

## Fact-Sheet

# Tobacco Industry's Front Groups and Activities

A front group is an organization that purports to represent one agenda while in reality, it serves some other party or interest whose sponsorship is hidden or rarely mentioned. The tobacco industry has a long history of using front groups which often have had hidden links to the tobacco industry. Sometimes they are founded or funded by others like Think Tanks, PR Companies, or Lobby Groups.



## The Foundation for a Smoke-Free World, Inc.

(FSFW or the Foundation)

The Foundation is funded by annual gifts Pakistani smokers. However, with the help from Philip Morris International (PMI) Global of content marketing, they are targeting the Services Inc. The organization supports new generation and enhancing their market groups working on products that they call share with value-added products which they Tobacco Harm Reduction Products call THRPs. FSFW funds research, (THRPs) and raises voices in favour of promotes innovation and supports regulating NNPs in Pakistan. The collaborative initiatives to accelerate foundation is supporting the narrative of the progress aimed at promoting their harm tobacco industry to help regulate new novel reduction narrative.

tobacco products in Pakistan. The foundation claims HRP can change the future of millions of current and prospective

 [youtube.com/channel/UCuwjD\\_-hEac5XxYMXRc\\_R5Q](https://youtube.com/channel/UCuwjD_-hEac5XxYMXRc_R5Q)



[Smokefreeworld.org](https://Smokefreeworld.org)



[twitter.com/smokefreefdn](https://twitter.com/smokefreefdn)



## Alternative Research Institute (ARI)

ARI is funded by Foundation for a Smoke-Free World (FSFW) and has established PANTHR which is an alliance between all four provinces working for the promotion of New Novel Products (NNPs). They mostly promote and disseminate research funded by the tobacco industry through media and social media in which they claim harm reduction as the safest alternative to smoking. They also give references and promote foreign legislation on social media platforms regarding new novel tobacco products in order to second and promote their narrative in Pakistan. Their promotion of the tobacco industry's narrative has resulted in things in favor of vaping and e-cigarettes on the internet and media platforms. They extensively promote the narrative that these new novel products are less harmful rather than healthier. They promoted this stance to such an extent that whenever you search on the internet regarding tobacco harm reduction, you find such data in top searches.



[aripk.com](https://aripk.com)



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## Pakistan Alliance for Nicotine and Tobacco Harm Reduction (PANTHR)

Pakistan Alliance for Nicotine and Tobacco Harm Reduction (PANTHR) aims to promote the use of nicotine. In each province of Pakistan, they are promoting the narrative of the tobacco industry even in the surrounding local cities and districts. They are misguiding people that they are finding innovative solutions to end combustible smoking. They perpetually disseminate favourable scientific research and have also grabbed space in the mainstream international and national print and electronic media in order to seek the endorsement of their narrative. All of their work seems entirely against tobacco use, in fact, they promote vaping and e-cigarettes in the guise of condemning the use of tobacco. Moreover, different local organizations are working with them and the number of their member organizations has increased in the previous four years.



Panthr.org



### Note:

**PANTHR has the same social media accounts because it is established by ARI.**

## Behtr Pakistan

The Organization is operating on behalf of the Pakistan Tobacco Company (PTC), Behtr Pakistan is a front group of the tobacco industry that is promoting the industry's narrative on illicit trade. They seek the endorsement of the tobacco industry narrative from the media industry, politicians, business community, government officials, TV hosts, actors, and university professors. On these programmes and campaigns i.e., Ab Khasara Bus Khuda Ra, Hindsa Kahani, Sawal Ye

Ha, and News Bulletin, they air paid content through celebrities, and the guests talk about almost the same content. Analysis of this content reveals that this seems scripted. According to a renowned journalist Iffat Rizvi, (<https://www.dawnnews.tv/news/1161263?ref=whatsapp>) they are promoting paid content to promote the tobacco industry narrative. In this regard, a large number of people follow them blindly without looking behind the real story in the said content.



behtrpakistan.com



Facebook.com/BehtrPakistan



twitter.com/behtrpakistan



Youtube.com/channel/UCkeCCdtbvnRwoxHyMvroDMw



## Association for Smoking Alternatives in Pakistan (ASAP)

Association for Smoking Alternatives in Pakistan (ASAP) is a coalition of like-minded individuals advocating the adoption of scientifically substantiated smoking alternatives amongst existing adult consumers, who do not quit, and policymakers, to help significantly reduce smoking rates in Pakistan. The ASAP has

been a strong advocate of switching to less harmful sources of nicotine as a way to reduce the health consequences of cigarette smoking. The organization raises its voice in favour of harm reduction in order to avert public health crises. They run two pages and a private group on social media.



[asapakistan.org](http://asapakistan.org)



[facebook.com/asapak](https://facebook.com/asapak)



**Note:**

Their website and pages do not show their source of funding, however, all of their activities are similar to that of tobacco industry front groups.

## Stop Illegal Trade

Stop Illegal Trade is funded by HibaLife and Philip Morris. They create misinformation on social and traditional media regarding government figures of illegal trade. They promote figures issued by the tobacco industry which are misleading. The organization's main focus is on illicit trade of cigarettes and they disguise to work on tax

evasion and illegal trade in five other sectors, tea, tyres, auto lubricants, pharmaceuticals, and real estate.



[stopillegaltrade.pk](http://stopillegaltrade.pk)



[twitter.com/stopillegalpk](https://twitter.com/stopillegalpk)



[facebook.com/stopillegalpk](https://facebook.com/stopillegalpk)



## Quality

### Belligerence Pakistan (Qbal)

Qbal is a public policy advocacy entity funded by Foundation for a Smoke-Free World, and is registered with the Securities and Exchange Commission of Pakistan. It has expertise in research and developing the policy options and recommendations on economically sustainable alternatives to tobacco growing.



[qbal.com.pk](http://qbal.com.pk)



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