

Box 1 Summary of the different forms of industrial interference with NCD prevention relating to tobacco but now also applicable to the alcohol and food industries [Source: (3)]

1. Manoeuvring to hijack the political and legislative process;
2. Exaggerating the economic importance of the industry;
3. Manipulating public opinion to gain the appearance of respectability;
4. Fabricating support through front groups;
5. Discrediting proven science;
6. Intimidating governments with litigation or the threat of litigation.

Note: The food industry also opposes governmental efforts by invoking the freedom of individuals to make their own decisions without government interference which should not behave like a "Nanny State".