



Midpoint Update: **Communications**

Tobacco Tactics / STOP

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...

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

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.

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.