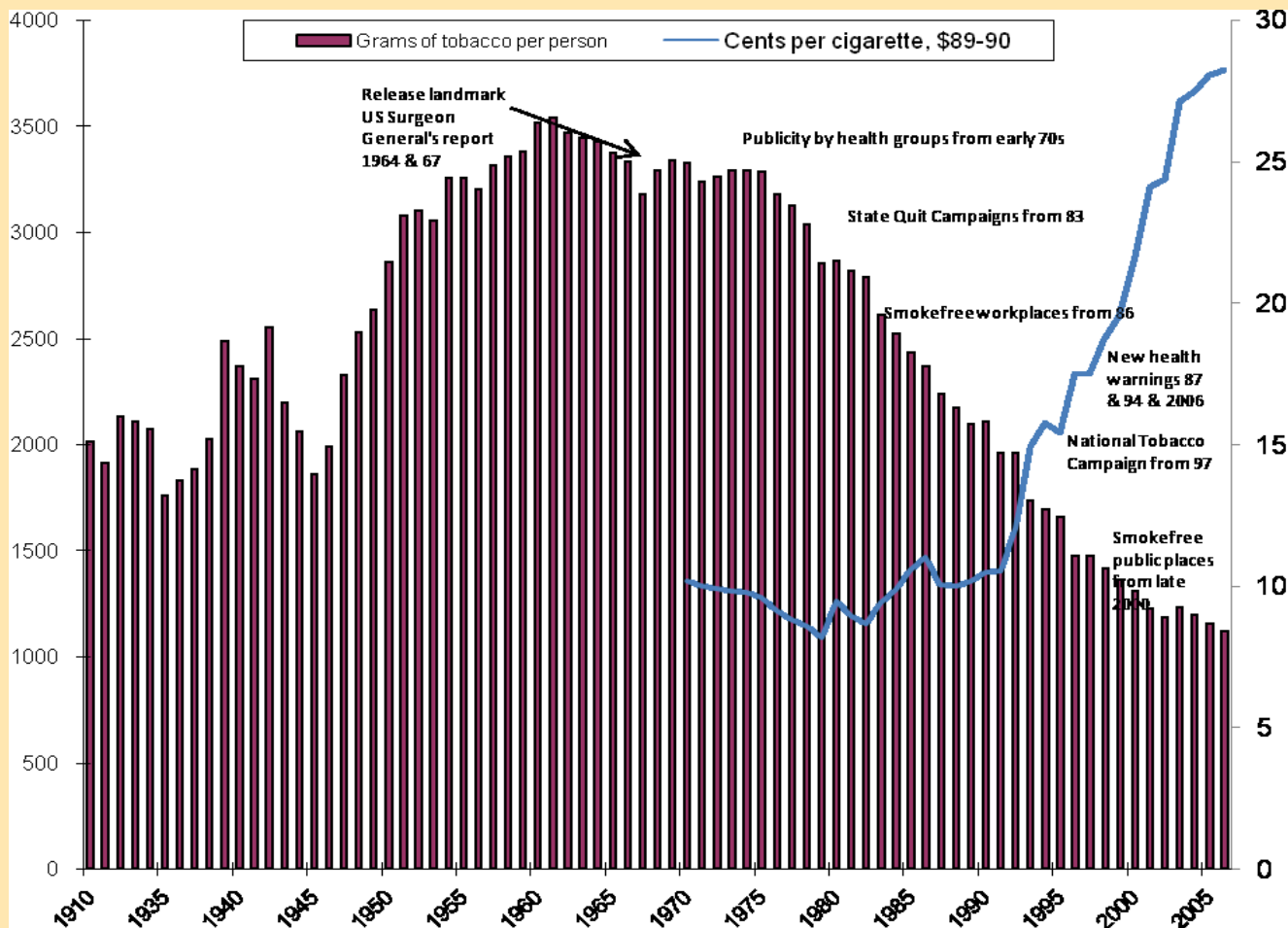




**The contribution of strategic research to
tobacco control in Australia: reflections from
17 years of journal editing & a lifetime of
advocacy**

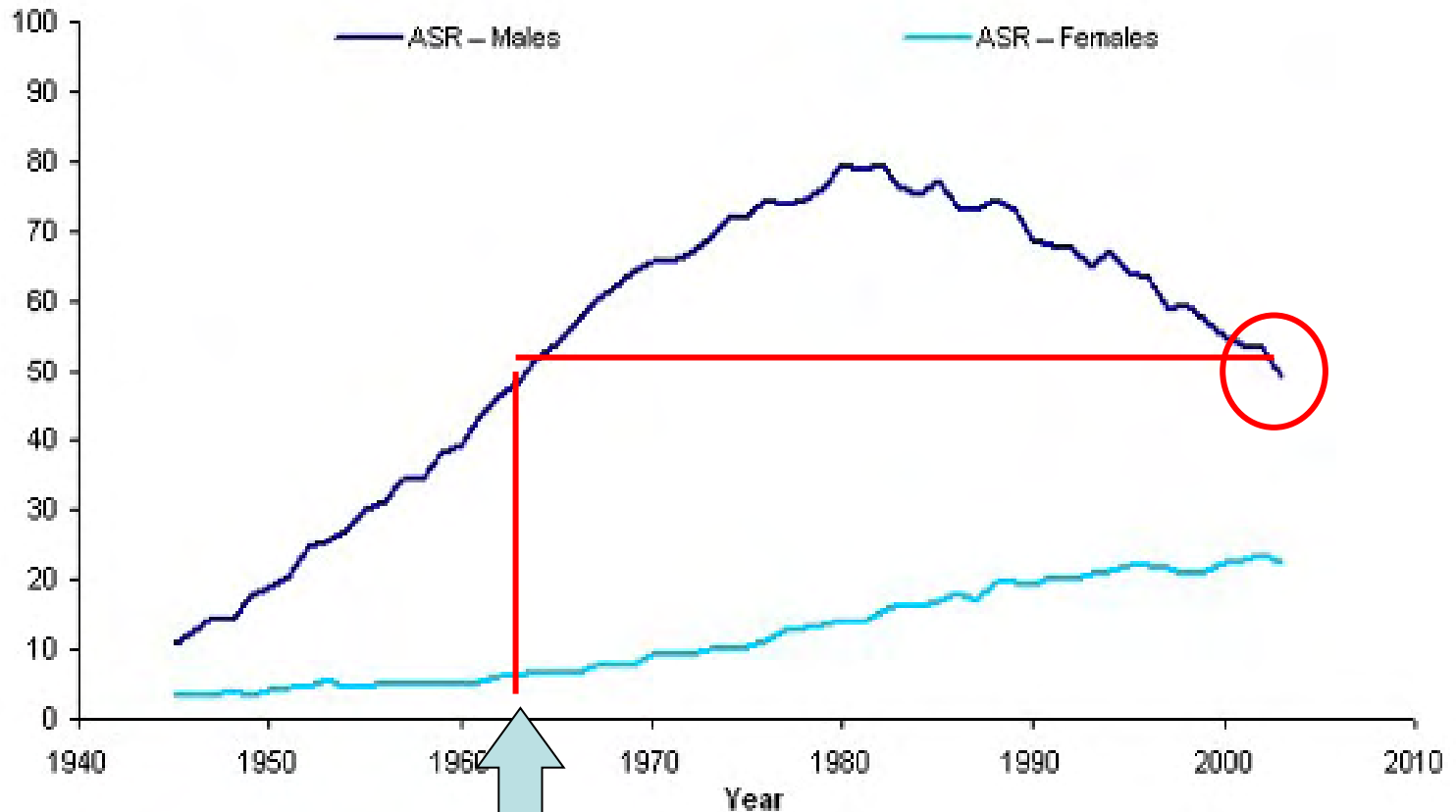
**Simon Chapman
Professor of Public Health
School of Public Health
University of Sydney**

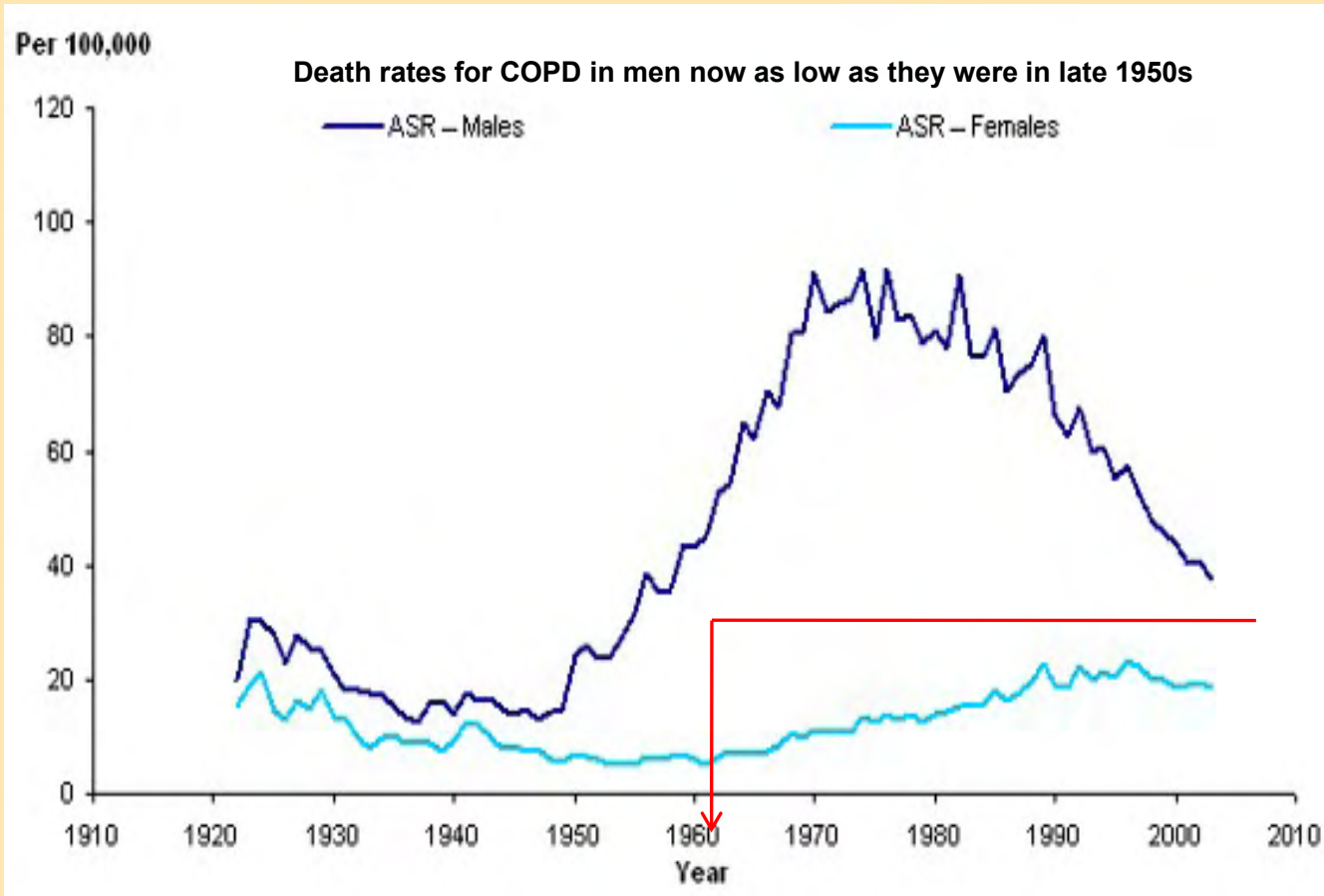




Per 100,000

Male lung cancer death rates per 100,000 are today as low as they were in 1963

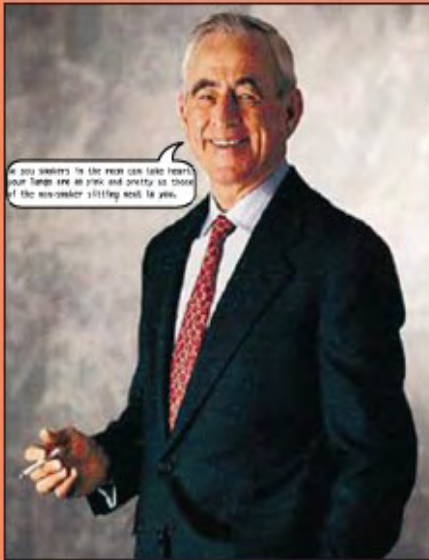






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Journals 1 - 20 (of 76) Page 1 of 4

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Mark	Rank	Abbreviated Journal Title <i>(linked to journal information)</i>	ISSN	JCR Data <i>j</i>						Eigenfactor™ Metrics <i>j</i>	
				Total Cites	Impact Factor	5-Year Impact Factor	Immediacy Index	Articles	Cited Half-life	Eigenfactor™ Score	Article Influence™ Score
<input type="checkbox"/>	1	ANNU REV PUBL HEALTH	0163-7525	2491	6.045	7.491	1.680	25	7.9	0.00781	3.091
<input type="checkbox"/>	2	TOB CONTROL	0964-4563	3297	4.438	4.213	0.514	70	5.6	0.01502	1.621
<input type="checkbox"/>	3	AM J PUBLIC HEALTH	0090-0036	22465	4.241	4.984	0.784	264	8.5	0.06395	1.981
<input type="checkbox"/>	4	J EPIDEMIOL COMMUN H	0143-005X	7763	3.186	4.098	0.408	184	6.5	0.02845	1.494
<input type="checkbox"/>	5	J ADOLESCENT HEALTH	1054-139X	5798	2.910	3.679	0.471	170	5.9	0.02152	1.238
<input type="checkbox"/>	6	HEALTH PLACE	1353-8292	1021	2.818	2.738	0.386	70	3.9	0.00466	0.919
<input type="checkbox"/>	7	AIDS BEHAV	1090-7165	1388	2.729	2.965	0.513	117	3.4	0.00809	1.064
<input type="checkbox"/>	8	SOC SCI MED	0277-9536	20176	2.604	3.588	0.536	429	7.7	0.06021	1.217
<input type="checkbox"/>	9	NICOTINE TOB RES	1462-2203	2819	2.539	3.764	0.332	187	4.7	0.01518	1.282
<input type="checkbox"/>	10	PSYCHIAT SERV	1075-2730	5356	2.481	2.896	0.439	180	6.3	0.01647	0.868
<input type="checkbox"/>	11	PREV SCI	1389-4986	900	2.426		0.407	27	5.3	0.00481	
<input type="checkbox"/>	12	HEALTH EXPECT	1369-6513	695	2.397		0.611	36	5.1	0.00251	
<input type="checkbox"/>	13	AIDS PATIENT CARE ST	1087-2914	1489	2.392	2.486	0.309	97	4.1	0.00622	0.699
<input type="checkbox"/>	14	HEALTH EDUC RES	0268-1153	2370	2.310	2.776	0.340	97	6.7	0.00765	0.966
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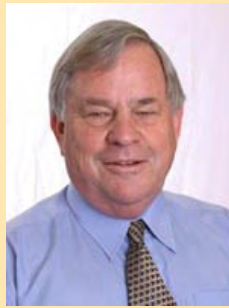
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Researching influential research



Sally Redman



Steve Leeder



Wayne Hall



Simon Chapman



Jim Gillespie



6 highest ranked “influential” researchers, Australia: tobacco control, 2009



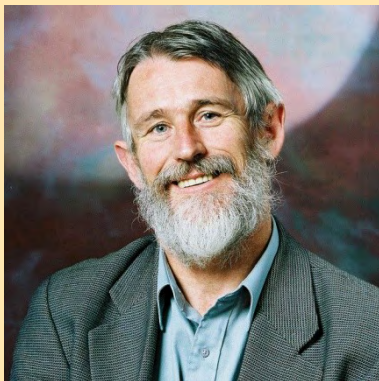
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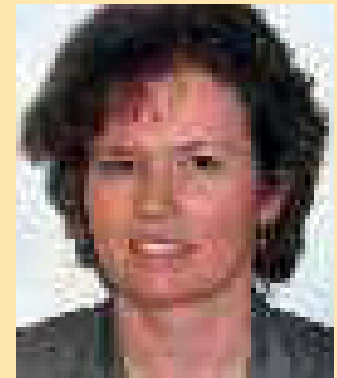
Nigel Gray



Ron Borland



David Hill



Michelle Scollo



Bob, let's
talk about
health
research that
influenced
you as
Premier



The first editorial triage

- is this research answering a question that lots of people, and particularly key people able to change policy, are actually asking or might be interested in?





Sir Richard Peto, Oxford



- 523 papers on Web of Science
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Published Items in Each Year

Year	Published Items
1990	17
1991	16
1992	15
1993	14
1994	17
1995	21
1996	22
1997	23
1998	24
1999	22
2000	19
2001	8
2002	20
2003	17
2004	16
2005	12
2006	15
2007	6
2008	14
2009	14

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Citations in Each Year

Year	Citations
1990	1,000
1991	1,200
1992	1,400
1993	1,600
1994	1,800
1995	2,000
1996	2,200
1997	2,400
1998	3,800
1999	4,400
2000	4,600
2001	4,500
2002	4,400
2003	5,400
2004	5,200
2005	6,400
2006	6,000
2007	6,000
2008	7,000
2009	4,800

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2005	2006	2007	2008	2009	Total	Average Citations per Year
6473	6021	6015	7089	4942	86,705	2064.40

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	2005	2006	2007	2008	2009	Total	Average Citations per Year
<input type="checkbox"/> 401. Title: PROSPECTIVE STUDY OF WOMEN USING DIFFERENT METHODS OF CONTRACEPTION Author(s): VESSEY MP, DOLL R, PETO R, et al. Source: BRITISH JOURNAL OF PREVENTIVE & SOCIAL MEDICINE Volume: 27 Issue: 1 Pages: 71-71 Published: 1973	6473	6021	6015	7089	4942	86,705	2064.40
<input type="checkbox"/> 402. Title: The joint effects of apolipoprotein B, apolipoprotein A(1), LDL cholesterol, and HDL cholesterol on risk: 3510 cases of acute myocardial infarction and 9605 controls Author(s): Parish S, Peto R, Palmer A, et al. Source: EUROPEAN HEART JOURNAL Volume: 30 Issue: 17 Pages: 2137-2146 Published: SEP 2009	0	0	0	0	0	1	0.03
<input type="checkbox"/> 403. Title: Smoking, drinking and incident tuberculosis in rural India: population-based case-control study Author(s): Gajalakshmi V, Peto R Source: INTERNATIONAL JOURNAL OF EPIDEMIOLOGY Volume: 38 Issue: 4 Pages: 1018-1025 Published: AUG 2009	0	0	0	0	0	0	0.00
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<input type="checkbox"/> 405. Title: Colorectal cancer Limitations of trial Author(s): Peto R Source: BRITISH MEDICAL JOURNAL Volume: 338 Article Number: b2531 Published: JUN 23 2009	0	0	0	0	0	0	0.00
<input type="checkbox"/> 406. Title: Treating severe malaria with pre-referral artesunate saves lives and prevents CNS damage Author(s): Gomes M, Faiz MA, Gyapong J, et al. Conference Information: 33rd Annual Meeting of the Neurobehavioral-Teratolgy-Society held in conjunction with the 49th Annual Meeting of the Teratology-Society/22nd Annual Meeting of the Organization-of-Teratolgy-Information-Specialists, JUN 28-JUL 01, 2009 Rio Grande, PR Source: NEUROTOXICOLOGY AND TERATOLOGY Volume: 31 Issue: 4 Pages: 246-246 Meeting Abstract: NBTS38 Published: JUL-SEP 2009	0	0	0	0	0	0	0.00
<input type="checkbox"/> 407. Title: Treating Severe Malaria with Pre-Referral Artesunate Saves Lives and Prevents CNS Damage Author(s): Gomes MF, Faiz MA, Gyapong J, et al. Source: BIRTH DEFECTS RESEARCH PART A-CLINICAL AND MOLECULAR TERATOLOGY Volume: 85 Issue: 5 Pages: 388-388 Published:	0	0	0	0	0	0	0.00

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Proportion of all papers with 1 or zero citations

Journal& total papers	0 citations	1 Citation	>1 citation
Tobacco Control (1406)	484 (34%)	180 (13%)	742 (53%)
Addiction (5028)	1821 (36%)	540 (11%)	2667 (53%)
Nicotine & Tobacco Research (605)	212 (35%)	102(17%)	553 (48%)



Barriers & facilitatory factors: use of research in policy-making

- **No personal contact between researchers & policy makers** (11/24)
- **Lack of timeliness & relevance** (9/24)
- **Mutual distrust** (perceived political naivety of scientists; scientific naivety of policy-makers) (8/24)
- **Power & budget conflicts** (7/24)
- **Poor quality research** (6/24)
- **Political instability, high turnover of policy staff** (5/24)
- **Personal contact between researchers & policy makers** (13/24)
- **Timeliness & relevance** (13/24)
- **Inclusion of summary & recommendations** (11/24)
- **Good quality research** (6/24)
- **Community pressure** (4/24)
- **Effectiveness data** (3/24)



News all day





The University of Sydney

Public Health Advocacy and Tobacco Control

MAKING SMOKING HISTORY

Simon Chapman

 Blackwell
Publishing



Under counter sales

- Now



- In law in 4 states





Banning smoking in cars carrying children: an analytical history of a public health advocacy campaign

Abstract

Objective: Framing public health policy reform in ways that attract public and political support lies at the heart of advocacy.

In this paper we summarise the 10-year Australian history of advocacy for banning smoking in cars carrying children, contrasting it in the governments of the Australian States of South Australia and Tasmania ending legislation.

Methods: 'Smoking in cars' was searched on the Internet, except for news media. All stories with relevant titles in Australian newspapers published before 1 June 2007.

Results: The ban on smoking in cars needed extensive and costly news coverage, primarily in support of legislative action, leading the prohibition of vulnerable children. In the debate about ending in cars as a parent and persuades them. Unlike all other advocacy for smoke-free areas, the debate was not controlled by the tobacco industry or other commercial interest groups.

Conclusions: Even in the absence of a co-ordinated advocacy campaign, public opinion advocates support for such legislation have been crucial in getting Commonwealth the prohibition of children as passengers and non-vegetarian. Typical three: smoke-free zone legislation can and should be built on in order to capitalise on the community support.

Key words: smoking, tobacco, advocacy, second-hand smoke, legislation, cars

(<http://dx.doi.org/10.1186/14752875-2-10>)

Becky Freeman, Simon Chapman and Philip Storey
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Public health advocacy campaigns for chronic disease prevention typically span years and sometimes decades, particularly when resisted by powerful interest groups resisting change. They are marked by incremental steps involving advances in scientific evidence, growing public acceptance and political resolve that can eventually converge to make policy and legislative change possible. While rapid legislative change is common in response to public health emergencies, policy change to control chronic disease is almost invariably slower, despite the greater burden of preventable illness often involved. Chronic public health problems are rarely identified, solutions proposed and comprehensive controlling policies implemented without strong advocacy¹ & advances in tobacco control legislation are no exception.

A small body of research has reflected on elements apparently essential for securing tobacco control legislation.^{2,3} These include the availability of strong scientific evidence that smoking or exposure to second-hand smoke (SHS) is harmful;² research demonstrating that proposed policies reduce smoking and/or exposure to smoke;³ strategic framing of problems and solutions through the news media to ensure that the dominant discourse supports change;⁴ 'political champions,' particularly parliamentarians,⁵ and windows of political opportunity opening.

Framing public health policy reform in ways that attract public and political

support is a core skill of a lobbyist⁶ in this paper we summarise the 10-year Australian history of advocacy for banning smoking in cars carrying children, contrasting in the governments of the Australian States of South Australia⁷ and Tasmania ending legislation to ban smoking in cars carrying children. We review the dominant news themes presented over the history of public discourse about this issue in Australian print news media and analyse the evolution of a proposal initially rejected by legislators as inappropriate to one now being embraced by even politically conservative politicians.

Background

The internal environment of a car is a site for significant potential SHS exposure.^{8,9} In 1999 (the most recent date for which data is available), Australian car drivers for an average of 1 hour 20 minutes per day¹⁰ & New Zealand study, published in 2005, measuring fine particulate levels in a car with the person smoking inside, found that air quality in a car with a window partially or wholly down was similar to that found in a typical smoky bar. When smoking occurred with an window closed, particulate levels were at least twice those found in the smoky bar.¹¹

Over the time families spend in cars with children and the number of families that still permit smoking in their cars, SHS exposure among children from such families is likely

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Policy change: classic factors

- arrival of political leadership supportive of change;
 - windows of opportunity in political calendars such as early term reforms;
 - energetic policy entrepreneurs/advocates;
 - ability of advocates to associate change with dominant community values, so that failure to adopt policy is interpreted by the electorate as a failure to champion such values.
-



Two committed ministers



Frank Sartor



Verity Firth



Corporate Pied Pipers



Pharmaceuticals vs Tobacco

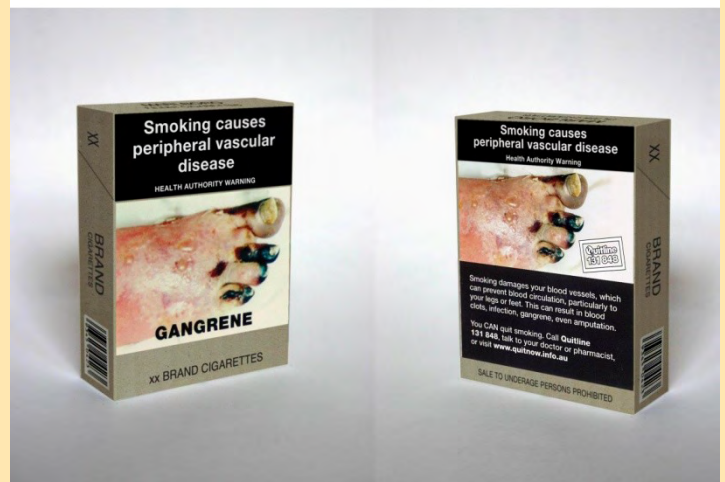




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your business



**“Politics is ... largely about
the problem of multiple
definitions of the same events.”**



Policy nurturing research

- **“Case making papers”** : epidemiology, causal pathways; mortality, morbidity, human and economic costs; public support for action
- **“We’re doing well” or “We need to catch up” papers:** International, national comparisons with potential to embarrass governments
- **Agenda setting papers:** new breakthroughs, innovations and imaginative new policies.
- **“Do more of” papers:** evaluation research that supports present policy and practice, making policy-makers look good
- **“Do less of/stop altogether” or “Emperor’s New Clothes” papers:** particularly if these reverse policies of previous governments or save lots of money
- **“Law of unintended effects” papers:** surprise bonuses that add extra support to taking action
- **“Turning myths on their heads” papers:** new ways of seeing that “freshen” interest in phenomena which may have gone stale
- **“Opposition discrediting” papers:** research that reveals heinous vested interests, values and conduct of those who stand in the way of policy reform – such as the tobacco or fast food industries.



*It's better to be
looked over,
than over-
looked*