

IT'S TIME TO THWART PM'S LATEST PR PLOY!

PLAN OF ACTION

The objective: encourage peer reviewers to refuse Philip Morris money and further involvement in the company's external research program.

1. Scan the list of peer reviewers at <http://www.essentialaction.org/tobacco/pmrlist.pdf> for all people and institutions based near you or your partner organization or with which you have some personal tie. In some cases, your own institution may be listed. If there are no peer reviewers that fit these criteria, please see our recommendations below. Peer reviewer contact information is available at <http://www.essentialaction.org/tobacco/pmrlist1.pdf> (in alphabetical order by country and state) and <http://www.essentialaction.org/tobacco/pmrlist2.pdf> (in alphabetical order by last name).
2. With your partner*, adapt the sample letter <http://www.essentialaction.org/tobacco/action/pmpr/letter.pdf> or draft your own. In order to coordinate our efforts, we ask that you try to send/fax the letter within the next two weeks. A follow up phone call a week later would not hurt. Letters should be courteous and polite, while firmly stating your opinion that the addressee should cut all ties to the tobacco industry. Sharing examples of Philip Morris' marketing practices in your or your partner's country is recommended. **If you do not have a partner, please do this activity on your own.*
3. To make your effort most effective, ask other organizations in your state or country to write letters of their own or sign on to one you draft. If you are a school-based organization, consider writing letters for a class activity.
4. Share copies of your letters and any responses with us (see contact information below). This will help us coordinate our action with others in the international tobacco control community and to better monitor the results.

To whom should you send letters? *To as many people as you can!*

* If there are one or more peer reviewers based in your state or country, we recommend that you send a letters to them.

* If you are from a state or country without any peer reviewers, we recommend that you send letters to people who work for the U.S. Environmental Protection Agency (see NORTH CAROLINA), National Institutes of Health (see MARYLAND), and anyone who represents a medical/public health field.

* You might also send letters to people who work in a similar field as yourself -- or with whom you share some direct or indirect connection, e.g. your partner group is based in their state, you've worked with their university, etc.

* Finally, two of the four peer reviewers we've reached so far (Dr. Rebecca Bascom - PENNSYLVANIA & Dr. Kent Pinkerton - CALIFORNIA) seem receptive to our concerns. Bascom has worked with the American Lung Association in the past and served on the board of the American Thoracic Society. Letters and emails, particularly from ALA affiliates and their partners, stand a good chance of giving her courage to break her decade-long relationship with Philip Morris. Pinkerton considers his research very anti-tobacco, but still seems somewhat naive about how his association with the company serves to legitimize it. He never agreed to be a peer reviewer. Our task is to encourage him to rule out such a role in the future.

So, now we've made it easy for you. With contact information in hand, it's time to get busy and send off those letters!

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