



REACT Frequently Asked Questions

What is REACT?

STOP's Rapid Engaged Action Team (REACT) is a service designed to provide customized technical support to counter challenges from tobacco industry interference. Governments and advocates can request help with industry monitoring, evidence-based information and data, expertise in industry arguments and strategic communication. REACT emphasizes collaboration with local partners to align on strategy and make sure that STOP's expertise fills gaps that enhance tobacco control.

Does REACT Provide Funding?

REACT does not accept funding requests nor does STOP provide funding in any other capacity. However, through the REACT service we offer substantial experience in countering the industry and access to a network of specialists around the world.

Who can request help?

Requests typically come from government agencies and civil society organizations; however, anyone who is working on tobacco control policies that are under threat from tobacco industry interference may request assistance

What is the process for requesting help?

Reach out to us via the REACT page or [sending an email \(react@exposetobacco.org\)](mailto:react@exposetobacco.org). Please be prepared to provide the following information:

- Your name and organization's information
- Problem for which you are requesting assistance
- Timeframe under which you need the assistance
- Main actors (in government and civil society, tobacco companies involved, etc.)
- Any actions you've taken so far

How long will it take to receive responses to my request?

REACT will process and respond to your request within a few days. We understand the urgency of requests and will prioritize the timeline provided to us to ensure we can provide the best support that will have an impact on your issue.

How secure is the information I provide?

All information provided to REACT is hosted and transmitted using secure platforms and encryption technology. We exercise the utmost caution in assuring confidentiality and security.

Can I request help anonymously?

No. In order to help you with your request, the REACT team will need to be in contact with you and work with you to develop a solution. Your contact information and other details will be confidential and only shared within STOP.