

Reframing “Harm Reduction”: How Tobacco Industry Narratives Undermine Global Health Governance

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Reframing “harm reduction”: what is really happening?

- “modernization”
- “regulatory balance”
- TI gateway back into policymaking spaces



A screenshot of a Google search for "medidas mpower". The search bar is highlighted with a red box. Below the search bar, there is an "AI Overview" section with a blue diamond icon. The text in the AI Overview describes the MPOWER measures as a package of six strategies from the WHO to combat the tobacco epidemic. Below this, there is a "Detalles de las medidas MPOWER:" section with a list of items: "M (Monitor): Vigilar el consumo de tabaco y las políticas de prevención.", "P (Protect): Proteger a las personas del humo de tabaco mediante ambientes libres", and "Show more >". Below the AI Overview, there is a "Sponsored result" section, also highlighted with a red box. It features a logo for "velo.com" and the text "VELO Pouches de Nicotina" with a description: "Una Nueva Alternativa — Ideal para disfrutar en cualquier lugar. Conoce nuestras diferentes presentaciones. Una nueva forma de disfrutar nicotina. Cuando y Donde Quieras." At the bottom of the sponsored result, there is a link "¿Conocé pouches de Nicotina?" and a button "Descubri VELO Pouches de Nicotina".

Reframing “harm reduction”: what is really happening?

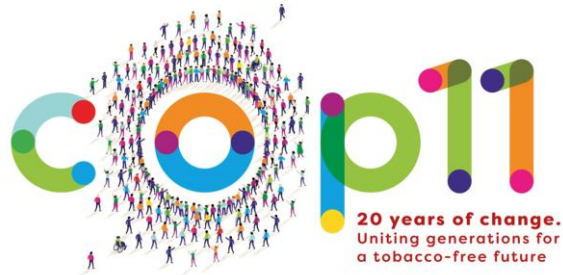
- Cigarette Filters
- Heated Tobacco Products (HTPs)
- Electronic Cigarettes
- Nicotine Pouches



Contre-Feu (ex ACT) stages a banner protest against British American Tobacco

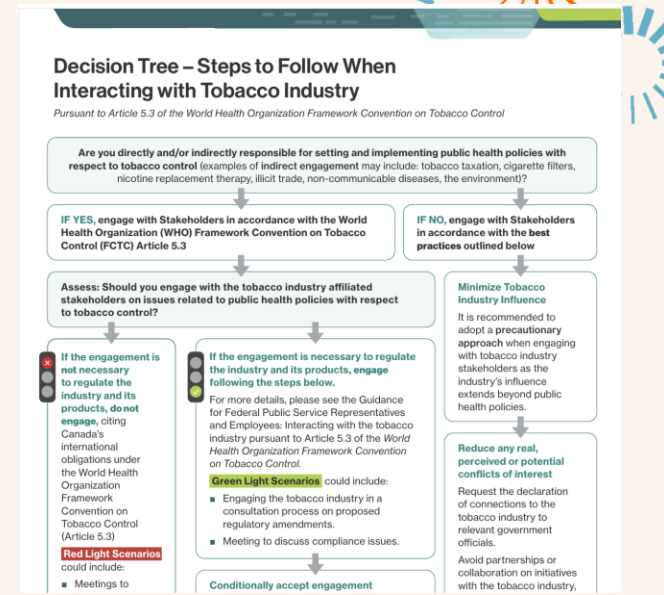


Why this matters for global health decision-making?



Article 5.3: more relevant than ever

- Article 5.3 is a provision designed to **protect the integrity of public health policymaking**
- Its implementation is more **urgent** than ever
- Safeguards against conflicts of interest should extend across WHO governance tools and the broader UN system.
- Member States are called to shield policymaking spaces with similar strategies as 5.3



Brazil through CONICQ, with the support of Vital Strategies, adapted this Canadian decision tree to their context


Thank you!

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