REFERENCES

1. **Centers for Disease Control and Prevention.** *Best Practices for Comprehensive Tobacco Control Programs*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2007. http://www.cdc.gov/tobacco/tobacco_control_programs/stateandcommunity/best_practices/.
2. **Crosbie E, Sebrle EM, Glantz SA.** Strong advocacy led to successful implementation of smokefree Mexico City. *Tob Control* 2011;**20**:64–72.
3. **National Cancer Institute.** *Tobacco Control Monograph 19: The Role of the Media in Promoting and Reducing Tobacco Use*. Bethesda, MD: National Cancer Institute, 2008. <http://cancercontrol.cancer.gov/tcrb/monographs/19/index.html> (accessed 30 Sep 2008).
4. **World Health Organization.** *Geneva Smoke-Free Movies: From Evidence to Action*: World Health Organization, 2009. http://www.who.int/tobacco/smoke_free_movies/en/ (accessed 16 Aug 2011).
5. **Song AV, Ling PM, Neilands TB, et al.** Smoking in movies and increased smoking among young adults. *Am J Prev Med* 2007;**33**:396–403.
6. **Shmueli D, Prochaska J, Glantz SA.** The effect of exposure to smoking scenes in films on immediate smoking: a controlled laboratory study. *Am J Prev Med* 2010;**38**:351–8.
7. **Wagner DD, Dal Cin S, Sargent JD, et al.** Spontaneous action representation in smokers when watching movie characters smoke. *J Neurosci* 2011;**31**:894–8.
8. **Sargent JD, Morgenstern M, Isensee B, et al.** Movie smoking and urge to smoke among adult smokers. *Nicotine Tob Res* 2009;**11**:1042–6.
9. **Lochbuehler K, Voogd H, Scholte RH, et al.** Attentional bias in smokers: exposure to dynamic smoking cues in contemporary movies. *J Psychopharmacol* 2011;**25**:514–19.
10. **Lum K, Polansky J, Jackler RK.** Signed, sealed and delivered: “big tobacco” in Hollywood, 1927–1951. *Tob Control* 2008;**17**:313–23.
11. **Mekemson C, Glantz SA.** How the tobacco industry built its relationship with Hollywood. *Tob Control* 2002;**11**(Suppl 1):181–91.
12. **Millett C, Glantz SA.** Assigning an ‘18’ rating to movies with tobacco imagery is essential to reduce youth smoking. *Thorax* 2010;**65**:377–8.
13. **Anderson SJ, Millett C, Polansky JR, et al.** Exposure to smoking in movies among British adolescents 2001–2006. *Tob Control* 2010;**19**:197–200.
14. **Millett C, Polansky JR, Glantz S.** Government inaction on ratings and government subsidies to the US film industry help promote youth smoking. *PLoS Medicine* 8: e1001077. doi:10.1371/journal.pmed.1001077.
15. **Centers for Disease Control and Prevention.** Smoking in top-grossing movies – United States, 2010. *MMWR Morb Mortal Wkly Rep* 2011;**60**:909–13.
16. **Glantz SA.** Removing the incentive to sell kids tobacco. A proposal. *JAMA* 1993;**269**:793–4.
17. **Lightwood JM, Dinno A, Glantz SA.** Effect of the California tobacco control program on personal health care expenditures. *PLoS Med* 2008;**5**:e178.
18. **Lightwood J, Glantz SA.** Effect of the Arizona tobacco control program on cigarette consumption and healthcare expenditures. *Soc Sci Med* 2011;**72**:166–72.
19. **Beaglehole R, Bonita R, Horton R, et al.** Priority actions for the non-communicable disease crisis. *Lancet* 2011;**377**:1438–47.
20. **Glantz S, Gonzalez M.** Effective tobacco control is the key to rapid progress in reducing noncommunicable diseases. *Lancet* Published online first 29 Sept 2011. doi:10.1016/S0140-6736(11)60615-6
21. **World Health Organization.** *Tobacco Company Strategies to Undermine Tobacco Control Activities at the World Health Organization 2000*, 2000. http://www.who.int/tobacco/en/who_inquiry.pdf.
22. **World Health Organization.** *WHO Framework Convention on Tobacco Control (2008) Guidelines for Implementation of Article 5.3: Guidelines on the Protection of Public Health Policies with Respect to Tobacco Control from Commercial and Other Vested Interests 2008*, 2008. http://www.who.int/fctc/guidelines/article_5_3/en/.
23. **Cohen JE.** Universities and tobacco money. *BMJ* 2001;**323**:1–2.
24. **Sebrle EM, Glantz SA.** Attempts to undermine tobacco control: tobacco industry “youth smoking prevention” programs to undermine meaningful tobacco control in Latin America. *Am J Public Health* 2007;**97**:1357–67.
25. **McDaniel PA, Smith EA, Malone RE.** Philip Morris’s project sunrise: weakening tobacco control by working with it. *Tob Control* 2006;**15**:215–23.
26. **Tesler LE, Malone RE.** Corporate philanthropy, lobbying, and public health policy. *Am J Public Health* 2008;**98**:2123–33.
27. **Yang JS, Malone RE.** “Working to shape what society’s expectations of us should be”: Philip Morris’ societal alignment strategy. *Tob Control* 2008;**17**:391–8.
28. **Yerger VB, Malone RE.** African American leadership groups: smoking with the enemy. *Tob Control* 2002;**11**:336–45.
29. **Ling PM, Neilands TB, Glantz SA.** The effect of support for action against the tobacco industry on smoking among young adults. *Am J Public Health* 2007;**97**:1449–56.
30. **Ling PM, Neilands TB, Glantz SA.** Young adult smoking behavior: a national survey. *Am J Prev Med* 2009;**36**:389–94.
31. **Mejia AB, Ling PM, Glantz SA.** Quantifying the effects of promoting smokeless tobacco as a harm reduction strategy in the USA. *Tob Control* 2010;**19**:297–305.
32. **McDaniel PA, Malone RE.** Understanding Philip Morris’s pursuit of US government regulation of tobacco. *Tob Control* 2005;**14**:193–200.

Invited commentary

Stanton A Glantz, in ‘Pinocchio shows how to end the tobacco epidemic’,¹ wishes for better insulation of the policy-making process from interference by tobacco companies. Poland provides a vivid example of how important this is. The parliamentary debate (2008–2010) about the revision of Poland’s Tobacco Act revealed how strong the influence of the tobacco industry on public health policy remains in Poland. Although great strides were made in increasing smoke-free areas, particularly in hospitality venues, this progress was undermined by a weakening of the enforcement provisions. Requirements for enforcement and fines for violations were actually stronger in the original Act. During the course of 2011, the tobacco industry has also orchestrated a campaign in Poland against the revision of the European Union Tobacco Products Directive and pictorial warnings’ regulation² and also organised mass media campaigns on the growing problem of smuggling in Poland with the cooperation of Customs Service and Ministry of Justice, Ministry of Economy and Ministry of Interior and Administration.³ They are making the argument that effective tobacco control measures encourage illicit tobacco trade along with devastating Polish tobacco farmers’ incomes. These arguments have clearly been persuasive to key government departments and journalists alike. Although Poland is a party to the WHO

Framework Convention on Tobacco Control and is thus bound by Article 5.3, awareness of tobacco industry tactics and history of dishonesty is low among decision makers, opinion leaders and the general population. The tobacco industry is still regarded by decision makers as a credible and reliable partner for discussions about public health and tobacco control regulations—definitely not as a vector that spreads disease and corrupts the policy-making process.

The Ministry of Health announced⁴ that it is now in the process of drafting further revisions to the Tobacco Act to try to address some of the weaknesses introduced by the tobacco industry and its supporters. Unless the issue of tobacco industry interference in health policy is confronted, this effort will be seriously undermined. Because of the country’s leading position in the region, this is of critical importance not only to Poland but to its neighbours as well.

Łukasz Balwicki

Correspondence to Dr Łukasz Balwicki, Department of Public Health and Social Medicine, Medical University of Gdansk, Poland; balwicki@gumed.edu.pl

Competing interests None.

Provenance and peer review Commissioned; internally peer reviewed.

Tobacco Control 2012;**21**:297–298. doi:10.1136/tobaccocontrol-2011-050410

REFERENCES

1. **Glantz S.** Pinocchio shows how to end the tobacco epidemic. *Tob Control* 2012;**21**:296–7.
2. **Informacyjna Agencja Radiowa.** *Ustawa tytoniowa uderzy w polski przemysł.* <http://biznes.onet.pl/ustawa-tytoniowa-uderzy-w-polski-przemysl>, 18528, 4815115,1, news-detal (accessed 18 Dec 2011).
3. **Pracodawcy RP.** *Zatrzymać przemyt—Official Website of "Stop Smuggling" Campaign.* <http://naco6mld.pl/> (accessed 18 Dec 2011).
4. **Polska Agencja Prasowa.** *Fronczak: potrzebne są dodatkowe ograniczenia dla palaczy.* <http://wiadomosci.onet.pl/kraj/fronczak-potrzebne-sa-dodatkowe-ograniczenia-dla-p,1,4908418,wiadomosc.html> (accessed 18 Dec 2011).