contribution. A grant from Stockholm County Council has increased website activity and kicked off a new project about the rights of the child on tobacco issues. In a year from now, Tobaksfakta will have met with five potential donors with the aim of increasing funding for greater diversity in Tobaksfakta's work plans.

Table A3: Advocacy work, news activities and contact-making meetings

	2010	2011	2012
Advocacy Work	<p>A roundtable discussion during Almedal Week on July 5 2010. "We have a vision of a tobacco-free society – and want to make it happen!"</p> <p>Survey (telephone interview) to parliamentary candidates on tobacco use prevention.</p> <p>Referrals submitted to the EU Commission's audit of the 2001 Tobacco Products Directive</p> <p>Comments from the Swedish government coalition on the RAND report "Assessing the Impacts of Revising the Tobacco Products Directive".</p>	<p>A majority of EU governments on exports of moist snuff.</p> <p>Russian criticism of the Swedish moist-snuff campaign.</p> <p>Popular support for a tobacco-free society.</p> <p>A tobacco-free society – what can Sweden learn from Finland?</p> <p>Reinfeldt (Prime Minister) urged to take his responsibility at the UN meeting on NCDs. A reduction by half in the number of tobacco stores from 2000.</p> <p>The tobacco industry is planning ahead of a point-of-sales ad ban.</p> <p>Government representatives in controversial meeting with Swedish Match.</p> <p>Smoke-free working in more than half of the municipalities.</p> <p>Sweden lags behind on tobacco policy.</p>	<p>In 2012, Tobaksfakta took the initiative to host a meeting with the Ministry of Social Affairs on the subject of Non Communicable Diseases (NCD). The topic of the meeting was: How does Sweden move ahead with the decision of the UN high-level meeting in New York, September 2011 – and how can the civil sector contribute?</p> <p>A meeting was held with and a petition sent to Göran Hägglund (Social Minister) and Maria Larsson (Child and Elderly Minister) about the importance of Sweden supporting proposals for developing and monitoring NCD work globally and nationally, as well as the importance of collaboration with civil society.</p> <p>Tobaksfakta conducted briefings on activities with the Swedish Cancer Society, the Heart and Lung Foundation, Psychologists against Tobacco, Teachers against Tobacco, the National Institute of Public Health and the Public Health Strategist (Matti Leijon) in Region Skåne during the year.</p> <p>Tobaksfakta has also met with the Swedish Association of Regions and Communities (SKL), for a presentation of the organization of the new section head for public health issues, Ulrika Johansson.</p> <p>Tobaksfakta participated in the 3rd National Public Health Conference with an exhibition and two lectures.</p> <p>Tobaksfakta was active during Almedal week. A workshop was held on the Convention on the Rights of the Child and WHO-FCTC.</p>
News Activities	<p>"Support those who need to be protected against tobacco " Värmland folkblad (2010-06-01 – local newspaper.</p> <p>o "Election 2010: Conservative</p>	<ul style="list-style-type: none"> • Development of basic documents and work plans that describe the purpose and goals of Tobaksfakta. • The English brochure, "The New Swedish think 	<p>Six press releases were issued in 2012. They yielded a total of 3211 downloads.</p> <p>The press release viewed the most was "Invitation to bring back price for tobacco companies", released</p>

	<p>parliamentary candidates think less about tobacco prevention than representatives of other parties" Dagens Medicin 14/9-10 – medical newspaper.</p> <p>o "Tobacco industry's aggressive marketing a serious threat " Swedish national daily newspaper, Svenska Dagbladet 22/11-10.</p> <p>o "Smoke surgery – a patient safety issue " Läkartidningen No 43 2010 – Swedish Journal of Medicine.</p>	<p>tank for tobacco prevention”.</p> <ul style="list-style-type: none"> • A shadow report of the WHO-Framework Convention on Tobacco Control, which was sent to all MPs before WHO’s World No Tobacco Day on May 31 2011. • Fact sheets on tobacco topics included: point-of-purchase bans, additives, standardized packaging, pictorial warnings, and moist snuff. • Short versions of the WHO Framework Convention on Tobacco Control’s exposure covenant and Article 5.3. • Production of documents with Tobaksfakta's comments on the government's ANDT strategy. 	<p>2012-07-02 . It reached 451 recipients. Other press releases included:</p> <p>2012-05-29 Government's dealings with the tobacco industry violate the WHO-FCTC.</p> <p>2012-06-25 Children in focus at tobacco seminar in Almedal week.</p> <p>2012-11-06 The tobacco industry and health policy in Europe – Invitation.</p> <p>2012-11-07 Majority would like disclosure of contacts with the tobacco industry.</p> <p>2012-12-12 New report launched on the tobacco industry's last stand.</p> <p>The press releases in November 2012 reached 410 recipients, and in December 2012, 331.</p> <p>The Secretary-General, Ewy Thörnqvist, appeared on Aktuellt (daily news show at prime time) talking about the tobacco industry's actions worldwide. The show reported from Lebanon and on statistics on smoking rates in the world. In a news feature on December 19 2012, Ewy Thörnqvist was invited to respond to the European Commission's new proposal for a tobacco product directive.</p> <p>Goran Boëthius in August 2014 presented an opinion piece in the Gothenburg Post on the need for renewal of the Swedish Conservatives’ political program in terms of (a lack of) tobacco policy.</p> <p>Tobaksfaktas Margaretha Haglund appeared on Swedish Radio P: Body and Soul on the subject of smoking.</p> <p>A number of articles have been published on tobacco control, where Tobaksfakta has contributed knowledge on or has been interviewed for. In, for example, the New York Times, Focus, Dagens Industri, and the Swedish national newspaper, Svenska Dagbladet.</p>
Contact-making meetings	<ul style="list-style-type: none"> • Cancer Society, Nonsmoking Generation, Teachers against Tobacco and Karolinska Institutet’s tobacco program, and the 	Participation in several political parties’ county and municipality days by staffing an exhibition in partnership with Health Professionals Against	Tobaksfakta’s representative on the Government ANDT Advisory Board, Maria Nilsson, has participated in two meetings of the Council.

	<p>National Institute of Public Health</p> <ul style="list-style-type: none"> • Participation in the European Network for Smoking and Tobacco Prevention (ENSP) in Brussels, as well as meeting with two Swedish members of the European Parliament. • Exhibitors and attendees at the Medicine National Meeting in Gothenburg, Drug Focus in Orebro; participants at the conference Tobacco-Free Workplaces; exhibitors and participants at a national conference on moist snuff. • Participation in CoP, the fourth session of the Conference of the Parties to the WHO FCTC, held in Punta del este, Uruguay, 15-20 November 2010. 	<p>Tobacco.</p> <ul style="list-style-type: none"> • Participation in Almedal week in a joint arrangement with Health Professionals Against Tobacco. Two workshops were conducted on the themes: Sweden and international conventions ,and the tobacco industry. • Survey (telephone interview) to parliamentary candidates and voters on tobacco prevention and proposed areas in the EU's Tobacco Products Directive. • Investigation/mapping by two interns from Karolinska Institutet on 'Tobacco's Role in Government ANDT strategy'. • Expert interview on the occasion of the tobacco mission's evaluation. • Provided information about Tobaksfakta's shadow report on Sweden's work on WHO-FCTC implementation, with short versions to the country's public health managers. • Helped with writing of the tobacco chapter in the Cancer Society's 'Cancer Report 2012'. • Contributed section on tobacco control in the new material for politicians on the policy of the Swedish Association for Public Health and other organizations. • Participated in the National Conference with an exhibition and debate on health with a keynote presentation. • Seminar in Parliament about the Finnish Tobacco Act, tobacco prevention from a child's perspective, and tobacco policy in Sweden. A joint event with the consultation group in Parliament. • Attended National Tobacco Control conferences, and a drug conference in Gothenburg. 	<p>Tobaksfakta was included as one of two non-governmental organizations in the newly appointed group to improve coordination and collaboration between the various ANDT efforts that the National Institute of Public Health's mission involves. Tobaksfakta was also included in the Institute's reference group for the government commission on extending smoke-free environments that will be finished in December 2013. Tobaksfakta gave a lecture on tobacco at the Swedish Cancer Society's seminar held to mark World Cancer Day. The Tobacco Endgame project started with the project's first phase, which was the gathering of information. During the year, there was development of the website to update its image, and to highlight the year's projects and other important parts of the website: Tobacco Industry Practices, Children and Tobacco, and the Tobacco Products Directive. Having updated website is a key aspect of the fact-finding mission Tobaksfakta has with WHO-FCTC, and is also important for targeting audiences, who can easily find the information they seek.</p>
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Table A4: European and international work			
	2010	2011	2012
European Work	<ul style="list-style-type: none"> • Participation in the European Network for Smoking and Tobacco Prevention (ENSP) in Brussels, as well as meeting with two Swedish members of the European Parliament. 	<p>Sweden's membership of ENSP. Tobaksfakta is the Swedish tobacco prevention organization's link to NGOs in Europe.</p> <p>Tobaksfakta participated in the European Conference on 'Tobacco or Health' in Amsterdam with an exhibition and information in English. Tobaksfakta participated in a day on the Tobacco Products Directive and the European Commission Audits. Tobaksfakta has reported to members through memos and meeting documents.</p> <p>Meeting with the International Network of Women Against Tobacco (INWAT) Europe's Advisory Board.</p> <p>Consultation with experts on a variety of projects, and in studies, reports and articles in the areas: the snuff industry in Sweden, participating in policy work – what does it mean?, women and smoking, dependency and health inequalities at EU level, Swedish tobacco in a European comparison.</p>	<p>Tobaksfakta's employees represented Swedish NGOs, the European Network for Smoking and Tobacco Prevention (ENSP). Met with EU parliamentarians, attending a high-level meeting on standardized packaging, including Commissioner Dalli, and had a meeting with the EU Commission on the Tobacco Products Directive. Sara Sanchez Bengtsson will serve on the ENSP board. Sara Sanchez Bengtsson was selected to the European Strategy Group for discussion and working on the forthcoming EU directive and with the WHO-CTC (WHO-Framework Convention on Tobacco Control) at European level.</p>
International Work	<ul style="list-style-type: none"> • Participation in CoP4, the fourth session of the Conference of the Parties to the WHO FCTC, held in Punta del este, Uruguay, 15-20 November 2010. 	<ul style="list-style-type: none"> • Meeting with the International Network of Women Against Tobacco (INWAT). • Work in the Abstract Committee for the World Conference on 'Tobacco or Health' 2012 in Singapore. • Membership of the Framework Convention Alliance (FCA's) task force (the Framework Convention Alliance) for the development of a gender and tobacco document to CoP5. (Conference of Parties No. 5 in South Korea) on Article 4.2.d. • Contact and coordination in Sweden for FCA's activities. • Coordination in Sweden for the Non-Communicable Diseases (NCD) Alliance (Global 	<p>The World Conference on Tobacco was held in Singapore. Tobaksfakta participated with a poster, and Margaretha Haglund was engaged in organizational commitments prior to and during the conference. Margaretha Haglund held a plenary lecture.</p> <p>Sara Sanchez Bengtsson attended the World Forum Against Drugs conference in Stockholm in May 2012. Important lectures on child rights issues, and on tobacco as a gateway to cannabis.</p> <p>Margaretha Haglund participated in the meeting of International Women Against Tobacco, INWAT-Europe.</p>

		<p>Network).</p> <ul style="list-style-type: none">• Expert for a series of forthcoming international publications.• NGO-selected participant in the working group for the preparation of recommendations for the WHO Framework Convention for Tobacco Control's Article 6, Rates and Taxes.• Coverage of international tobacco prevention field by Globalink, the Framework Convention Alliance E- List, NCD Alliance E- List, Global Tobacco Control List, Facebook, and more.	
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Table A5: Goal, Sub-goal and indicators for the Tobacco Industry Project 2013

Sub-goal	Indicators	Results
Etablering av och kontinuerlig bevakning av tobaksindustri aktiviteter genom WATCH Nätverket	X antal artiklar på nationell, regional och lokal nivå om tobaksindustrins arbetsmetoder och påverkan på folkhälsopolitiken.	. 520-687 olika medier ("artiklar") . Uppbyggnad av ett bevakningsnätverk om tobaksindustrin
Bidra till ökad kunskap om tobaksindustrins arbetsmetoder och påverkan hos allmänheten inklusive unga	X antal pressmeddelanden, artiklar, aktiviteter från Tankesmedjan Tobaksfakta och andra medverkande samarbetspartners. Förekomsten av nätverk som arbetar med att kartlägga tobaksindustrin och sprida information om deras arbetsmetoder.	. 6 pressmeddelande . 124 Tweets @FarmormotTobak . 60 Tweets @Tobaksfakta . 25 nyheter om Tobaksindustrin på www.tobaksfakta.se . 1 bevaknings nätverk om tobaksindustrin
Bidra till ökad kunskap om tobaksindustrins arbetsmetoder och påverkan hos landstingens tobaksansvariga, länsstyrelsens ANDT ansvariga och ANTD och NCD nätverken.	X antal distribuerade informationsmaterial om tobaksindustrins arbetsmetoder och påverkan på folkhälsopolitiken.	. 2800 Dödligt Inflytande (beställde och distribuerade) . Sammanfattning av Dödligt Inflytande skrevs . 869 informations delar om World No Tobacco Day . Deltagandet i ANDTs frivilliga organisationers nätverksträff (sept) . Deltagandet i TobaksPreventiv Arbete i Landsting och Region (TPLR) som föreläsare (november) . Deltagandet i ANDT Projektledarträff som föreläsare (oktober)
Bidra till ökad kunskap om tobaksindustrins arbetsmetoder och påverkan bland beslutsfattare på nationell nivå samt även hos svenska Europaparlamentariker	X antal nyheter om Tobaksindustrin på Tankesmedjan Tobaksfaktas hemsida. X antal spridda material om tobaksindustrin med anledning av WHO:s tobaksfria dag 31 maj 2013. Besöksdata från Tankesmedjan Tobaksfaktas hemsida. X antal pressmeddelanden lästa av journalister via My Newsdesk om tobaksindustrins arbetsmetoder och dess påverkan av folkhälsopolitiken. X antal intressanta insamlade projekt från andra jämförbara länder om tobaksindustrins arbetsmetoder och påverkan av tobakspolitiken X antal producerade nya informationsmaterial om tobaksindustrins arbetsmetoder och påverkan på folkhälsopolitiken. X antal distribuerade informationsmaterial om tobaksindustrins arbetsmetoder och påverkan på folkhälsopolitiken. X antal deltagande i politiska evenemang	. 3 World No Tobacco Day informations bilagor om a) neutrala paket; b) Information från WHO, c) ett brev och information om exponering förbud . 1 ny producerade informationsmaterial (En Manual om Artikel 5.3 I WHO's Ramkonvention om Tobaks kontroll) . 2 utställningar utvecklades för politiska kommundagar och i Europa Parlamentet och Riksdagen. . 1 bilaga till ett brev till deltagare till politiska kommundagarna "De viktigaste delarna i EU Kommissionen förslaget till nytt Tobaksproduktdirektiv för EU" . 1 brev om Globala Tobaksfria Dagen samt bifogning av relevant information om neutrala paket, exponerings förbud faktablad och WHO's kampanj information Antal deltagande i politiska evenemang . Kristdemokraternas kommun- och landstingsdagar i Helsingborg 25-26 januari (1012 deltog) . Centerpartiets kommundagar i Örebro 1-2 februari (600 deltog) . Folkpartiets Riksmöte 9-10 mars (700 deltog) . Moderaternas Sverigemötet 15-16 mars (2075 deltog) . Socialdemokraternas partikongress 3-5 april (2000 deltog) . Utställning i Europaparlamentet samt frukostdebatt 23-25 april (42 deltog av de 15 politiker) . Utställning Riksdagen 28-30 maj (50 politiker engagerad i samtal under dagarana)

	(Kommundagarna, nationell nivå, Europa nivå, Almedalen mm) X antal samarbetspartners X antal nådda vidareförmedlare vid föreläsningar om tobaksindustrins arbetsmetoder	. Almedalsveckan samt journalist seminarium 1-7 juli (70 personer åhörare, där ibland många journalister) . 27 samarbetspartners inom Tobaksfaktas vänner, politiker, Smoke-free Partnership och Länsstyrelsen)
Bidra till ökat intresse i media om tobaksindustrins arbetsmetoder och påverkan.		. deltagande i SVTs aktuellt (en debatt med Folkhälsominister Maria Larsson – Januari) . En djup rapporttag av TV4s kallafakta (Oktober) . 700 besök på mynewsdesk . 520-687 olika medier (”artiklar”) . 70 deltagare i Almedalen där många var journalister (Juli)
Bidra med kunskapsbaserade informationsinsatser om tobaksindustrins arbetsmetoder.		. Produktion och kunskapsförmedlingen av material: a) Dödligt Inflytande (kortversion), b) Neutrala Paket (andra version), c) WNTD material och d) Manual om Artikel 5.3 i Ramkonvention om Tobakskontroll.
Kartlägga tobaksindustrins arbetsmetoder i Sverige idag.		. En systematik Bevakning genom nätverket om tobaksindustrin . Enkät till Partikansli i Riksdagen för att ta reda på policy om förhållande till tobaksindustrin samt stöd från tobaksindustrin. . Öppen linje från publiken till oss via websida för rapportering av Tobaksindustrins Aktiviteter.
Kartläggning av för Sverige relevanta exempel från andra länder vad gäller tobaksindustrins arbetsmetoder och påverkan.		. Deltagandet i Globala Tobacco Control Bevaknings Grupp . Kartläggningen användes som underlag till manualen om artikel 5.3 som skrevs i 2013.
Kartläggning av liknande informations och kunskapsutvecklingsprojekt i andra länder för att utveckla mera kostnadseffektiva insatser i Sverige.		
Bidra till fortsatt insamling av kunskaper inkl ökad kontinuitet i att följa tobaksindustrins aktiviteter. påverkan på folkhälsopolitiken.	Riksdagsledamöternas kunskaper om tobaksindustrin arbetsmetoder och påverkan på folkhälsopolitiken. Landstingens tobaksansvariga, länsstyrelsernas ANDT ansvariga, ANTD och NCD nätverkens kunskaper om tobaksindustrins arbetsmetoder och påverkan på folkhälsopolitiken.	. En opinionsundersökning för att ta reda på opinionen om tobaksindustrin bland Svenska befolkningen . Enkät till Partikansli i Riksdagen för att ta reda på policy om förhållande till tobaksindustrin samt stöd från tobaksindustrin.