JOIN THE
BOOT CAMP
EXPOSE TOBACCO INDUSTRY, SAVE THE NEXT GENERATION GLOBAL MEDIA COMPETITION

Date   May 20, 2020 (Wednesday)
Time   8:30 AM Eastern Standard Time (EST)
Language  English

Planning to join the Global Media Competition but don’t have a clue on developing graphics? Join the boot camp and learn the secrets in producing polished content—all in 45 minutes!

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LAURA GRAEN

Tobacco Industry Interference: The Facts and More
Tobacco Industry Interference

The facts and more
The global tobacco epidemic
Tobacco kills

- Tobacco use kills 8 million people every year, including 1.2 million non-smokers
- The industry continuously needs “replacement smokers”
- Cigarettes kill half of consumers when used as intended
- This is a violation of the human rights to life and health
- Tobacco is a burden on sustainable development
What can be done about it?
Regulate tobacco & the tobacco industry

- Protection from secondhand smoke
- Ban tobacco advertising and sponsorship
- Increase tobacco taxes
- Warn about dangers of smoking
- Help people quit tobacco use
- Stop tobacco industry interference in policymaking
Why care about tobacco industry interference?
Industry manipulation tactics

- Target young people as “replacement smokers”
- Say that tobacco use is a “choice”, although it’s highly addictive (addiction = no choice)
- Manipulate policymakers
- Stop government regulation
- If regulation cannot be stopped: Delay, delay, delay
Check the List of Facts

- Many compelling examples & links to further information
- Choose a fact from the list to guide you in creating your graphics or video clips
- You can also use other relevant information
COVID-19: Tobacco industry masks its culpability

- Smoking increases risk of severe COVID-19 cases
- Tobacco industry donates to governments, e.g. ventilators and personal protective equipment
- Amount of donations proportionately small compared to damage the industry causes
- Aim: create a positive public image, avoid regulation during lockdown
- → Check facts 5-14
The industry targets kids

- Social media influencers and marketing
- Candy flavours
- Sponsoring of events and parties
- Selling products at eye level for children, advertising near schools

→ Check facts 37-44, 67-68, 73
Philip Morris International’s claim about transformation

Fact 36:
In January 2018, Philip Morris International said, “We’re quitting smoking.” In February 2019, PMI said, “We sold 740 billion cigarettes in 2018.”

→ Check facts 15, 36, 61, 64, 66-67, 71

The industry interferes in policymaking

- Tobacco companies have been accused of corruption
- Sponsoring of political parties/governments
- Corporate Social Responsibility (CSR) projects
- Biased science, manipulated media
- Use of third parties in campaigns & legal cases
- Check facts 16, 22, 23, 25, 56, 58, 66
How to stop tobacco industry interference: Article 5.3
Measures against tobacco industry interference

- Limit interactions with tobacco industry and ensure transparency
- Reject partnerships with the tobacco industry
- Avoid conflicts of interest
- Regulate and denormalize tobacco industry CSR projects
- → Check facts 1-3

To resist the tobacco industry interference, the Global Tobacco Index recommends every government to:
- Create awareness on Article 5.3
- Stop unnecessary interactions with the tobacco industry
- Adopt a code of conduct for all officials
- Ensure transparency and accountability
- Revoke incentives given to the tobacco industry
- Ban tobacco industry's so-called CSR activities
It's Time to Shine the Light on the Tobacco Industry

STOP is a partnership between the Tobacco Control Research Group at the University of Bath, the Global Center for Good Governance in Tobacco Control, The Union's Department of Tobacco Control, and Vital Strategies with funding from Bloomberg Philanthropies.

Twitter: @exposetobacco @TheGGTC

Facebook: @Expose Tobacco @Global Center for Good Governance in Tobacco Control (GGTC)

Instagram: @exposingtobacco

Website: exposetobacco.org
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ALLEGRA LYNN
Smart Tips in Creating Visuals
Taking photos on a phone

- Use gridlines (see photo)
- Use negative space
- Edit!

Source: Digital Photography School
Taking photos or videos on a phone

- Tap on the subject to set focus
- Don’t use flash
- Don’t zoom in
- Clean your lens!
Taking video on a phone

- Shoot horizontally
- Avoid back lighting
- Use both hands or rest your phone on something stable
- Bonus: record audio with an external microphone instead of phone’s mic

Source: University of St. Andrews
Free Graphic Design Tools

**Canva** or **Desygner**

- Quickly create graphics with drag and drop tools
- Free images to choose from
- Many different text options
- Templates
- Easy sizes
# Free Video Editing

## Viva
- App only
- Add text, filters, stickers or music

## WeVideo
- Free stock content
- Greenscreen capability
- App available
- Easily resize

## Animoto
- Free stock content
- Drag and drop video builder
- Video templates
Free Animation

**Animaker or Powtoon**

- Drag and drop tools
- Character builder
- Templates
- Free stock content
Free Adobe Alternatives

**Gravit**: free alternative to *Illustrator*
- Graphic design software to create vectors and other drawings

**Gimp**: free alternative to *Photoshop*
- Image editing and retouching software

**HitFilm Express**: free alternative to *Premiere*
- Video editing software
Photoshop Tutorials

- Photoshop CC: 10 Things Beginners Want to Know How To Do
- Adobe Photoshop CC - Full Tutorial for Beginners
- How to Add Text | Photoshop Tutorial
- Photoshop Tutorial - Photoshop Layers and Layer Masks for beginners
- Photoshop tutorial - Photoshop Refine Edge Tutorial For Beginners
- The EASY Background Remover Hidden in Photoshop!
- Adobe Photoshop YouTube channel
Illustrator Tutorials

- Adobe Illustrator CC 2019 for Beginners | Getting Started Tutorial | Episode 1
- Drawing with the Pen Tool in Adobe Illustrator CC
- Create and edit shapes
- Create with drawing tools
- Edit paths you draw
- Create artwork with the Paintbrush and Pencil tools
- Adobe Illustrator Tutorial Center
Premiere Tutorials

• Premiere Tutorial Center
Global Media Competition: Categories and design specification

**MEMES**
Image dimension: 1080x1080 pixels
Format: JPG, PNG

**GIFS (GRAPHIC INTERCHANGE FORMAT)**
Length: No more than 6 seconds
Resolution: 480-1080p

**DIGITAL STICKERS**
Submission shall be a set composed of eight sticker designs
(one main image, one chat thumbnail icon, and six sticker images)
Format: PNG
Width to height ratio: 240x240 pixels (main image), 370x320 pixels (sticker images), 96x74 pixels (chat thumbnail icon)

**POSTERS**
File size: 8.5x11 inches (300dpi)
Format: JPG, PNG, PDF

**INFOGRAPHICS**
Size: 8.5x11 inches
Resolution: 300dpi
Format: JPG, PNG, PDF

**SHORT VIDEOS**
Length: No longer than one minute
Format: MP4
Subtitle: English

View [ggtc.world/exposetobacco](ggtc.world/exposetobacco) for more details.
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