

# Tobacco Industry Interference Outside the Health Portfolio

The tobacco industry has been known to use industry allies, third parties and front groups to advance tobacco industry interests by working to block or delay implementation of tobacco control legislation and programs. A whole-of-government approach to interacting with the tobacco industry is important to be aware of potential industry involvement across sectors. As the industry's influence and interests extend beyond public health policies, adopting measures outlined in the Article 5.3 Guidance document would increase transparency more generally.

## Key sectors of interest to the tobacco industry:

- **Trade and Investment:** The tobacco industry may seek to influence trade agreements and investment policies to protect market access, challenge tobacco control measures, or prevent restrictions on advertising and promotion.
- **Agriculture:** Tobacco cultivation is a significant industry in many countries. The tobacco industry may lobby for agricultural subsidies, tax breaks, or regulatory exemptions to support tobacco farming and protect their supply chain.
- **Finance and Investments:** Tobacco companies may seek favourable tax treatment, access to capital markets, or investment opportunities in financial instruments related to tobacco products, such as bonds or stocks.
- **Environment:** Tobacco production and consumption have negative environmental impacts, including deforestation, water pollution and waste generation. The tobacco industry may try to influence environmental policies and regulations to minimize its environmental footprint, also known as 'greenwashing,' its business activities.
- **Youth and Education:** The tobacco industry may target youth through marketing tactics, product placement, or sponsorship of youth-oriented events or programs. Policies related to youth education, school environments, and youth access to tobacco and nicotine products, such as vaping products may be of interest to the industry.
- **Technology and Industry Innovation:** The tobacco industry may invest in or acquire technologies related to product development, manufacturing processes, or alternative nicotine delivery systems, such as heated tobacco or vaping products. The tobacco industry may also seek to diversify its revenue streams by investing in other sectors, notably in cannabis, pharmaceuticals or other health-related products.
- **Corporate Social Responsibility (CSR):** The tobacco industry may engage in CSR activities to improve their public image, such as funding community programs, supporting charitable causes, or promoting youth smoking prevention initiatives.

Please contact the Tobacco Control Directorate for further information  
or direction at [fctc-cclat@hc-sc.gc.ca](mailto:fctc-cclat@hc-sc.gc.ca)

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<sup>1</sup> World Health Organization, Tobacco industry interference with tobacco control May 22, 2008.  
[Tobacco industry interference with tobacco control \(who.int\)](https://www.who.int/tobacco/interference)