

Killer Tactics 2

BINGO



TACTIC

Deny and play down the evidence of harms linked to their products

TACTIC

Position themselves as part of the solution

TACTIC

Distort the science about their products

CLAIM

Unfounded claims about importance to the economy

CLAIM

Suggesting, against the evidence, that policies will lead to job losses

CLAIM

Misleading use of 'individual choice' and nanny state claims

TACTIC

Distort messaging about health risks and harms

TACTIC

Give gifts, benefits and hospitality to MPs attempting to win their favour

TACTIC

Use legal threats and actions to interfere with and delay implementation of effective policies to protect public health

CLAIM

Baselessly suggesting issues are 'complex'

CLAIM

Arguing for self-regulation, when this has been shown to be ineffective

CLAIM

Wrongly suggesting education is better than regulation

TACTIC

Use Corporate Social Responsibility (CSR) to signal their virtue at the expense of public health and wellbeing

TACTIC

Use proxies to communicate their messages without always being transparent about their funding

These tactics and claims are used by the tobacco, alcohol and unhealthy food and drink industries to undermine public health.

See if you can spot them for yourself!

