

# Obtaining Support for Tobacco Control Research

*Trading Tobacco for Health*

The Rockefeller Foundation

Health Equity

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*March 29, 2002*

# Research Support: Challenges

- **Tough and adaptive disease vector**
- **Tools for combating non-communicable disease threat include epidemiology, but also economics**
- **Public health, but also development problem**
- **Small, but growing critical mass of first generation researchers in SE Asia**
- **“Junk science” attack**

# **Kanchanaburi Conference**

- **Improve skills in developing protocols for tobacco control research**
- **Learn about tools for tobacco control policy and research**
- **Understand how to make research more policy relevant and policy more evidence-based**
- **Connect with experts in tobacco control surveillance and economics**
- **Join a community of researchers who share a commitment to tobacco control work**

# Research Support: Building the Vision

## *Shared responsibility*

- **Seed monies vs. Growing the seed**
- **Widening the circle of funders vs. Finding their lens of philanthropy**
- **Offering access to tools and networks vs. Supportive research environments**

# Trading Tobacco for Health: Program Challenges

- *Purpose:* Enable developing countries to respond to tobacco control on their own terms and for the long term
- *Philanthropic lens:* Health equity
- *Approach:* Globalization

# Strategic Entry Points



# Meeting Researcher Needs

## *RESEARCHER ENVIRONMENT*

- Dedicated time
- Career incentives

## *TOOLS*

- Validated Instruments
- Methodologic support

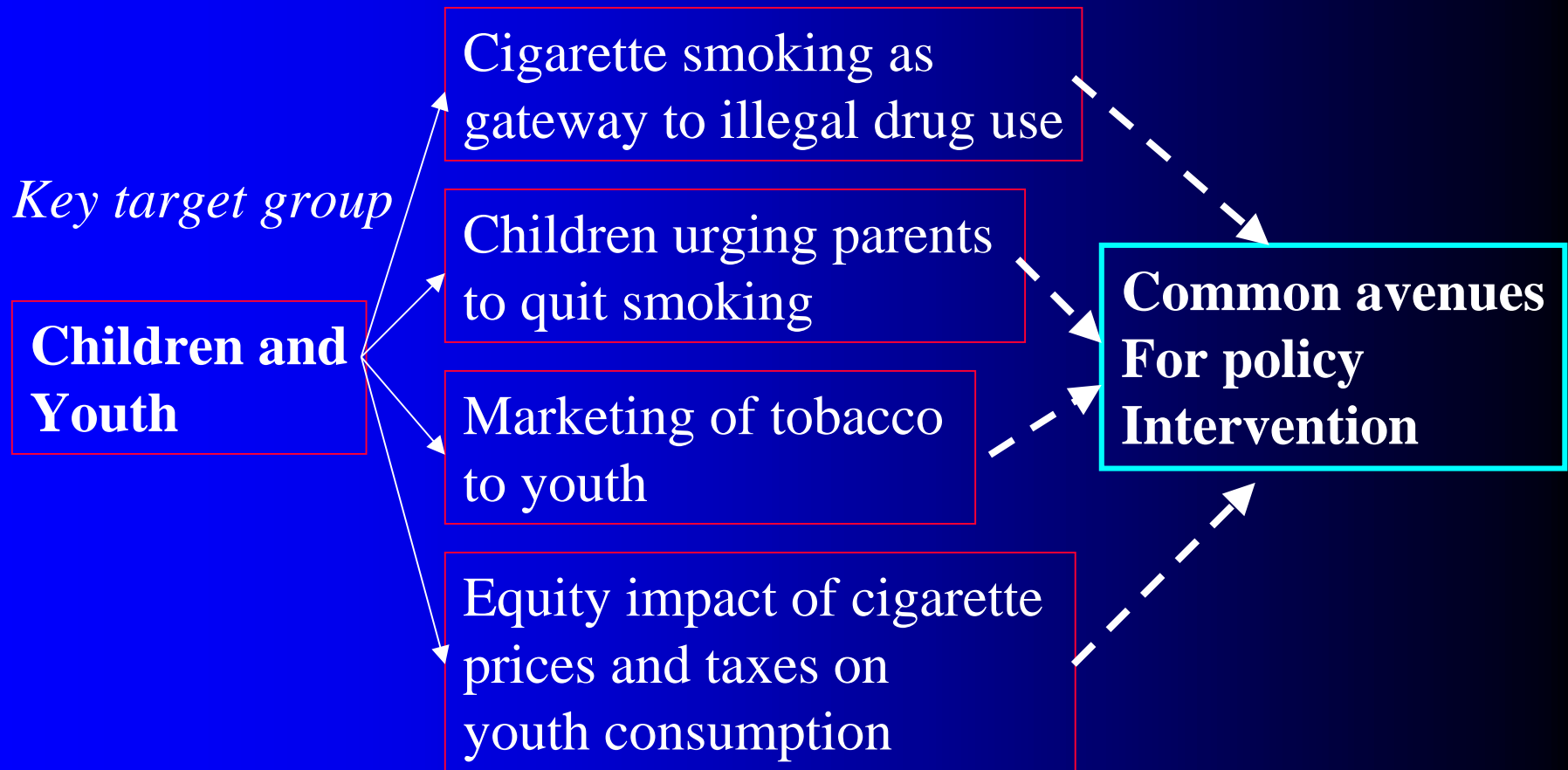
## *POLICY RELEVANCE*

- Results that affect policy

## *COMMUNICATION*

- E-mail, Internet, CD-ROM,  
Regional meetings

# Policy clusters of research



# Creating policy change through research

- **Asking the right research question(s)**
  - Appropriateness to context
  - Framed around policymaker concern
- **Choosing the right target population**
  - Vulnerable group (e.g., children)
  - Influential group (e.g., health care workers)
- **Finding the right methodology**
  - Rigorous
  - Elegant simplicity

# Creating policy change through research

- **Placing the results in context**
  - Big Mac Index or index against food staples
- **Linking tobacco control to other constituencies**
  - Tobacco as gateway drug, as a women's issue, as harmful to non-smokers
- **Improving regulatory approach**
  - Impact of advertising on children
- **Paving the way for piggyback**
  - DOTS therapy and smoking cessation

# Industry Sponsorship of Sporting Events

## Exposure of the Marlboro logotype during the 1989 Marlboro Grand Prix Telecast

| Type of Exposure                                 | Number of Exposures |
|--|---------------------|
| Small raceway sign                               | 4,998               |
| Large billboard                                  | 519                 |
| Marlboro car                                     | 249                 |
| Crew member in Marlboro jumpsuit                 | 31                  |
| Marlboro helmet                                  | 11                  |
| Marlboro jacket                                  | 7                   |
| Marlboro cap                                     | 4                   |
| Wife of Marlboro driver in jumpsuit              | 4                   |
| Marlboro trophy                                  | 2                   |
| Marlboro cap on another crew member's arm        | 1                   |
| Marlboro patch on wife's neck                    | 1                   |
| Awards presentation backdrop                     | 1                   |
| Spoken mention of Marlboro                       | 11                  |
| Total number of times Marlboro seen or mentioned | 5,933               |
| Total time Marlboro seen (minutes)               | 46.17               |
| Total length of broadcast (minutes)              | 93.62               |
| Proportion of time Marlboro seen (%)             | 49.32               |

*Source: Blum (1991)*

# On the Horizon

- **Three research arms funded to date:**
  - Surveillance of tobacco
  - Economics of tobacco
  - Tobacco industry documents
- **In-country policy research efforts (e.g., Vietnam tax policy study)**
- **In-country community intervention efforts (e.g., ADRA's Cambodian Smoke-Free Buddhist Monks program)**

# Regional Strategy

“There are still relatively few communications restrictions in the Indo-China and Myanmar markets but the trendsetter markets of Thailand and Singapore continue to impose tougher restrictions and are likely to influence other Indo-China markets in this arena.”

--BAT (UK and Export) Limited  
Company Plan 1993-1997,  
page 14

**Collaborative Program  
to support tobacco  
control research in SEA**

Co-funded by The Rockefeller Foundation  
and ThaiHealth Promotion Foundation



# Thai Health Promotion Fund

is a public organization  
funded by 2% of tobacco and alcohol tax.

To support and work with both GOs, NGOs  
and civil society to develop and strengthen  
public policy and grass root movement to  
promote health, specifically tobacco control.

# **Programs supported by Thaihealth**

- **Policy relevant research**
- **Media advocacy programs**
- **Community program Initiatives**
- **Information management**
- **Capacity building programs**

# Grant Proposal Writing

- **Eligibility:** Limited to those selected for this regional capacity building workshop
- **Format:** 10-12 pages
- **Timetable:** Proposals due by 5/31/02
- **Proposals written by in-country researchers (in consultation with, but not by faculty mentors)**
- **Litmus test: Policy relevance**
- **Conflict of interest: Guidelines on relationship with industry**

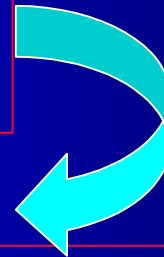
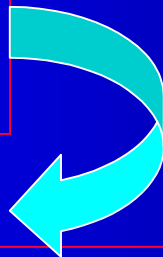
# TIMETABLE

**Grant Announcement  
of RFP (April, 2002)**

**Grant Application,  
First Round (May 31, 2002)**

**Common Pool  
Grant Competition**

**Grant Awards  
Announcement  
(September, 2002)**



# Review Process

- **Common pool of applications**
- **Criteria: Scientific quality, feasibility (budget), policy relevance, and policy translation**
- **Reviewers:**
  - International and regional reviewers
  - Reviewer will not be mentor to project.
- **Policy relevance reviewer**
- **Critical feedback, some with revisions**
- **Portfolio review**
- **Budget review**

# Possible Ways of Building Capacity

- Opportunities to present research
- Travel award to World Conference on Tobacco or Health 2003 (Helsinki, Finland)
- Dissemination training workshop
- Train-the-trainer sessions

# Mentorship

- **Faculty mentor for each project**
- **Funding for mentors to visit project teams in Southeast Asia**
  - **Timing in project (field data collection, analysis of data)**
  - **Value added beyond project (training workshop, policy briefing, paper presentation, regional meeting)**
  - **In consultation with the SEATC Alliance**

# Challenges in Implementing a New Program

- **Research quality:**
  - Peer review
  - Availability of data for review and replication
- **Accountability: Transparent budgeting**
- **Institutional and investigator reputation**
- **Long-distance mentoring**

# Building regional synergy

- **In-country research follow-up**
- **Project clusters**
  - Multi-country exchange or collaboration
- **Skills-building workshops**
- **Policy workshops, with research piggyback**
  - Women and tobacco
  - Trade and smuggling
  - Tobacco industry documents / surveillance
- **Policy infrastructure**
  - National surveillance systems
  - SimSmoke / SAMMEC

# Networking

- **Networks across borders (e.g., Southeast Asian Tobacco Control Alliance, Global Partnerships for Tobacco Control)**
- **Clearinghouses**
- **Regional meetings (e.g., media workshop)**
- **Research partnerships**
- **Distance learning**

