

Conflictos de interés y la investigación en tabaco

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BLOOMBERG SCHOOL
of PUBLIC HEALTH

Declaración de No Conflicto de Interés

- Declaro que no existen relaciones financieras, laborales o de otra índole que puedan constituirse como conflicto de interés respecto a la presente exposición.
- Mi trabajo es apoyado con financiamiento de la Iniciativa Bloomberg para Reducir el Uso de Tabaco y una subvención de la Organización Panamericana de la Salud.



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Del pasado al presente



**Estrategias y tácticas de la industria
/contramedidas de la salud pública**



Argumentos comunes

Del pasado al presente

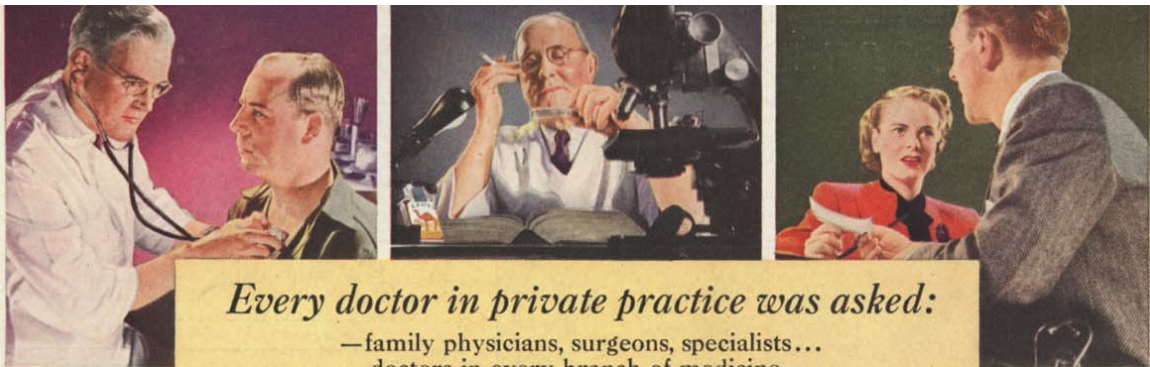


Industria tabacalera y ciencia a lo largo del tiempo

1946

Aval médico





Every doctor in private practice was asked:
 —family physicians, surgeons, specialists...
 doctors in every branch of medicine—
 “What cigarette do you smoke?”

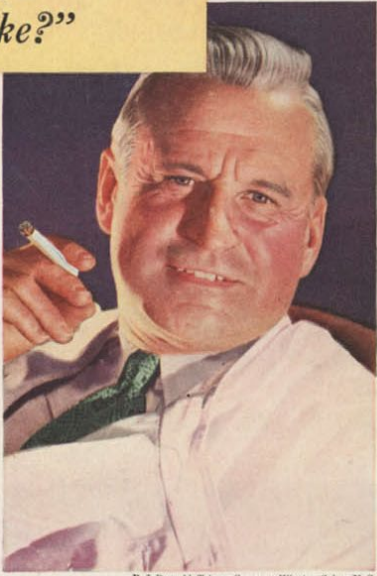


According to a recent Nationwide survey:

More Doctors Smoke Camels *than any other cigarette!*



Not a guess, not just a trend...but an actual fact based on the statements of doctors themselves to 3 nationally known independent research organizations.



B. J. Reynolds Tobacco Company, Winston-Salem, N. C.

“I’m going to grow a hundred years old!”

... and possibly she may—for the amazing strides of medical science have added years to life expectancy

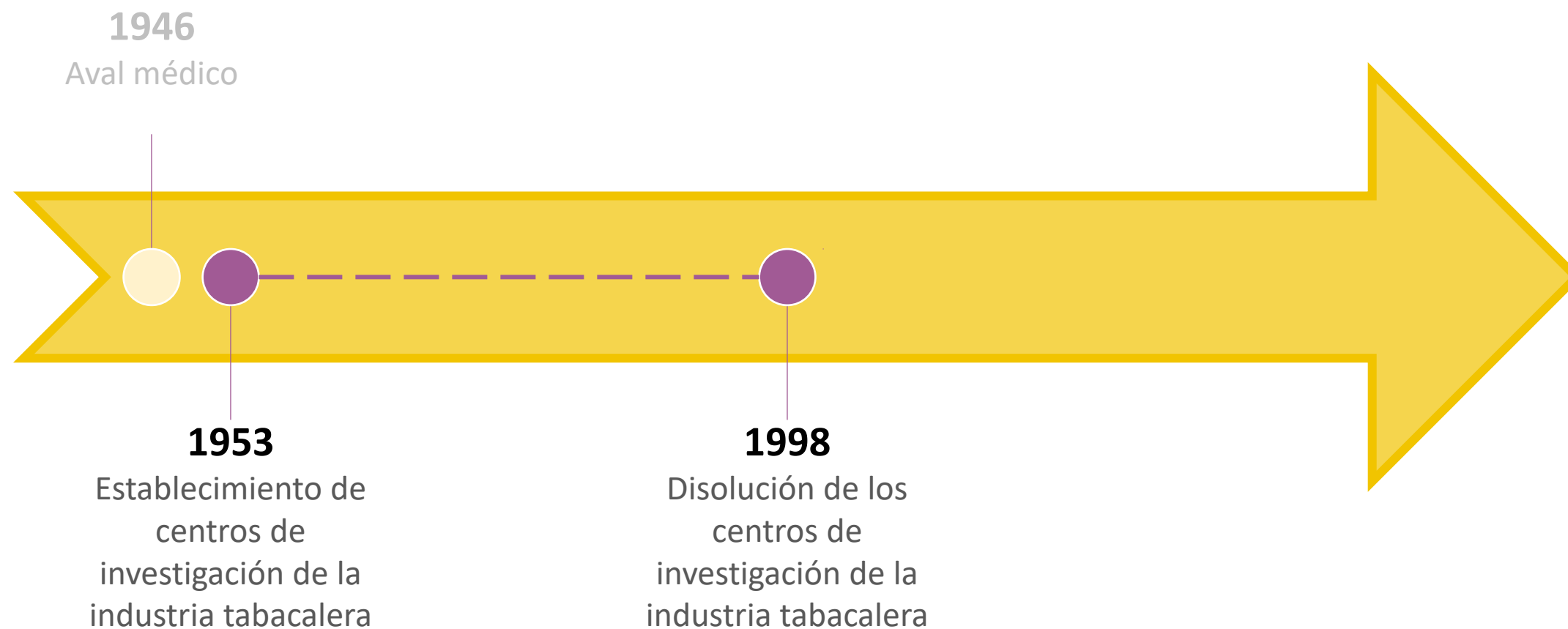
- It’s a fact—a warm, wonderful fact—that this five-year-old child, or your own child, has a life expectancy almost a whole decade longer than was her mother’s, and a good 18 to 20 years longer than that of her grandmother. Not only

the expectation of a longer life, but of a life by far healthier. Thank medical science for that. Thank your doctor and thousands like him... toiling ceaselessly... that you and yours may enjoy a longer, better life.

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Cancer by the Carton

Condensed from *Christian Herald*

Roy Norr

FOR THREE DECADES the medical controversy over the part played by smoking in the rise of bronchiogenic carcinoma, better known as cancer of the lung, has largely been kept from public notice. More than 26 years ago the late Dr. James Ewing, distinguished pathologist and leading spirit in the organization of the American Association for Cancer Research (now the American Cancer Society), pleaded for a public educational campaign.

"One may hardly aim to eliminate the tobacco habit," he wrote in his famous essay on cancer prevention, "but cancer propoganda should emphasize the danger signs that go with it."

No one questions that tobacco smoke irritates the mucous lining of the mouth, nose and throat, or that it aggravates hoarseness, coughing, chronic bronchitis and tonsillitis. It is accepted without argument that smoking is forbidden in cases of gastric and duodenal ulcers; that it interferes with normal digestion; that it contracts the blood vessels,

increases the heart rate, raises the blood pressure. In many involvements of heart disease, the first order from the doctor is to cut out smoking immediately.

But what gives grave concern to public-health leaders is that the increase in lung-cancer mortality shows a suspicious parallel to the enormous increase in cigarette consumption (now 2500 cigarettes per year for every human being in the United States).

The latest study, which is published in *The Journal of the American Medical Association* (May 27, 1952), by a group of noted cancer workers headed by Dr. Alton Ochsner, former president of the American Cancer Society and director of the famous Ochsner Clinic in New Orleans, discloses that, during the period 1920 to 1948, deaths from bronchiogenic carcinoma in the United States increased *more than ten times*, from 1.1 to 11.3 per 100,000 of the population. From 1938 to 1948, lung-cancer deaths increased *144 percent*. At the present time



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4 de enero de 1954

448 periódicos en EE.UU.

Dudas sobre la investigación científica

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1 – La investigación médica de los últimos años indica muchas posibles causas de cáncer de pulmón

2 - No existe acuerdo entre las autoridades respecto a cuál es la causa

3 - No hay pruebas de que fumar cigarrillos sea una de las causas

4 – Cuestionamiento de la validez de las estadísticas

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1953-1964



1964-1998

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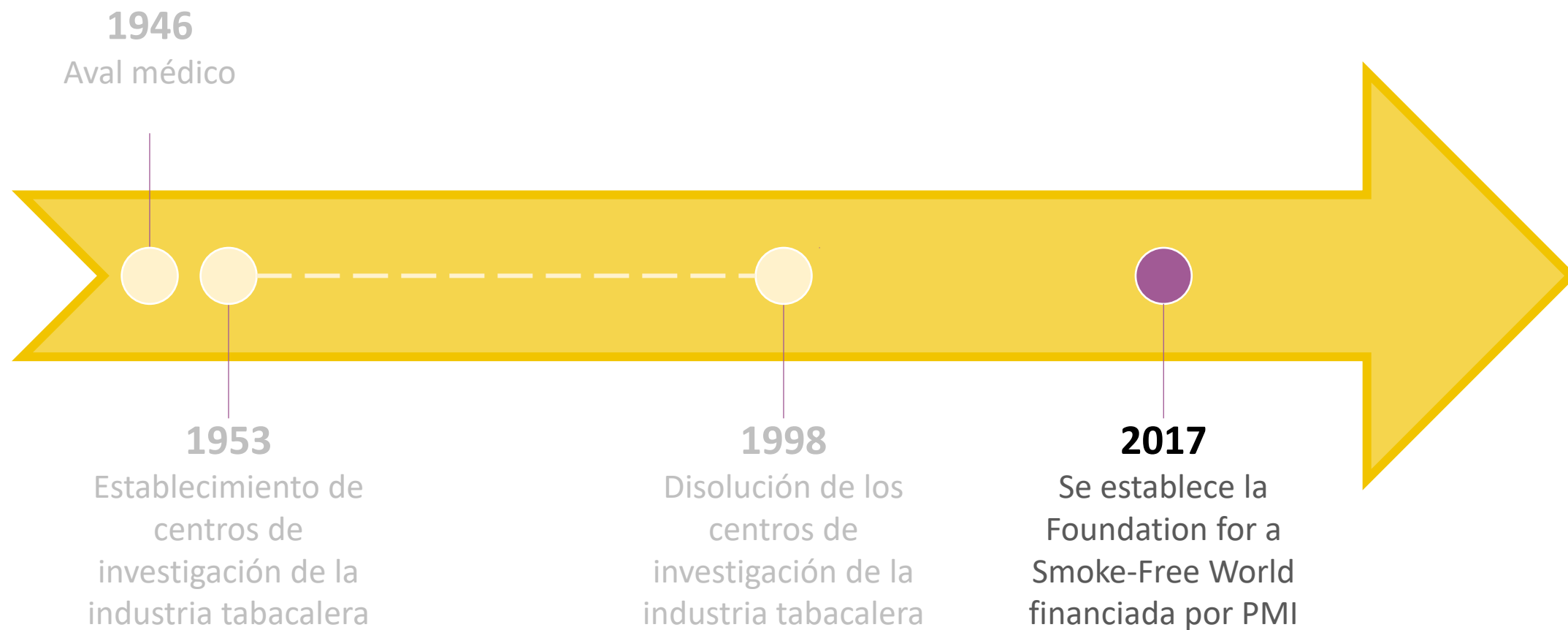
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Center for
Indoor Air
Research

1988-1998

Industria tabacalera y ciencia a lo largo del tiempo



Foundation for a Smoke-Free World (FSFW)



(<https://www.smokefreeworld.org/>)

About the Foundation for a Smoke-Free World

The Foundation for a Smoke-Free World is an independent, non-profit organization dedicated to accelerating global efforts to reduce deaths and harm from smoking, with the ultimate goal of eliminating smoking worldwide. The Foundation also supports populations who are disproportionately burdened by a rapid transition away from smoking, with an initial focus on helping tobacco farmers in the developing world. For more information about the Foundation, please visit [www.smoke-free-world.org](https://www.smokefreeworld.org/) (<https://www.smokefreeworld.org/>).

###

Foundation for a Smoke-Free World (FSFW)



FUNDING

The Foundation has received a pledge of \$80 million USD annually for 12 years, beginning in 2018 from Philip Morris International (PMI). The Foundation is seeking and expects to receive funding from other sources as well.

We fully recognize the challenges associated with accepting any funding from the tobacco industry. We also acknowledge the sad irony that we exist to solve a global public health crisis that

Foundation for a Smoke-Free World (FSFW)

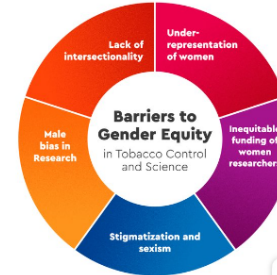
- Financiamiento de investigadores que ya habían aceptado dinero de la industria
- Edición especial en el periódico *Drugs and Alcohol Today*



Blog Videos ▾

Drugs and Alcohol Today Journal Special Issue

A forthcoming special issue of *Drugs and Alcohol Today* will explore progress towards the goals outlined in the Framework Convention on Tobacco Control (FCTC). Featuring the following peer-reviewed articles by Foundation staff, grantees, and other prominent experts, the issue will also describe strategies for improving the FCTC and its implementation.



Gender, women, and the future of tobacco control

Emerald Publishing Limited// SHARED Monday, August 03, 2020

Author: Alexandra Solomon

"The global tobacco control framework and its implementation by state governments have been largely gender blind to date. The WHO framework Convention on Tobacco Control (FCTC), adopted by the World Health" [...]

[TO ACCESS THE FULL ARTICLE, CLICK HERE.](#)

Responsible use of ENDS could save the lives of 3.1 million to 22.8 current smokers.

To realize this potential, regulations must maximize public-health benefits while minimizing risks.



Government intervention in the market for electronic nicotine delivery systems (ENDS). The known, the unknown and the challenges

Emerald Publishing Limited// SHARED Monday, July 20, 2020

Authors: Ayda A. Yurekli, Patricia Kovacevic, Emil Sunley, Karthik Ranganathan



OPEN ACCESS

Paying lip service to publication ethics: scientific publishing practices and the Foundation for a Smoke-Free World

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²Corporate Accountability, Boston, Massachusetts, USA
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ABSTRACT

Litigation forced the dissolution of three major tobacco industry-funded organisations because of their egregious role in spreading scientific misinformation. Yet in 2017, a new scientific organisation—the Foundation for a Smoke-Free World (FSFW)—was launched, funded entirely by tobacco corporation Philip Morris International (PMI). Experts fear FSFW similarly serves to benefit its funder's scientific and political agenda. We present three case studies of FSFW's publishing practices to explore: whether FSFW and its affiliates are acting with scientific integrity in their attempts to publish research; how conflicts of interest (COI) are governed in the journals FSFW targets; whether scientific publishing needs to be better protected from the tobacco industry in light of this, and if so, how. FSFW and its grantees have resorted to repeated obfuscation when publishing their science. FSFW staff have failed to act transparently and arguably have sought control over editorial processes (at times facilitated by PR firm, Ruder Finn). FSFW-funded organisations (including its Italian 'Centre of Excellence') and researchers affiliated with FSFW (including those working as editors and peer-reviewers) have failed to disclose their links to FSFW and PMI. While journals also failed to apply their

found the tobacco industry guilty of a 'lengthy, unlawful conspiracy to deceive the American public' about the health harms of smoking.⁵ It concluded these third parties had been so central to this fraudulent activity, the industry

their 'form of... Yet in 20... tion for a S... 'FSFW') wa... Morris Inte... transnational... nearly US\$1... Foundation... to fund resear...

tion.⁶ Yet similarities... and its predecessors su... the latest tobacco industry third... entering the industry's interests in... and policy circles, where the industry is... seen as a pariah.⁷ Unlike the parent companies that owned PMI at the time, PMI has never been subject to the terms of the 1998 MSA nor the 2006 civil litigation ruling.^{4 5 8} However, using its tobacco industry funds to create FSFW, a new scientific organisation, could be said to defy the spirit of both.

“Las organizaciones financiadas por la FSFW (incluido su "Centro de Excelencia" italiano) y los investigadores afiliados a la FSFW (incluidos los que trabajan como editores y revisores por pares) no han revelado sus vínculos con FSFW y PMI.”

Estrategias y tácticas de la industria / contramedidas de salud pública



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RESEARCH ARTICLE

The Science for Profit Model—How and why corporations influence science and the use of science in policy and practice

Tess Legg , Jenny Hatchard, Anna B. Gilmore

Published: June 23, 2021 • <https://doi.org/10.1371/journal.pone.0253272>

Estrategias macro utilizadas por cada sector corporativo

Influencia corporativa					
	Influir la conducta y publicación de ciencia	Influir la interpretación de la ciencia	Influir el alcance de la ciencia	Influir el uso de la ciencia a través de la reforma de las políticas	Otras estrategias de apoyo
Tabaco	✓	✓	✓	✓	✓
Alcohol	✓	✓	✓	?	✓
Comida y bebida Productos químicos/fabricación Farmacéutica/tecnología médica Combustibles fósiles	✓	✓	✓	✓	✓
Extractivo Apuestas	✓	✓	✓	?	✓

La financiación corporativa se utiliza para

A

Influir en la conducta y publicación de la ciencia para desviar la evidencia a favor de la industria

B

Influir en la interpretación para socavar la ciencia crítica y distorsionar la base de evidencia

C

Influir en el alcance de la ciencia para crear una "cámara de eco" para los mensajes de la industria

D

Crear entornos de formulación de políticas favorables a la industria que influyen como se utiliza la ciencia

E

Fabricar confianza en la industria y su ciencia

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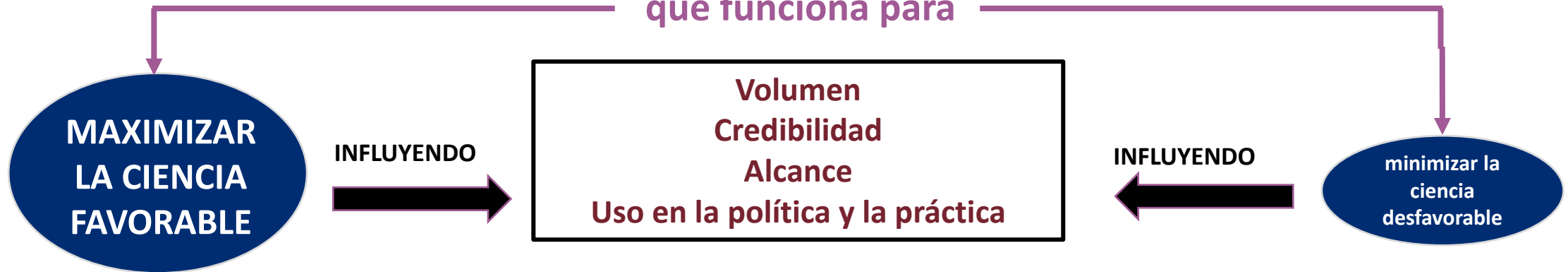
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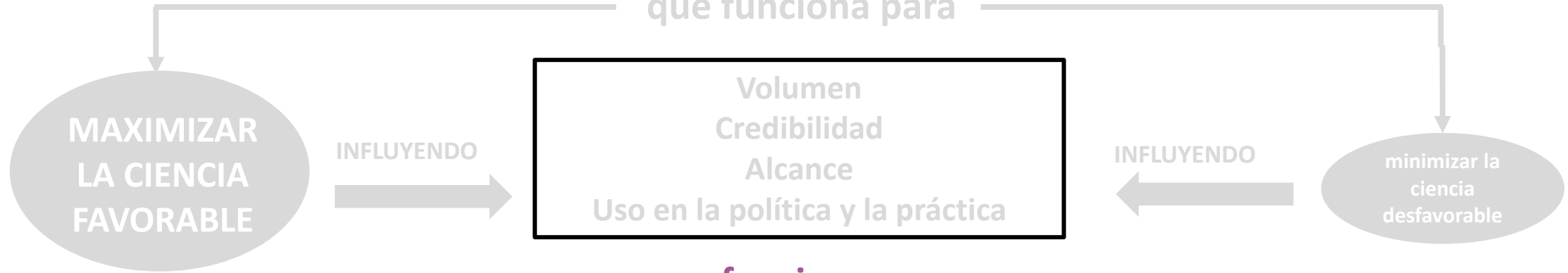


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CREAR DUDAS SOBRE LOS DAÑOS Y LA NECESIDAD DE POLÍTICAS

OFRECER "SOLUCIONES"

LEGITIMAR EL PAPEL DE LA INDUSTRIA COMO PARTE INTERESADA

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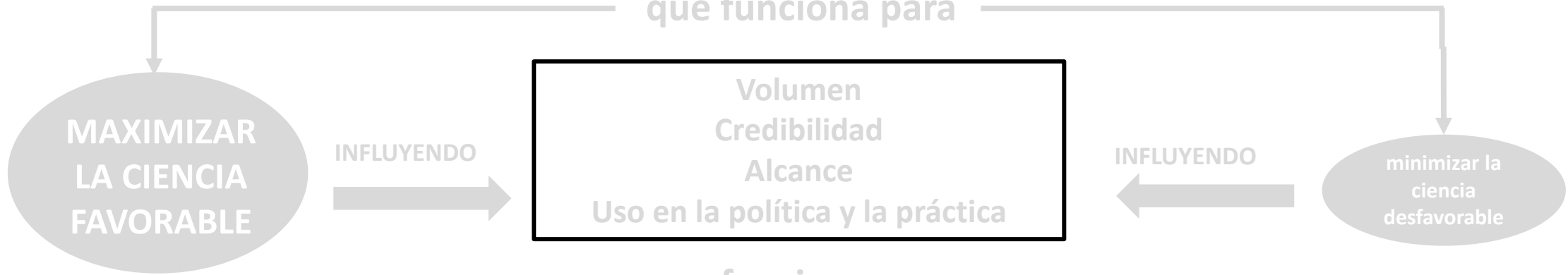
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DEBILITAR LA POLÍTICA QUE AFECTARÍA A LA INDUSTRIA



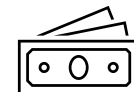
PREVENIR LITIGIOS CONTRA LA INDUSTRIA



MAXIMIZAR EL CONSUMO DE PRODUCTOS Y PRÁCTICAS DE LA INDUSTRIA

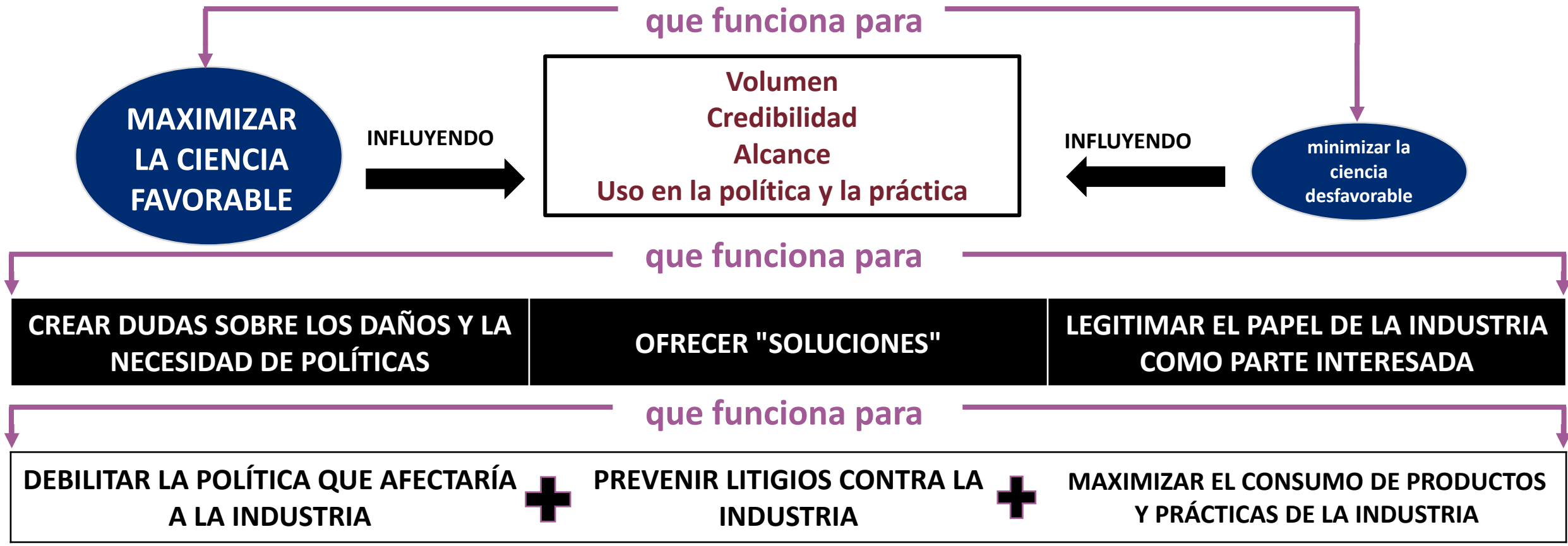
en última instancia, para

MAXIMIZAR LOS BENEFICIOS DE LA INDUSTRIA

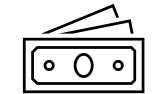


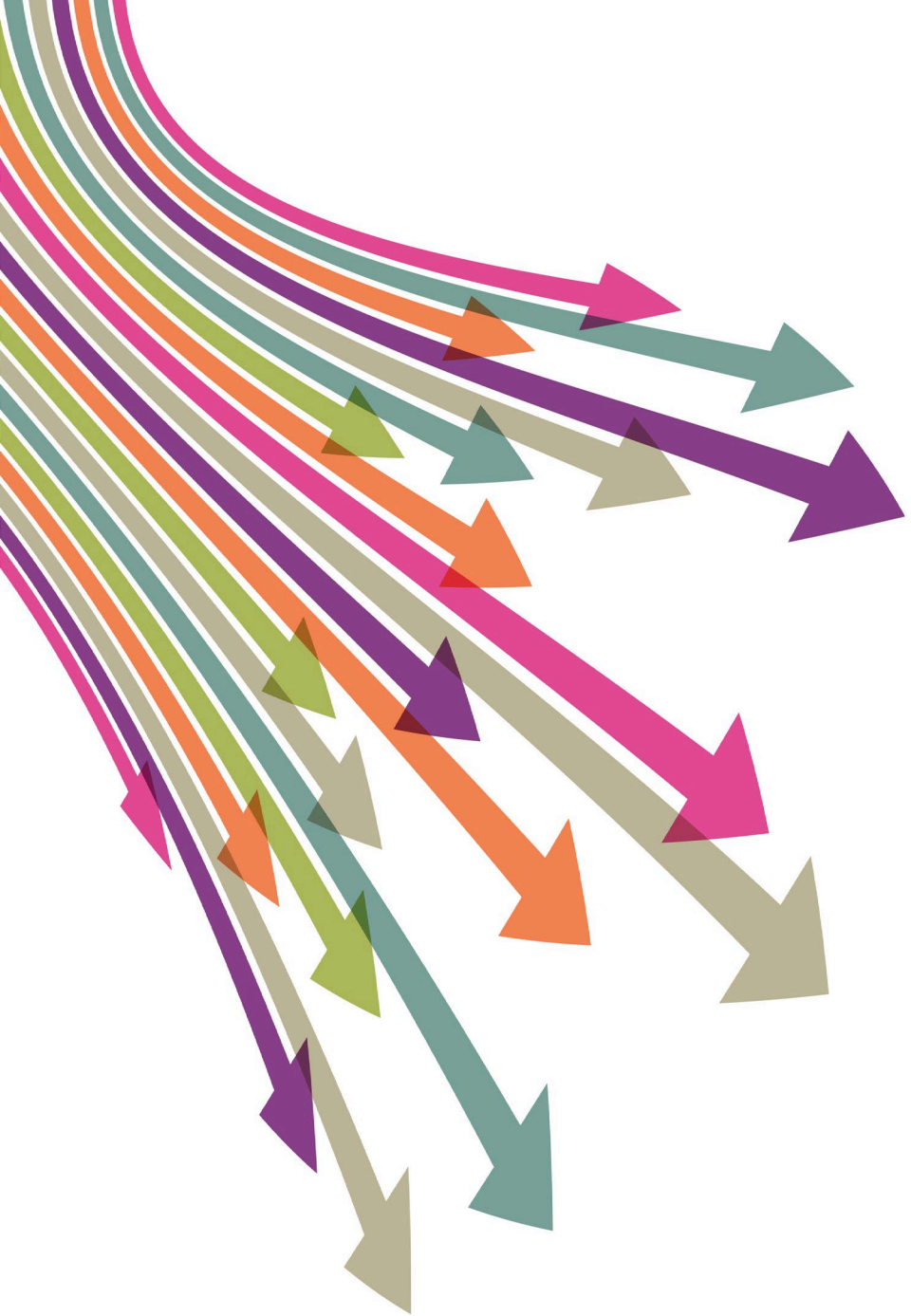
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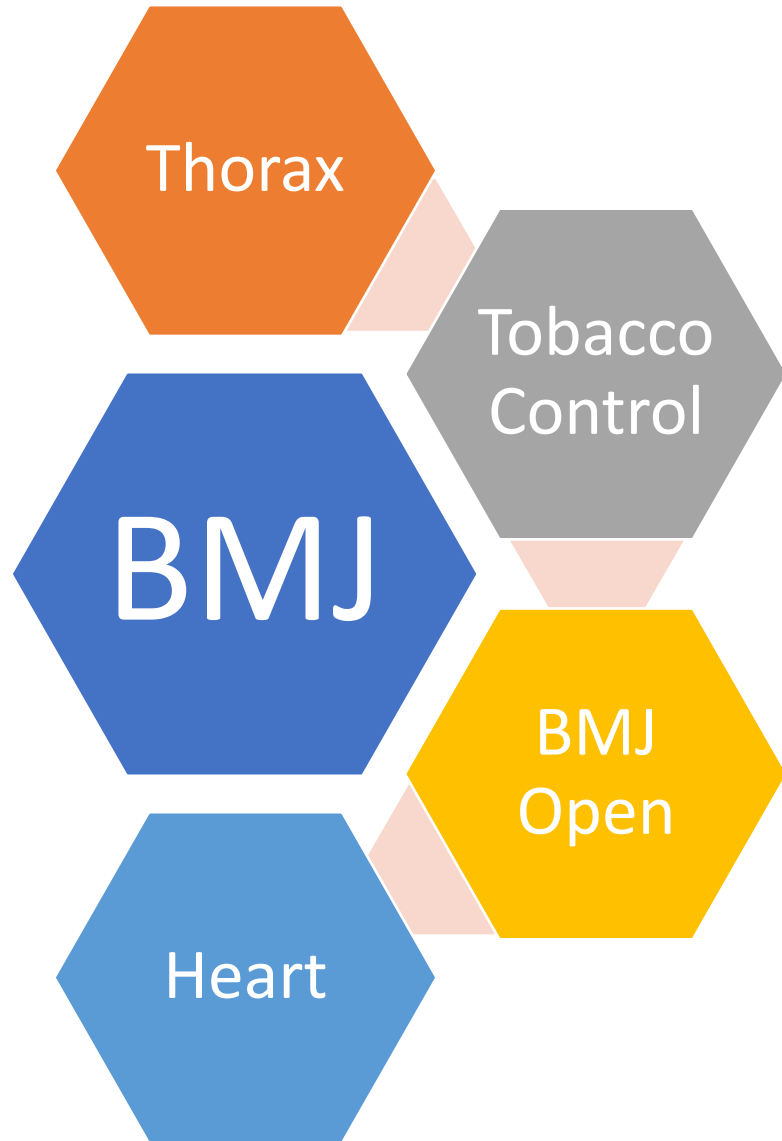
en última instancia, para **MAXIMIZAR LOS BENEFICIOS DE LA INDUSTRIA**





Contramedidas de la salud pública

- Políticas de periódicos científicos
- Políticas de conferencias
- Políticas de sociedades científicas
- Financiadores
- Compromisos



***British Medical Journal* | Periódicos**

“no longer consider for publication any study that is **partly or wholly funded** by the tobacco industry...”

“Refusing to publish research funded by the tobacco industry affirms our fundamental **commitment not to allow our journals to be used** in the service of an industry that continues to **perpetuate the most deadly disease epidemic** of our times.”

BMJ 2013; 347:f5193

TOBACCO CONTROL

SCIENCE
DISCOVERED IT...
YOU CAN PROVE IT

"No Unpleasant After-taste"
...added to the world's most famous ABC...
Always Milder
Better Tasting
Cooler Smoking

Here's the Biggest 'Plus' in Cigarette History!
"CHESTERFIELD IS THE ONLY CIGARETTE of all brands tested in which members of our taste panel found no unpleasant after-taste."
From the report of a well-known research organization

Always Buy CHESTERFIELD

THE MAN WHO THINKS FOR HIMSELF
knows... Only Viceroy has a thinking man's filler... a smoking man's taste!

VICEROY
THE CIGARETTES KING

It's sort of like the Theory of Relativity.

With relativity, it's like this: If you go fast enough, time slows down. With Enriched Flavor, it's like this: The taste stays just as rich as you like even though the tar goes down. What could be simpler?

Enriched Flavor, low tar. A solution with Merit.

MERIT

FATIMA
TURKISH CIGARETTES

Brain workers find in Fatimas that occasional pleasant relaxation is necessary to the best mental effort.

Fatima is today the biggest selling cigarette in America because everywhere smokers are discovering the mild richness and satisfaction of this wonderful Turkish-blend.

Light of Flavor... Rich in Taste!

FATIMA
20
15¢

"Distinctively Individual"

Tobacco Control | Periódicos

"Tobacco Control will no longer consider papers reporting work funded, in whole or in part, by a tobacco company or tobacco industry organization. Furthermore, we will not consider papers by authors who accept tobacco industry funding."

Tobacco Control 2013; 22(1):1-2



ELIGIBILITY

Affiliations with the tobacco industry^[1] including the Foundation for a Smoke-free World will make an individual ineligible to attend or present at the conference.

^[1] According to the key principles of the global tobacco control treaty, WHO Framework Convention on Tobacco Control (FCTC) and the provisions of FCTC Article 5.3 Guidelines, there is an irreconcilable conflict of interest between the commercial and other vested interests of the tobacco industry and those of public health. Accordingly, the tobacco industry is defined to include any tobacco or tobacco product manufacturer, distributor, importer, or retailer, any parent, affiliate, branch, or subsidiary of a tobacco manufacturer, distributor, importer, retailer, or front group or any individual or entity, such as an interest group, think tank, advocacy organization, lawyer, law firm, scientist, lobbyist, advertising agency, business, or foundation, that represents, receives funding from, or works to promote tobacco products, their sale or to limit their regulation.



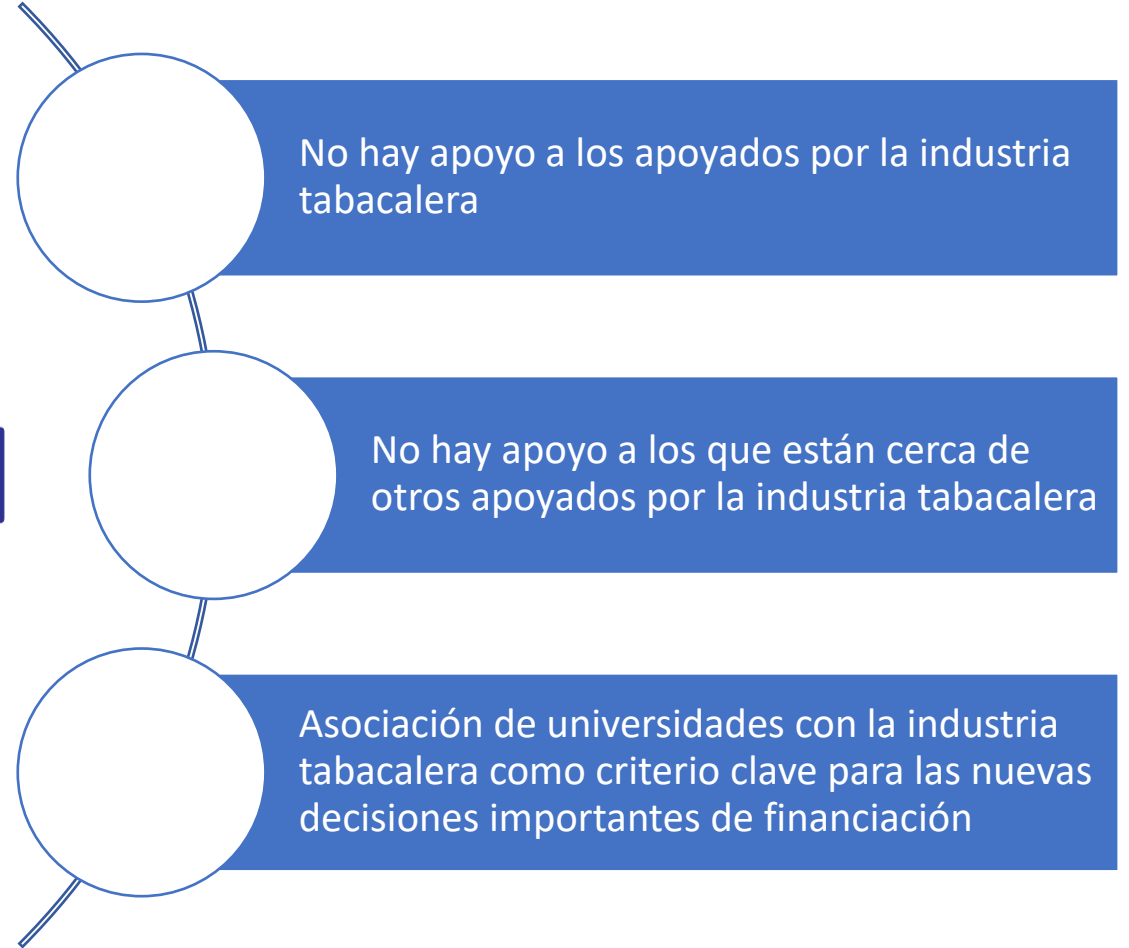
NATIONAL CANCER INSTITUTE

... the interests of the tobacco industry have been fundamentally incompatible with the scientific goals and public health mission of NIDA. NIDA grantees should recognize that:

- Acceptance of tobacco industry funds or participation in tobacco-industry supported organizations is viewed by many as contributing directly or indirectly to the industry's interests, and thus harmful to the public health; and
- Any connection between tobacco-industry supported research (or tobacco industry scientists) and NIDA could negatively impact NIDA's credibility and the public's trust in NIDA-funded research.



CANCER RESEARCH UK





Statement on the Foundation for a Smoke-Free World

Published **January 25, 2018**

On September 13, 2017, it was announced that Philip Morris International plans to contribute close to \$1 billion to fund an organization to be known as the Foundation for a Smoke-Free World. The Foundation has the stated mission of reducing illness and death from smoking and lists as its priorities: supporting research on harm reduction and smoking cessation, identifying the right interventions, monitoring industry actions, and preparing tobacco farmers for a future of reduced demand.

As deans and leaders of schools of public health, we are announcing today that, after considering numerous factors and scientific best practices, our schools are **not** accepting funding from or pursuing work with this Foundation.

Open Letter to Urge WHO Executive Board to Reject Foundation for a Smoke Free World (FSFW) (2019)

POSTED ON JANUARY 28, 2019 BY GGTC

28th January 2019

To the Director General and Executive Board of the World Health Organization,

We write to you, as members of the global public health community, to express our grave concern at the attempt by the Philip Morris International-funded entity, Foundation for a Smoke Free World (FSFW), to pave the road for partnership with the World Health Organization (WHO).

Giving any consideration to an organization that is entirely funded by the tobacco industry would fundamentally undermine the significant health and policy gains made to date on the attainment of the Sustainable Development Goals (SDGs) and prevention of non-communicable diseases (NCDs) through the implementation of the WHO Framework Convention on Tobacco Control (FCTC). It would specifically undermine WHO FCTC Article 5.3 which seeks to protect public health policies from the vested interests of the tobacco industry and on which much of the success of the treaty rests.

We therefore call on you to reject this approach, in the strongest terms, and reinforce WHO's 2017 notice to governments and the public health community to reject any affiliation with FSFW because of the "number of clear conflicts of interest involved with a tobacco company funding a purported health foundation, particularly if it promotes sale of tobacco and other products found in that company's brand portfolio.

<https://landing.ggtc.world/2019/01/28/an-open-letter-to-urge-who-executive-board-to-reject-fsfw/>



La ciencia tiene claro que la industria tabacalera (mal)utiliza la ciencia con fines de relaciones públicas

Argumentos comunes



Argumentos en CONTRA de excluir a la industria tabacalera de revistas y conferencias científicas



Es censura.



Juzga la ciencia, no la organización.



La industria tabacalera ha cambiado.



Es la ideología la que triunfa sobre la ciencia.

Argumentos en CONTRA de excluir a la industria tabacalera de revistas y conferencias científicas



Los productos de las compañías tabacaleras (snus, cigarrillos electrónicos) pueden ayudar a los fumadores a hacer la transición a productos de menor riesgo.



Transparencia. Necesitamos ver la investigación de la industria tabacalera, así que déjelos presentar y publicar, pero con las reglas apropiadas de conflictos de interés.

Argumentos en FAVOR de excluir a la industria tabacalera de periódicos científicos y conferencias científicas

La ciencia asume la investigación tratando de encontrar la verdad, lo que no es el caso de la industria tabacalera.

Reconocido conflicto fundamental e irreconciliable entre los intereses de la industria tabacalera y la salud pública.



Argumentos en FAVOR de excluir a la industria tabacalera de periódicos científicos y conferencias científicas



Sesgos y mala conducta de investigación imposibles de detectar; la financiación puede influir en los resultados.

- Revisión por pares necesaria pero no suficiente
- Divulgación de conflictos de intereses necesaria pero no suficiente

Es más probable que la investigación financiada por la industria informe los hallazgos para que los productos y la industria se vean favorables.

Los beneficiarios de FSFW no informaron sobre el financiamiento de PMI.

Argumentos en FAVOR de excluir a la industria tabacalera de periódicos científicos y conferencias científicas



La **transparencia** puede existir incluso si la industria está excluida de los periódicos científicos y conferencias: pueden compartir su investigación voluntariamente en sus sitios web.

Implementar **modelos de financiamiento alternativos** para que las compañías tabacaleras no tengan un papel en quién y qué se financia.

Argumentos en FAVOR de excluir a la industria tabacalera de periódicos científicos y conferencias científicas



La escala y el alcance del daño del tabaco superan los de otros productos.

- Cigarrillos comercializados amplia y agresivamente, la **industria tabacalera** lucha **arduamente** para retrasar y oponerse a las intervenciones basadas en la evidencia

Hipócrita ignorar la evidencia de cómo las compañías tabacaleras utilizan a investigadores e instituciones académicas para fabricar falsas controversias sobre productos y políticas.

Resumen

- La industria tabacalera hace un mal uso de la ciencia y los científicos para maximizar sus resultados y lucros.
 - Comenzó hace décadas y continúa hasta el día de hoy.
-
- La evidencia es clara.
 - ¿Actuamos en consecuencia o la ignoramos?

Gracias!

ggrilo@jhu.edu



JOHNS HOPKINS

BLOOMBERG SCHOOL
of PUBLIC HEALTH