

## Successful Countering of Tobacco Industry Efforts to Overturn the Thai ENDS Ban

### Supplemental Tables

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<b>Table S1. Selected statements claimed by ECST, PMI appearing in Thai newspapers or social media between January 2017 and November 2019</b>		
	<b>ECST</b>	<b>PMI</b>
6 Mar 2017 (H)		The company believes that tobacco control laws in the future should consider other options for reducing tobacco hazards such as smoke-free products, as an alternative to consumers who want to use less harmful products. <sup>1</sup>
19 Apr 2017 (H)		Previously, research results from many reliable organizations from many countries e.g. Public Health England, Royal College of Physician, and Cancer Research UK indicate that electric cigarettes are 95% less harmful than conventional cigarettes because they contain no smoke and no combustion poison which is the main cause of various diseases. <sup>2</sup>
18 Sep 2017 (H, Y)	Electronic cigarettes should be promoted as a smoker's choice because they are 95% safer than cigarettes and no study reports [e-cigarettes] attract youths and non-smokers to use. <sup>3</sup>	
23 Oct 2017 (H)	Electronic cigarettes are considered as 95% safer than conventional cigarettes. Public health agencies in many countries e.g. US FDA, PHE, and NZ Health Ministry recommend electric cigarettes as an alternative for those who want to reduce the danger from conventional cigarettes. <sup>4</sup>	
16 Nov 2017 (Q)	Currently, there are 3 million e-cigarette users in UK, and half of them are able to quit smoking completely. <sup>5</sup>	
14 Dec 2017 (Q)	The ban deprives cigarette smokers of the chance to turn to e-cigarettes which help wean them off conventional cigarettes... <sup>6</sup>	
24 Dec 2017 (H)		Recently, UK Committee on Toxicity announces important research findings regarding smoke-free products, concluding that the smoke-free products are less likely to be harmful to health than conventional cigarettes. <sup>7</sup>
10 Jan 2018 (H)	Public Health England concludes that e-cigarettes are 95% safer than conventional cigarettes. <sup>8</sup>	

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5 Mar 2018 (H, Q)	PHE confirms e-cigarettes help reduce risk from smoking and recommends increasing access to e-cigarettes among smokers because evidence shows e-cigarettes increase the number of cigarette quitters in UK. <sup>9</sup>	We are pleased that PHE, an independent, international trustworthy organization and the administrative unit of the UK Ministry of Public Health realizes that smoke-free products may be less harmful than smoking. <sup>10</sup>
22 Jul 2018 (H)		PMI scientific assessment program found aerosol from smoke-free products contains less harmful substances than the smoke caused by conventional cigarettes 90-95%. <sup>11</sup>
11 Oct 2018 (H)	Several international studies conclude that aerosol from e-cigarettes contain less toxin than combustible cigarettes. This provides an answer to public health agencies about concern on the safety of e-cigarettes. <sup>12</sup>	
30 Oct 2018 (Y)	WHO has not concluded that e-cigarettes lead to regular smoking among youths. <sup>13</sup>	
7 Nov 2018 (Q)	After use [of e-cigarettes], I don't want conventional cigarettes. After 2-3 days, I can't go back to smoking. I can't stand the smell of smoking. <sup>14</sup>	
23 Nov 2018 (H)		Today, Thai law permits only combustible cigarettes, which is extremely disappointing because we believe that millions of Thai smokers deserve the opportunity to access smoke-free products that are less harmful than cigarettes like other smokers around the world. <sup>15</sup>
21 Jan 2019 (Q)	Public Health England supports the use of e-cigarettes as quitting aids. <sup>16</sup>	
7 Apr 2019 (Y)	A report from Public Health England shows that although the number of youths who have tried e-cigarettes increases, the number of regular use of e-cigarettes is still low. Also, the smoking prevalence among youth continue to decrease. <sup>17</sup>	
30 Apr 2019 (Y)	We believe the legalization of e-cigarettes would protect youth from the toxic effect of smoking and prevent access to e-cigarettes among youths. <sup>18</sup>	
30 Apr 2019 (H)		E-cigarettes with and without nicotine have less effects on cardiovascular and respiratory diseases than combustible cigarettes. <sup>19</sup>
2 May 2019 (Q)		In only 2 years, 7.3 million smokers worldwide quit and change to smoke-free products. <sup>20</sup>
23 Jul 2019 (Y)		The US FDA certified that the heated tobacco product of Philip Morris is an alternative product that is appropriate for the protection of the public health from 3 reasons: 1. less toxic substances, 2. not attractive to non-smokers including youth, and 3. similar nicotine level compared to regular cigarettes. <sup>21</sup>

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29 Jul 2019 (Y)		We are adamantly opposed to any technology or new product that is attractive to non-smokers, so you don't end up with any products that have flavour, packaging or any other factors that will attract youth. <sup>22</sup>
1 Aug 2019 (H)		Smoke-free products are safer alternatives than smoking and reduce the health risk. <sup>23</sup>
6 Sep 2019 (H)		Thailand is losing an opportunity to offer a product that maybe less harmful to its 10.7 million smokers. <sup>24</sup>
8 Sep 2019 (Q)	A study published in the New England Journal of Medicine indicates that e-cigarettes can help smokers quit. <sup>25</sup>	
29 Sep 2019 (H)	Studies from Public Health England and US FDA show evidence that e-cigarettes are less harmful than conventional cigarettes and many countries support the use of e-cigarettes as an alternative for those who want to quit smoking. <sup>26</sup>	
10 Oct 2019 (H, Y)		Although [the product] is not risk free and addictive, it is less harmful than smoking. Until recently, there is no evidence of concern that former smokers, non-smokers, and youth are using our products. <sup>27</sup>
*Themes: H: E-cigarettes are less harmful Q: E-cigarettes help smokers quit Y: E-cigarettes are not attractive to youth and have not gateway effect to smoking		

<b>Date</b>	<b>TI Tactic</b>	<b>Description</b>	<b>TC Actions</b>
Jan 2019	Direct criticism and spread the attack through social media.	In January 2019, the worst level of particulate (PM <sub>2.5</sub> ) air pollution was reported in Bangkok, which lasted for about a month. TRC held a demonstration with other tobacco control advocates showing that e-cigarette use also produced elevated PM <sub>2.5</sub> . <sup>28</sup> ECST called TRC unprofessional and a joke, using the insulting phrase "3 <sup>rd</sup> world propaganda." <sup>29</sup>	Ignored criticism and continued informing public about dangers of ENDS.
Mar 2019	Submit complaint letters against tobacco control researchers to government agencies.	ECST opposed MOC appointing TRC to lead a study on the appropriate ENDS control policy for Thailand. <sup>30</sup> ECST wrote MOC and FDA, an agency under MOPH which had legal authority to control the safety and quality of ENDS if they were legalized, claiming that TRC was not neutral, unprofessional and distorted information on e-cigarettes. <sup>31-33</sup> In the letter, ECST attached a comment from Dr. Konstantinos Farsalinos, a researcher funded by e-cigarette companies, <sup>32-34</sup> claiming the TRC's demonstration of PM <sub>2.5</sub> from e-cigarette aerosol was "like a funny amateur experiment than a scientific test." <sup>35</sup>	Ignored criticism and TRC continued coordinating research on ENDS and submitting a policy recommendation to MOC on September 24, 2019 to keep the ban. <sup>36</sup>
May 2019	Direct criticism and spread the attack through social media.	ECST held a public event to oppose TRC and launched its "We don't accept TRC" campaign on Change.org to collect 10,000 signatures directed to MOC as the chair of the working group. As of December 6 2019, there were 3,380 signatures on the petition. <sup>37</sup>	Ignored criticism and TRC continued coordinating research on e-cigarettes and submitting a policy recommendation to MOC on September 24, 2019 to keep the ban. <sup>36</sup>
Jun 2019	Direct criticism and spread the attack through social media.	ECST attacked Dr. Stanton Glantz, an author of this paper, whom TRC invited to speak about the global public health emergency regarding e-cigarettes during the 18 <sup>th</sup> National Conference on Tobacco or Health in Bangkok. <sup>38, 39</sup> ECST raised the issue of credibility and integrity of Dr. Glantz on its Facebook page asserting he had been accused of sexual harassment and was criticized by the American Cancer Society that he interpreted his research findings with bias. <sup>39</sup>	TRC and ASH responded immediately by posting correct information on TRC's website, also noting that it was a tactic ECST tried to discredit the expert who inform the public about the dangers of e-cigarettes. <sup>40</sup>
Sep 2019	Use third parties such as physicians and researchers to attack claims by tobacco control advocates and spread the attack	ECST quoted Dr. Somchai Bovornkitti, a well-known chest physician and a member of the Royal Society of Thailand, who said Thailand should control rather than ban e-cigarettes. <sup>41, 42</sup> In 2018, Dr. Bovornkitti said in a published article that he received a call from two PMI executives introducing him to HTPs which he agreed could assist smoking addicts. <sup>43, 44</sup> In June 2018, Dr. Bovornkitti was among Thai researchers that PMI invited to join a meeting about	Continued informing public about dangers of e-cigarettes.

<b>Date</b>	<b>TI Tactic</b>	<b>Description</b>	<b>TC Actions</b>
	through social media.	HTPs in Bangkok. <sup>42</sup> Between July and September 2019, Dr. Bovornkitti published a mini review, "Tobacco Harm Reduction" <sup>45</sup> and an opinion "About Cigarettes" <sup>46</sup> to support the argument that ENDS were alternatives to reduce harm from smoking on Crimson Publishers, a predatory journal on the Beall's list <sup>47</sup> , which charges processing fee for a mini-review from \$431-\$663 and for an opinion from \$316-\$528. <sup>48</sup> He did not disclose funding sources for either article.	
Nov 2019	Use third parties such as physicians and researchers to attack claims by tobacco control advocates and spread the attack through social media.	Dr. Bovornkitti told the press, "e-cigarettes only contain nicotine. No other additives are added. In general, people who smoke and become addicted are only nicotine. ... although the nicotine is harmful. But there are also advantages to prevent Parkinson's disease which will stimulate the brain cells to prevent this disease." <sup>49</sup>	ASH sent out an argument to its tobacco control networks to correct the "misunderstanding of Prof. Dr. Somchai Bovornkitti" via LINE (a social media platform similar to Whatapp, that is very popular in Thailand), saying that e-cigarettes not only contain nicotine, but other chemical substances. <sup>50</sup>

<b>Table S3. Conferences in Thailand in 2017-2019 to support the legalization of ENDS</b>		
<b>Date</b>	<b>Host</b>	<b>Events/Panelists</b>
7 July 2017	Thai Public Broadcasting Service (Thai PBS)	Seminar "ENDS/Truth/Future" on Thai PBS TV Channel. Panelists: Maris Karanyawat and Aunkung Lim <sup>51</sup>
6 & 13 Dec 2017	National Institute of Development Administration (NIDA) Center for Research & Development of Disaster Prevention & Management	Seminar "Coal-fired power plant & ENDS" at Asia Hotel, Bangkok Panelists: Kornkasiwat Kasemsri, Chalee Charoenlapnopparat, Prasart Meetam, Urich Atchakosit, Pinyo Meechamna, Anuchart Palakawong Na Ayutthaya, Maris Karanyawat and Aunkung Lim Moderator: Siwatt Pongpiachan <sup>52, 53</sup>
31 Mar 2018	NIDA Center for Research & Development of Disaster Prevention & Management	Seminar "ENDS Ban: Thailand gains or loses?" at Asia Hotel, Bangkok Panelists: Siwatt Pongpiachan, Asa Saligupta, Maris Karanyawat, Rattapong Sornsuparp, Kerdphol Kaewkerd, Nilsuwan Leelarasamee and Wittawat Siriprachai <sup>54</sup>
6 Mar 2019	College of Social Innovation, Rangsit University	Seminar "Illicit Economy, Law, and ENDS" at Rangsit University Panelists: Sangsit Phiriyarangsarn, Asa Saligupta, Maris Karanyawat, Rattapong Sornsuparp, Kerdphol Kaewkerd and Aunkung Lim <sup>55</sup>
18 May 2019	ECST	Seminar "Smoking and vaping lung" at The Emerald Hotel, Bangkok Panelists: Asa Saligupta and Maris Karanyawat <sup>30</sup>
24 Jun 2019	Royal Society of Thailand	Symposium "Environment Medicine: Environment Pollution Harm Reduction" at Sukosol Hotel, Bangkok Speakers: Siwatt Pongpiachan, Siam Aroonsrimorakot, Manoon Leechawengwongs, Yuwadee Pitakpatapee, KC Wan, Alex Wodak, Somchai Bovornkitti, Shakrit Rimpanit <sup>56</sup>
<p>Alex Wodak is a director of Australia Tobacco Harm Reduction Association (ATHRA), which received a grant from Knowledge Action Change Limited (KAC) (funded by the tobacco industry through PMI funded FSFW) in 2018.<sup>57</sup> Asa Saligupta and Maris Karanyawat are ECST founders.</p> <p>Aunkung Lim received research funding from Philip Morris in 2006.<sup>58</sup></p> <p>Rangsit University appeared on the grantee list of the PMI Impact in 2019.<sup>59</sup></p> <p>Shakrit Rimpanit was invited by PMI to speak "Evidence Review from The National Academic of Science and Medicine (NASEM)" in its meeting on smoke-free products on June 23, 2018 in Bangkok.<sup>42</sup> He was also a speaker at the 1<sup>st</sup> Asia Harm Reduction Forum (AHRF).<sup>60</sup> This forum was criticized by the Southeast Asia Tobacco Control Alliance as "an annual travelling road-show sponsored by the harm reduction supporters....to persuade governments to reverse any restrictive policy or prevent bans from being put in place."<sup>34</sup> The AHRF was hosted by Yayasan Pemerhati Kesehatan Publik Indonesia, which is affiliated with INCCO's affiliated organization: Coalition of Asia Pacific Tobacco Harm Reduction Advocates.<sup>60-62</sup></p> <p>Somchai Bovornkitti was invited to attend the PMI meeting on June 23, 2018. He reported that he received a call from two PMI executives about HTPs and was convinced by the conversation that HTPs could help with smoking cessation.<sup>42-44</sup></p>		

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