Midpoint Update: Communications
The Tobacco Tactics criticism of FSFW relies on information presented in a misleading manner.

**EXAMPLES**

- Conflates financial data from multiple years to create misleading narrative
- Creates perception that PMI sole funding and FSFW communication effort equates to “PR Arm”
- Compares various announcements and occurrences to imply “synchronization”
- Exploits stale links between FSFW partners and tobacco companies

STOP is paid opposition research
Building the Community in THR...

FSFW is actively drawing upon cutting-edge scientists from outside the narrow confines of tobacco control to bring new energy and creativity to tackle novel issues related to THR.

ACTIVITIES HAVE INCLUDED

Building new research capacity in developing countries
Explicit efforts to work with some traditional leaders
Bringing in new experts and groups
Reaching LMIC experts

SELF-REPORTED OUTREACH THROUGH MAY 2020

- Researchers / staff hired through grants: 889
- Researchers engaged through grants presentations: 6,756
- Study participants reached through grants: 4,044
- Workshop attendees: 2,748

...and building a movement.