



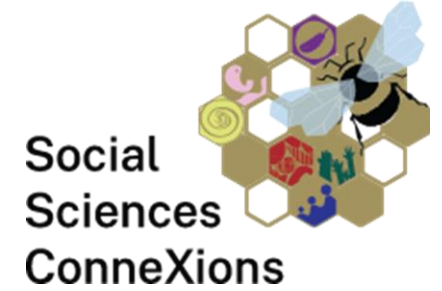
Ensuring independent and trusted research

Frank Houghton PhD, MA, MPHe, MA, MSc, MA
Director, Social Sciences ConneXions





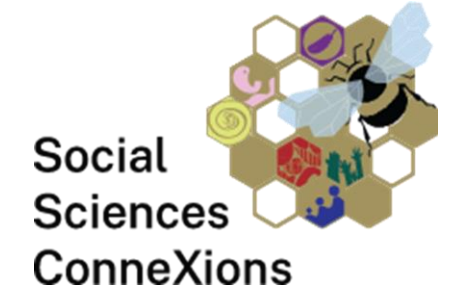
Industry Power



...the alcohol industry is a powerful multi-national business complex that includes not only the producers of beer, wine and distilled spirits, but also a large network of distributors, wholesalers and related industries, such as hotels, restaurants, bars and advertisers...

OECD- USD 1.7 trillion in 2019

Alcohol is an important Commercial Determinant of Health (CDoH)



Cannot be approached naïvely

Highly strategic, rhetorically sophisticated and well organised in influencing national policymaking



TAG

Alcohol Industry Strategies



The alcohol industry is engaged in extensive surveillance and monitoring of ongoing research





TAG

Industry Involvement in Alcohol Science

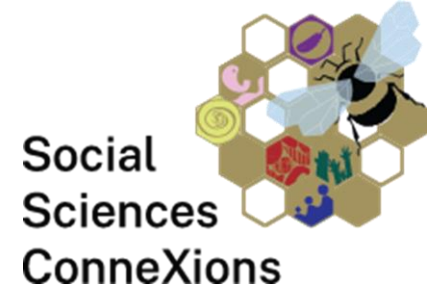


- 1) Sponsorship of research funding organizations
- 2) Direct financing of university-based scientists and centres
- 3) Studies conducted through contract research organizations
- 4) Research conducted by trade organizations and social aspects/ public relations organizations (SAPROs)
- 5) Efforts to influence public perceptions of research, research findings and alcohol policies
- 6) Publication of scientific documents and support of scientific journals
- 7) Sponsorship of scientific conferences and presentations at conferences



TAG

Alcohol Industry Strategies

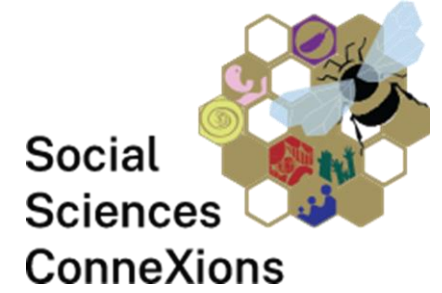


In a recent review of reviews...

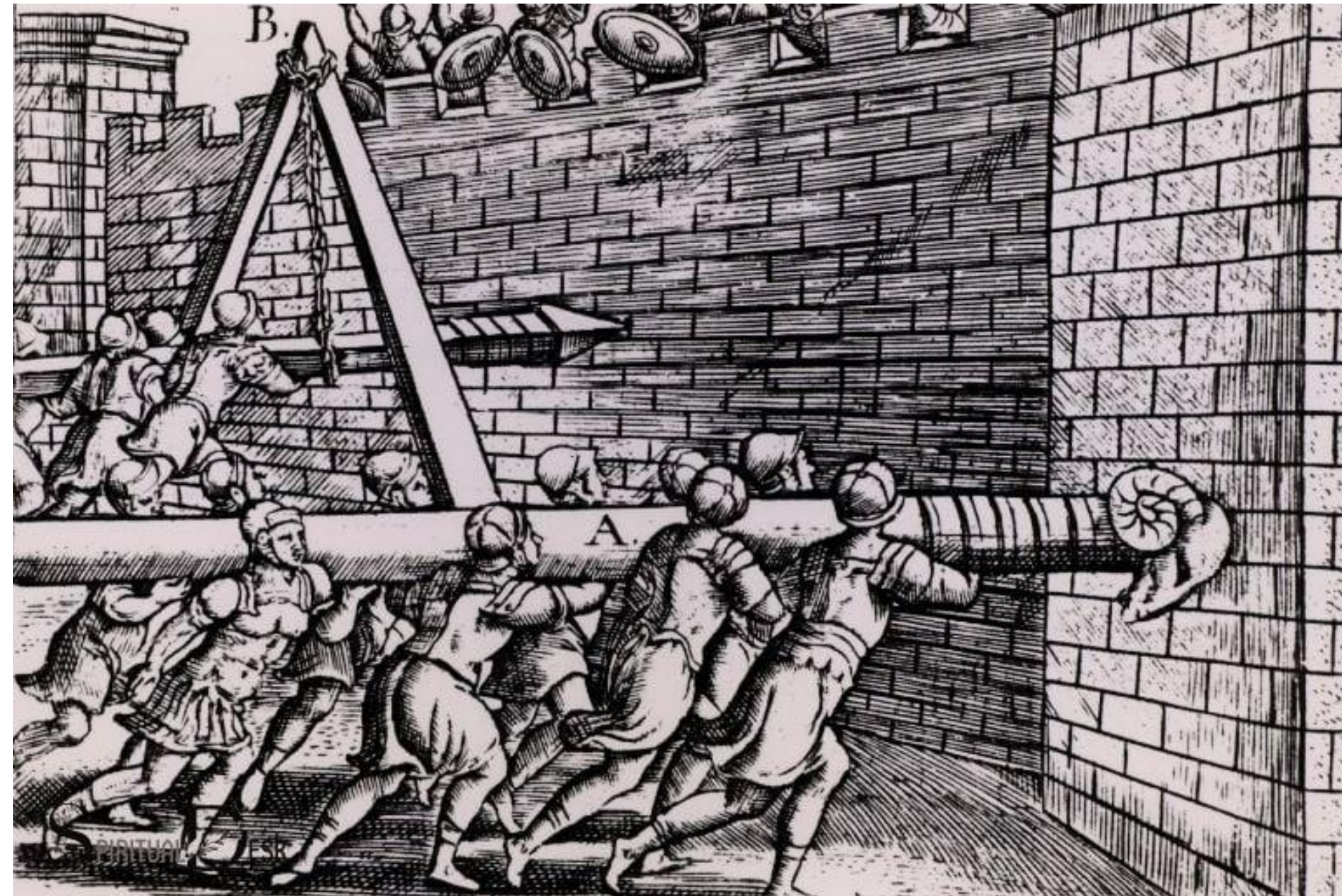
- Lobbying; **Revolving door**; Policy capture; Intimidation, incentives & bribery, Developing/ promoting alternative solutions; Influencing voters and the general public; **Shaping the evidence-base; Infiltrate the public health scientific community; Hiding industry role in research; Corporate social responsibility**; Offering voluntary self-regulation; Issue framing; Targeted marketing; Illicit trade and smuggling; Litigation



Industry Involvement in Alcohol Science

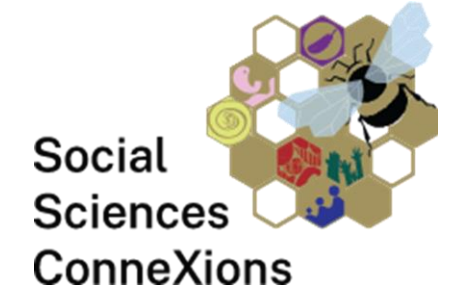


Using science as a political weapon





Industry Involvement in Alcohol Science



The result of conflicts of interest in health research... biased research findings that favour commercial interests at the expense of population/ patient health



Alcohol Industry Tactics



Shape Agenda

Dictate Questions

Give Certain Groups More Say



TAG

The Big Tobacco Playbook



Game Plan



TAG

The Big Tobacco Playbook



Denial



TAG

The Big Tobacco Playbook



Misrepresentation



TAG

The Big Tobacco Playbook



NAOMI ORESKES
& ERIK M. CONWAY

'Anyone concerned about the state of democracy in America should read this book'
AL GORE

MERCHANTS OF DOUBT

HOW A HANDFUL OF SCIENTISTS
OBSCURED THE TRUTH ON ISSUES
FROM TOBACCO SMOKE TO
GLOBAL WARMING

Manufacture doubt..

BLOOMSBURY



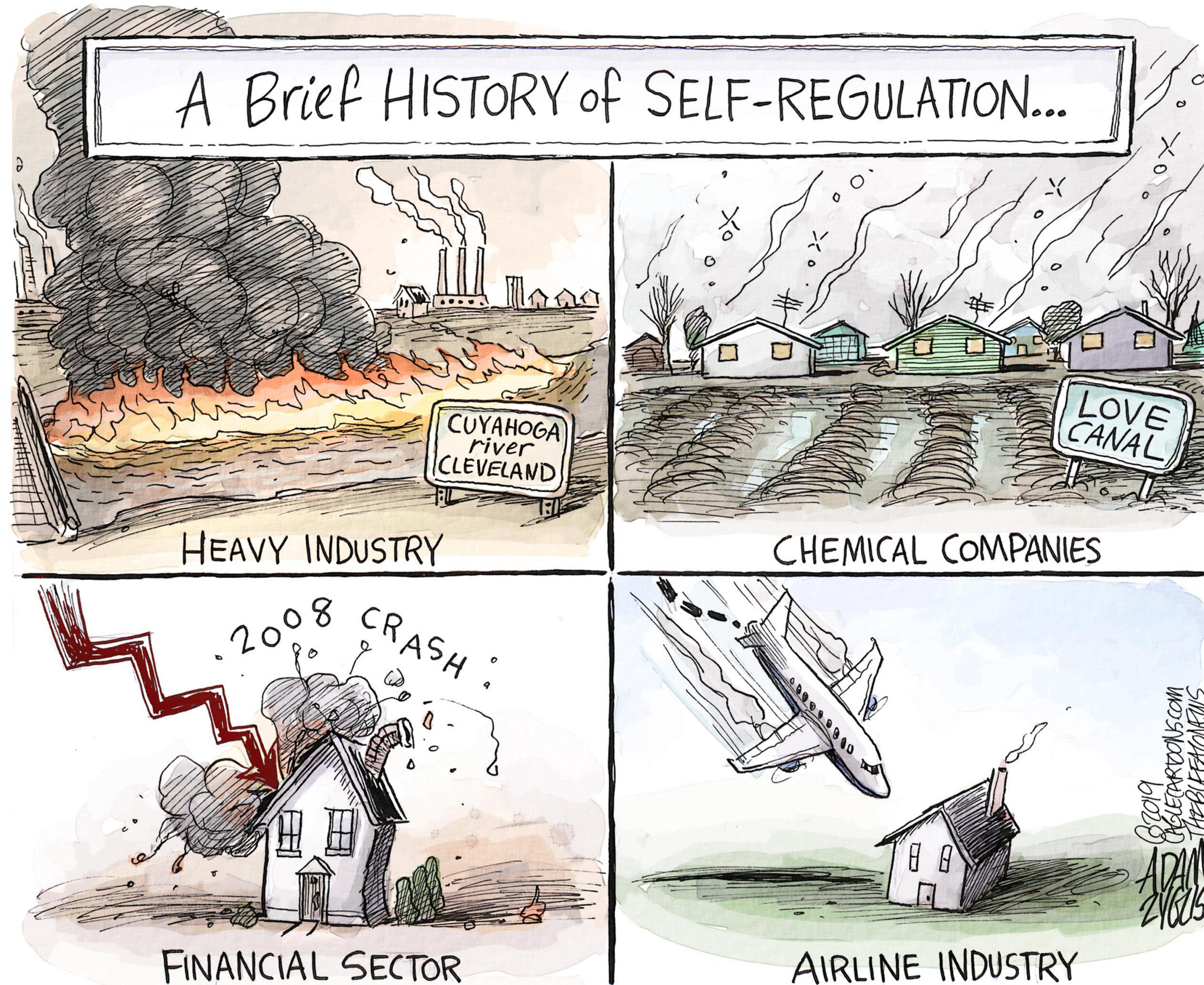


TAG

The Big Tobacco Playbook



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The Big Tobacco Playbook

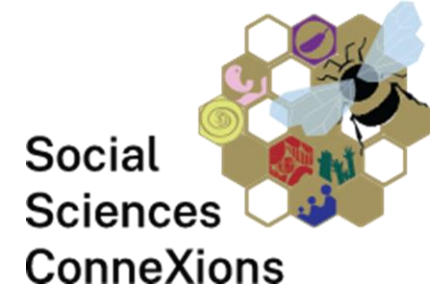


Blame- Personal Responsibility



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The Big Tobacco Playbook



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ConneXions

DIAGNOSTIC AND STATISTICAL
MANUAL OF
MENTAL DISORDERS

FIFTH EDITION

DSM-5

Alcohol Addiction

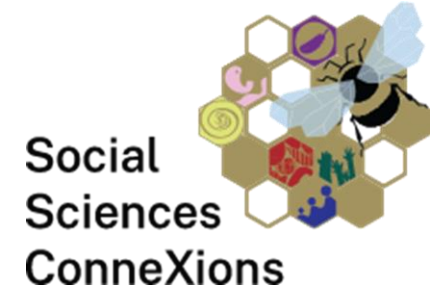
AMERICAN PSYCHIATRIC ASSOCIATION





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The Big Tobacco Playbook

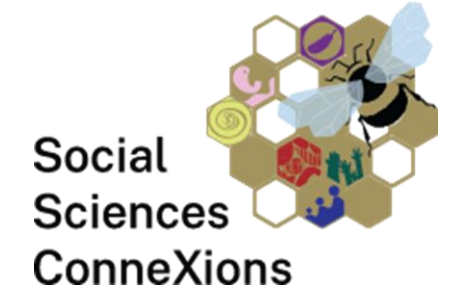


Delay implementation



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The Big Tobacco Playbook



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Water down policy
&
Recommendations



TAG

The Big Tobacco Playbook

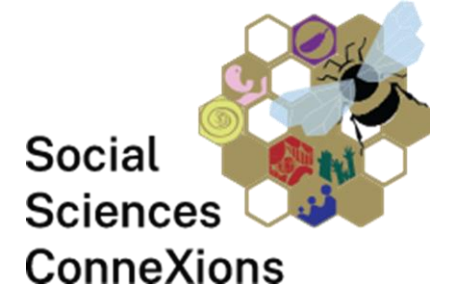


CSR- The Illusion of Righteousness



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The Big Tobacco Playbook



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CSR



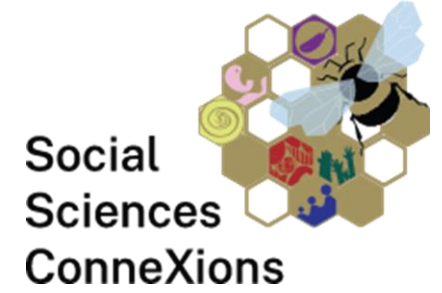


2/3 Examples...





Mach 15 Trial



\$100 M



National Institute
on Alcohol Abuse
and Alcoholism

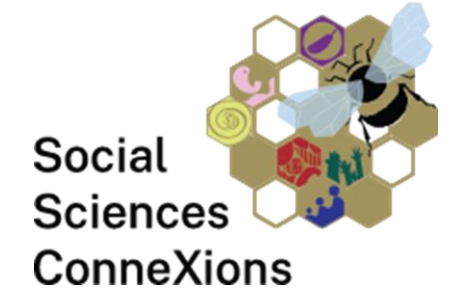


DIAGEO





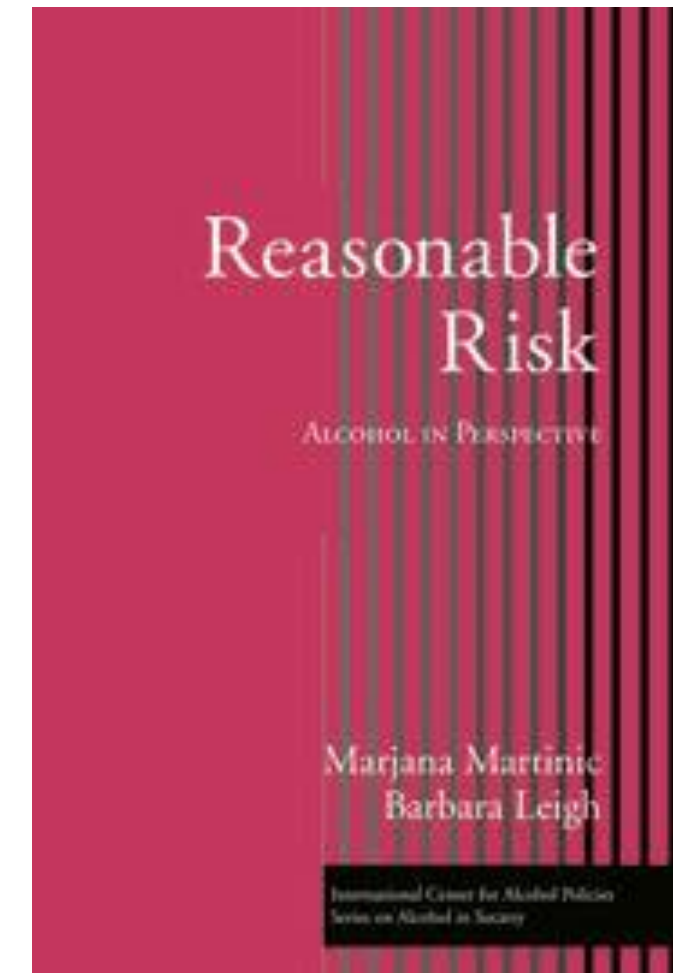
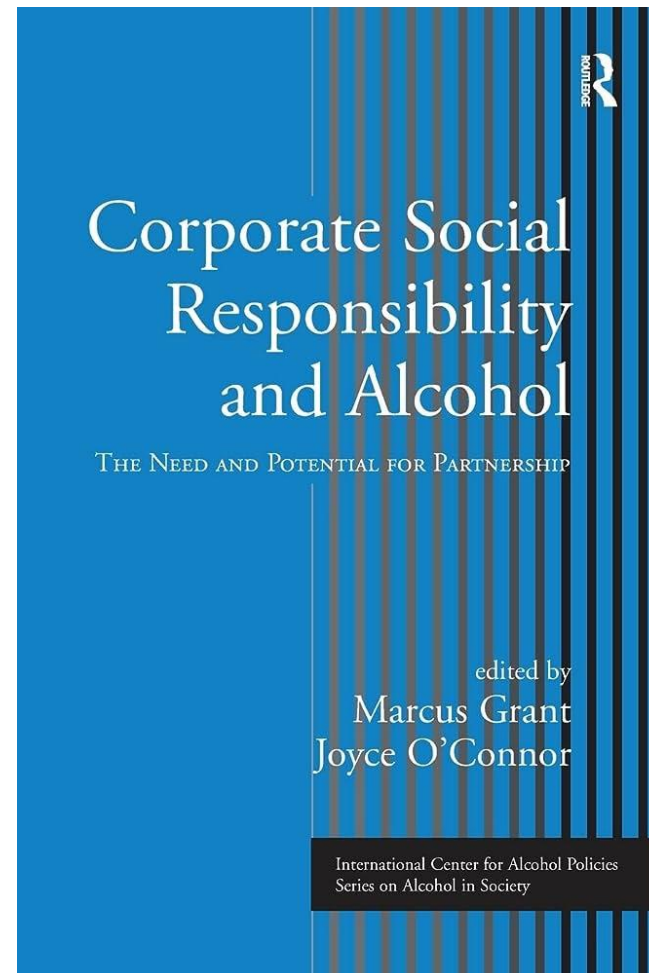
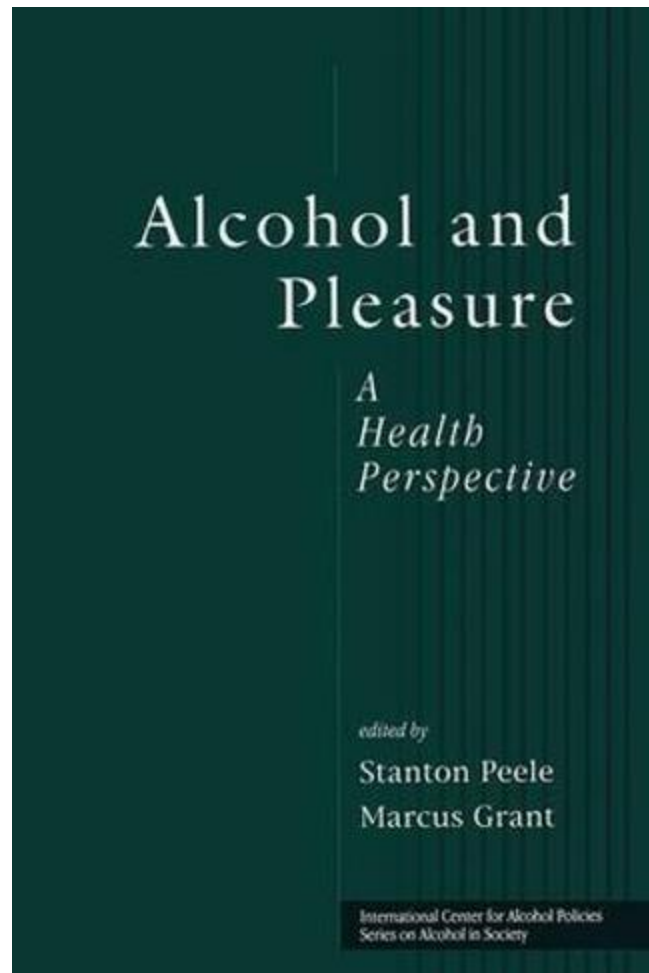
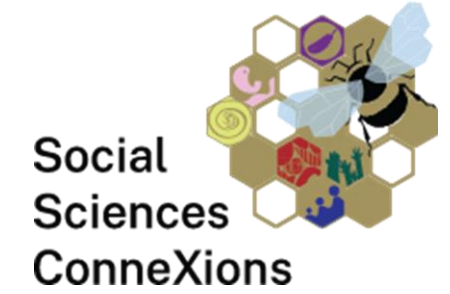
ICAP



International Center for Alcohol Policies
Analysis. Balance. Partnership.



Sample ICAP texts:





ICAP



International Center for Alcohol Policies
Analysis. Balance. Partnership.

Eleni Houghton



Elsevier Australia

(predatory publishing)



- Australasian Journal of General Practice
- Australasian Journal of Neurology
- Australasian Journal of Cardiology
- Australasian Journal of Clinical Pharmacy
- Australasian Journal of Cardiovascular Medicine
- Australasian Journal of Bone & Joint Medicine

Ireland





Industry Funding



...in 2006, **Diageo Ireland**, part of Diageo plc, the world's largest producer and distributor of alcoholic beverages gave **€1.5 million** to the **University College Dublin's Geary Institute**... The grant provides salary for several faculty, graduate students and support staff engaged in a 3-year study of health risk behaviour in relation to hazardous drinking among young adults in Ireland...

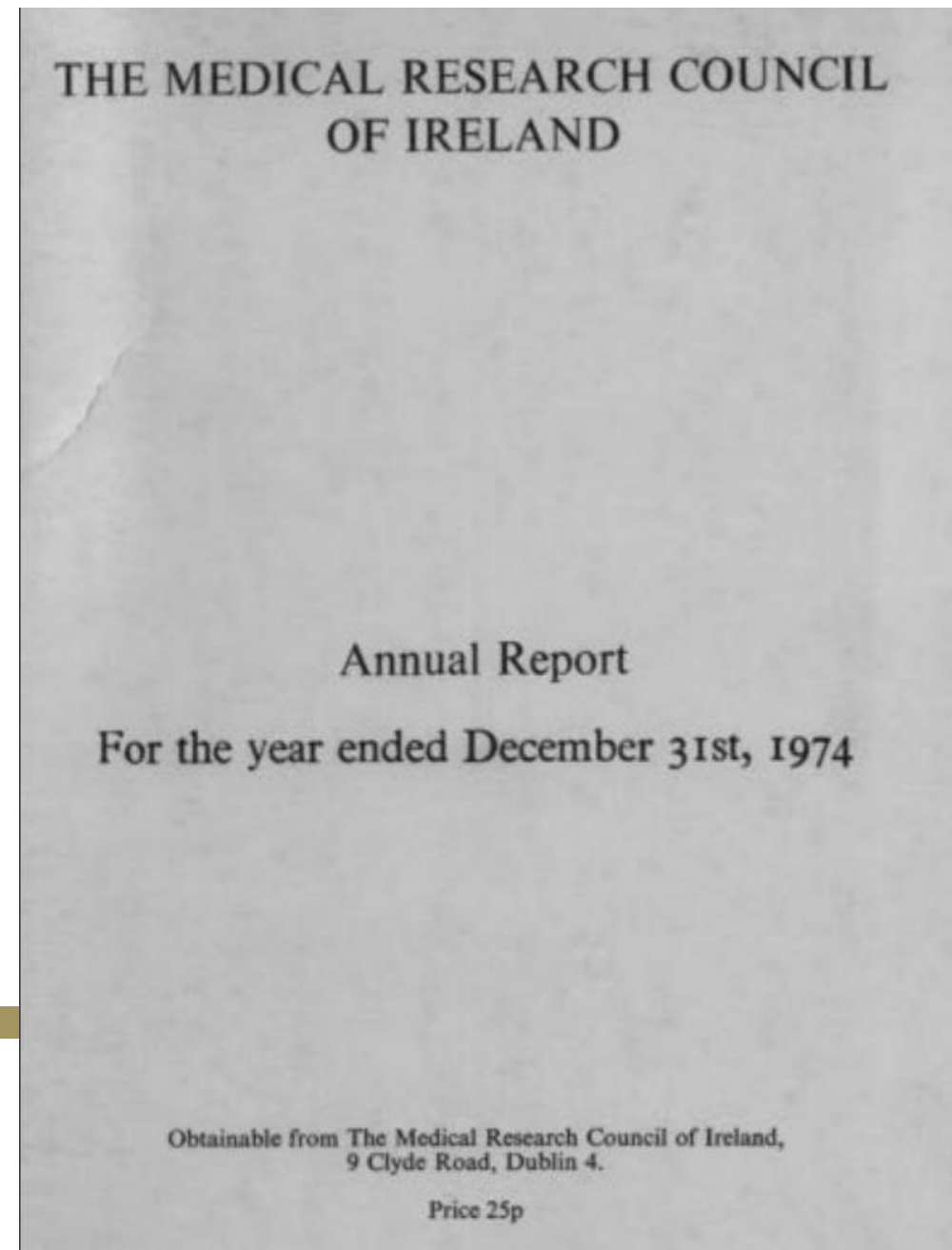


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Alcohol Industry Funding



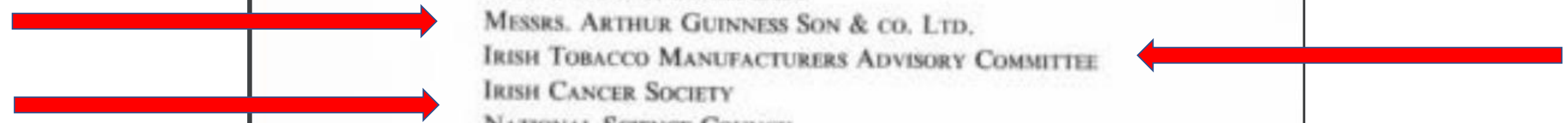
Medical Research Council of Ireland amalgamated with the Medico-Social Research Board to form the Health Research Board in 1986



ACKNOWLEDGMENTS

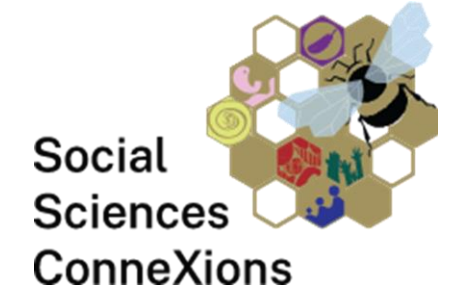
The Council acknowledges with thanks the generous financial support afforded by the following:

- MESSRS. MAY & BAKER LTD.
- MESSRS. ARTHUR GUINNESS SON & CO. LTD.
- IRISH TOBACCO MANUFACTURERS ADVISORY COMMITTEE
- IRISH CANCER SOCIETY
- NATIONAL SCIENCE COUNCIL





Industry Involvement in Alcohol Science



Frameworks for guidance:

- 1) Partnership arrangements
- 2) Policy statements on conflicts of interest
- 3) Ethical analyses
- 4) Blanket Prohibitions



Dublin Principles



Frameworks for guidance:

1) Partnership arrangements

Dublin Principles

... B. Consistent with the cultural context in which they occur, alcohol policies should reflect a combination of government regulation, **industry self-regulation, and individual responsibility**

Dublin on 26-28 May, 1997 at the invitation of the National College of Industrial Relations and the International Center for Alcohol Policies (ICAP).



Industry Involvement in Alcohol Science



Industry Involvement in Alcohol Policy Untenable

Pareto Principle/ the 80 : 20 Rule

81% of alcohol off-trade revenue is generated by 25% of the population drinking above guideline levels.



The i-mark logo is centered on a dark blue rectangular background. It features a stylized eye icon with a white pupil and a multi-colored iris (green, yellow, orange, purple). Below the eye is the text "i·mark" in a white, lowercase, sans-serif font. Underneath the logo is the tagline "Supporting independence from alcohol industry influence." in a smaller, white, sans-serif font.



Alcohol Industry Links...



Hospitality

Enterprise Academy

[About](#)

[People](#)

[Partnerships](#)

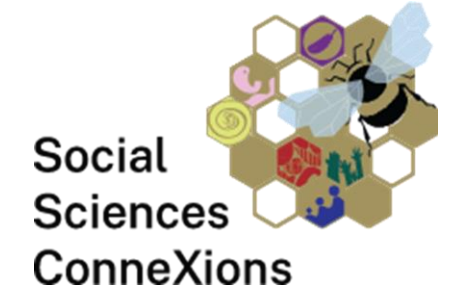
[News & Events](#)

[Contact](#)

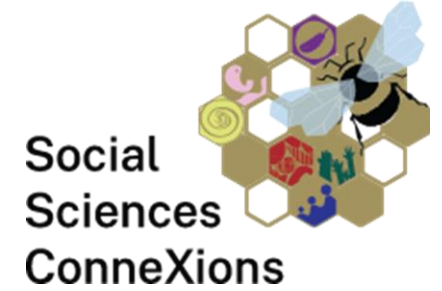
Impact

The programme launched in September 2022, with Springboard funding for 3 years is under development and Dr Walsh's work offers a framework for similar industries.

[TU Dublin's Post Graduate Diploma in Brewing & Distilling](#)



What can we do to ensure independent and trusted research?



Addressing and managing conflicts of interest in alcohol control policies

- 6) The current research practices to disclose conflicts of interest are insufficient to ensure transparency and unbiased science
- 7) Adopting procedures to identify and limit interactions with the alcohol industry prevents interferences and ensure transparency during the development of public health policies
- 8) Civil society can improve the recognition of and anticipate the industry practices



Working With the Alcohol Industry



- Legitimacy
- Status/ Prestige
- Normalises

- Reputational Risk

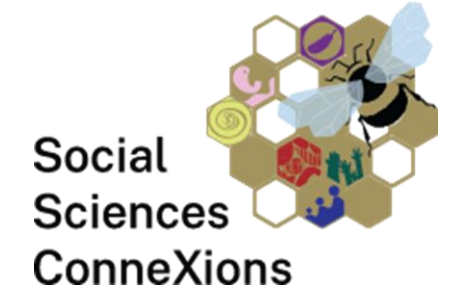
- Assume Industry Tactical Initiatives





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- Alternative sources
- Funding for Research
- Social Impact Fund
- The GRAI





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Ensuring independent and trusted research



- Funding for specific research examining alcohol industry involvement in practices to influence policy, as well as their camouflaging activities such as greenwashing, gender-washing, etc.





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Expansion of the lobbying register?

- SFI/ IRC
- HRB

Annual declarations (NREC-MD)



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Vetting?





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Government/
Regulator

Industry/
'Regulated'



Cooling off
Periods

If restrictions
cannot be
policed-

Civil servants
not to deal



Ensuring independent and trusted research



COI



- Recommendations
- Disclosure of Interest
- Journals
Stating That They Follow the ICMJE Recommendations
- About ICMJE
- News & Editorials

Recommendations

Browse

- About the Recommendations
- Roles & Responsibilities
- Defining the Role of Authors and Contributors
- Disclosure of Financial and Non-Financial Relationships and Activities, and Conflicts of Interest

Home > Recommendations > Browse > Roles & Responsibilities > Disclosure of Financial and Non-Financial Relationships and Activities, and Conflicts of Interest

Disclosure of Financial and Non-Financial Relationships and Activities, and Conflicts of Interest

PAGE CONTENTS

1. Participants
2. Reporting Relationships and Activities

Better than most...



"I do have a recollection of having a few good wins over the years including one or two successful bets in 1996. I am certain that I lodged these 1996 winnings, the proceeds of which were in sterling, into my daughters' accounts"

Family, partners, etc...?



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NORF NATIONAL OPEN RESEARCH FORUM

National Open Access Publishing Platform: Work on Principles & COI



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HRB Policy, Evaluation and External Relations Unit

Policy on researchers funded by the tobacco industry

Policy Statement

The HRB supports excellent research that improves people's health, patient care and health service delivery. In view of the overwhelming evidence that both active and passive smoking of tobacco are injurious to health, the HRB is unwilling to fund applications from individuals applying for, holding, or employed under a research grant from the tobacco industry.



Ensuring independent and trusted research



Alcohol
Equivalent?



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Their key argument was that tobacco is uniquely dangerous in the scale of harm it causes, and that this harm is caused when tobacco is used exactly as intended by its manufacturers.

Additional arguments were put forward as follows.

- Tobacco use is always dangerous, and it has no safe level of manner of use (World Health Organisation, 1999).
- The scale of risk is far greater than in other health-damaging behaviour, and one in two lifetime smokers will die from their habit (Peto et al., 1994).
- Its use usually starts in childhood, when awareness of health risks is lower (Royal College of Physicians, 1992).
- It is highly addictive, so it is very difficult to quit (Royal College of Physicians, 2000).
- It causes harm to non-users as well as to users (Hackshaw et al., 1997).
- There is a long delay before the damage becomes apparent, so self-deception is easy (Cancer Research Campaign, 1996).
- World-wide it is set to become the single greatest killer, overtaking lower respiratory infections by 2020 (World Health Organisation, 1996).

Apart from harm to health, there is now a **large body of evidence of the uniquely dishonest behaviour of the industry**, including:

- suppressing research findings on the harmful effects of tobacco (ASH, 1998);
- seeking to distort research evidence (Davey-Smith and Phillips, 1996; Simpson, 1996); and
- trying to recruit scientists to present one-sided views on the risks of smoking (Dyer, 1998).



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Ensuring independent and trusted research



Ever Funded?



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Publication- Hiring, Tenure, Retention, Promotion Processes

Tobacco, Alcohol, Gambling, Fast Food

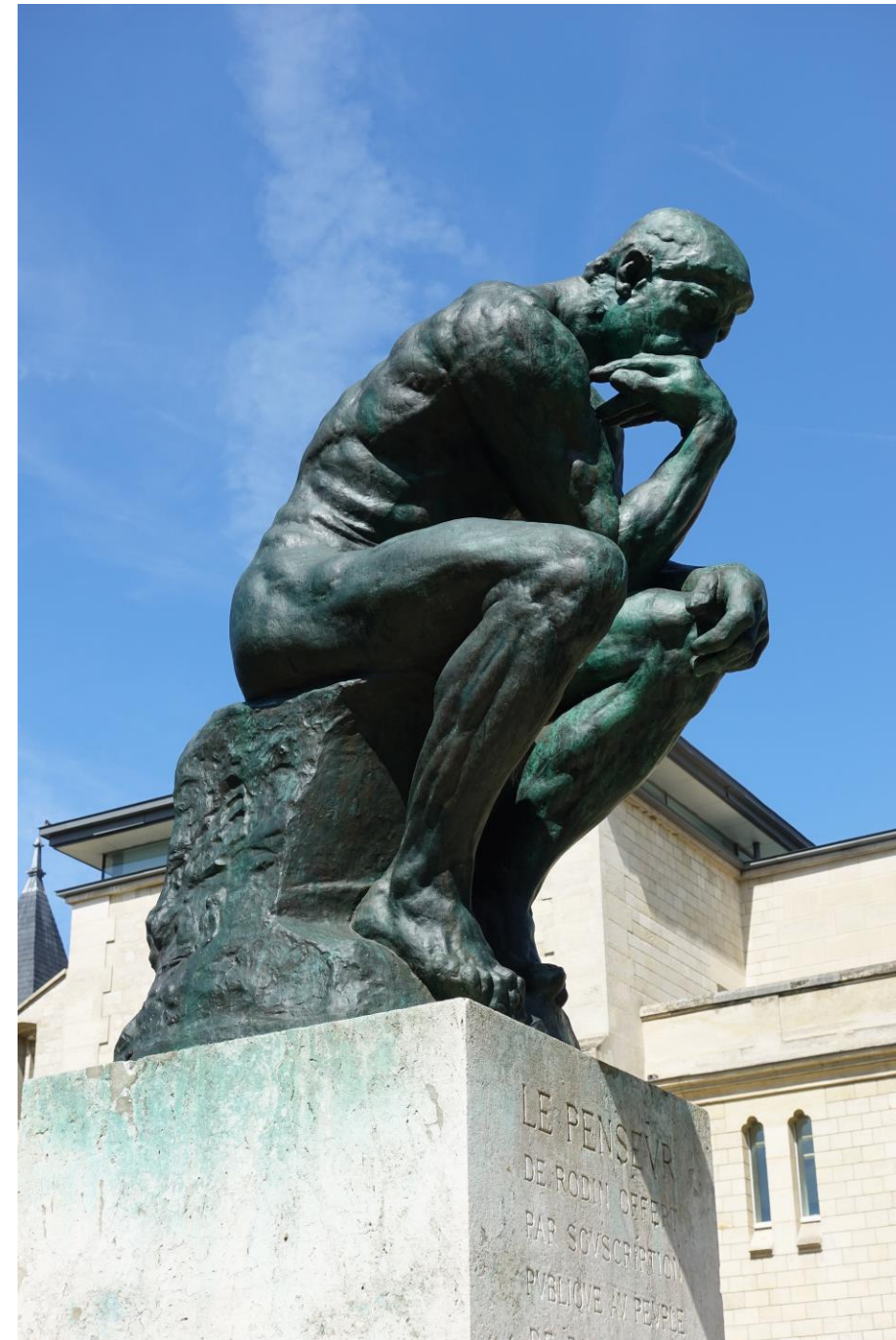
**HRB Open
Research**



Ethics Training



- PhD / Structured PhD
- Not only Postgrads



- Robust Peer Review Processes

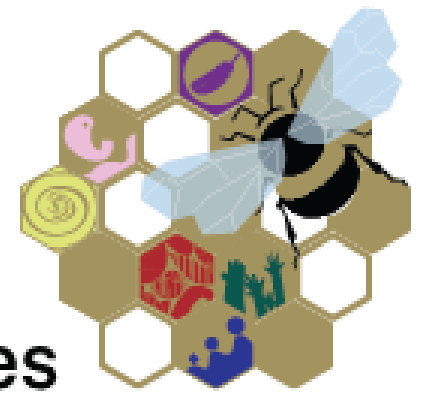




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TUS



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Many thanks for listening

Frank.Houghton@TUS.ie

