



UNIVERSITY OF
BATH

Tobacco Tactics Writing Manual



STOPPING TOBACCO
ORGANIZATIONS & PRODUCTS

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01 Introduction

1.1 *TobaccoTactics.org*

TobaccoTactics is a unique academic resource that explores how the tobacco industry attempts to influence policy and public health in the United Kingdom (UK), the European Union (EU), and internationally.

The website contains profiles of the main tobacco companies and their senior staff. It details the tactics used by these companies and their allies to stall or weaken tobacco control measures such as the introduction of plain packaging, increased taxation or action against smuggling. The site also explores the tobacco industry's role in the promotion of products such as e-cigarettes and heated tobacco products.

The site is focused on analysing those with financial links to the tobacco industry; tobacco industry employees of significant rank or those that have been very active in lobbying against tobacco control regulations; and e-cigarette manufacturers and advocates where they have tobacco industry links. This approach allows the site to maintain its focus and capacity to investigate and report at depth.

TobaccoTactics also includes profiles of people and organisations that are allies of the tobacco industry and charts their involvement in relevant debates. This is important as tobacco companies increasingly use third parties to lobby decisionmakers and push pro-tobacco and anti-regulation messages in the media, creating a skewed impression that these messages are independent of the tobacco industry.

Finally, the site contains historical information including original documents and key academic texts so that the current strategies and practices of the tobacco industry can be set in context.

In considering how and what to publish the *TobaccoTactics* team have a set of principles:

- we are strategic
- we are evidence-based, peer-reviewed and rigorous
- we are accurate rather than first
- we are analytical and informative
- we are accessible
- we have impact

To be included on *TobaccoTactics*, an individual or organisation must meet one of these two criteria (with evidence to support):

1. Have a direct or indirect financial link to the tobacco industry or
 2. Be a tobacco industry employee of significant rank or an employee of any rank that has actively lobbied against tobacco control regulations
-

1.2 Structure

TobaccoTactics uses MediaWiki (<https://www.mediawiki.org/>) software, an open source software available free of charge. The software uses *wikitext* format, enabling users without knowledge of webpage mark-up languages (e.g. XHTML), to write and edit pages easily.

Unlike most MediaWiki websites, *TobaccoTactics* allows only a select few persons to edit or publish pages. We do this to maintain editorial control and mitigate the risk of inappropriate and libellous content. Thus, only a username and a password-empowered login will give you access to the *TobaccoTactics* editing tools (Figure 1). Different levels of editorial access can be given.



Figure 1: *TobaccoTactics* main page, before and after login

1.3 Main Page

The main page, which the URL www.tobaccotactics.org directs to, contains the section's key topics and the newest pages published on the website (Figure 2). It also allows readers to share the page via social media and follow our @BathTR Twitter account. The page includes a live Twitter feed, so that readers can see what the Tobacco Control Research Group has tweeted and retweeted most recently, and who has retweeted us or mentioned us in their tweets.

The editorial oversight section near the bottom of the main page explains, for reproduction purposes, the copyright status of material published on *TobaccoTactics*.

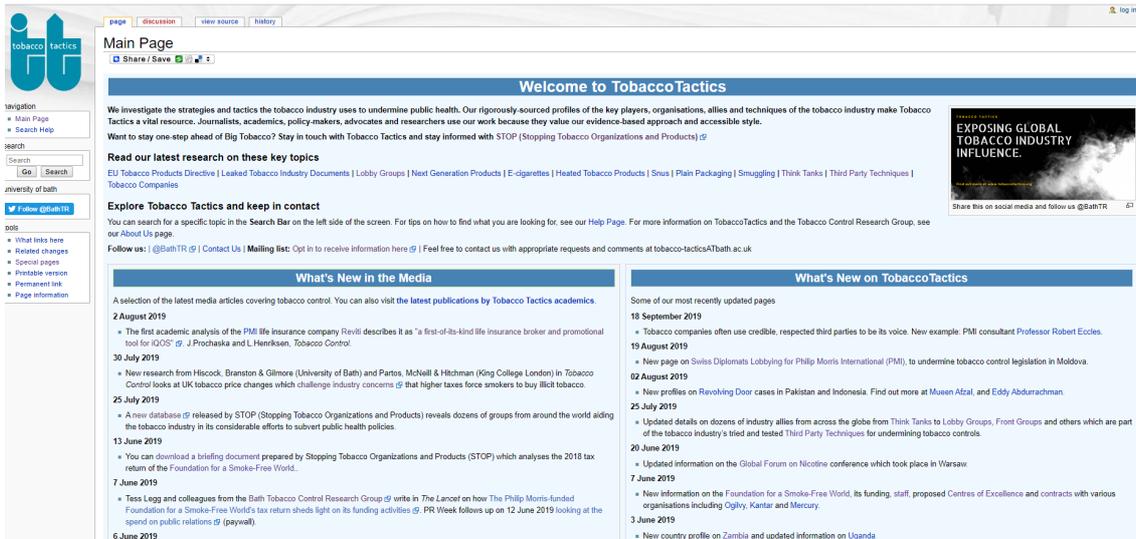


Figure 2: TobaccoTactics main page

What's New on Tobacco Tactics: Advertise all new pages and significant updates on the main page under this section. Include the date it was published and hyperlink to it.

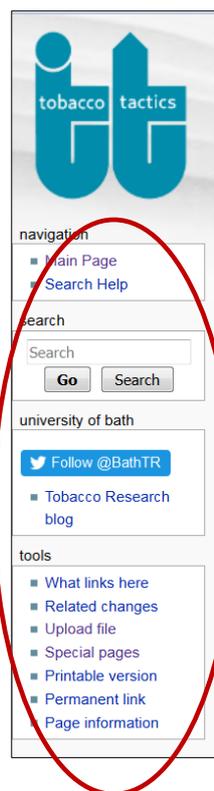
The list of new pages can get quite long. Once the list starts to push the Twitter feed way down the page, creating white space in the left-hand column, the oldest news items should be removed. In general, it's good practice to only have items published in the last six months under the What's New heading.

1.4 Navigation

You can navigate *TobaccoTactics* by using:

1. the side bar (Figure 3)
2. page tabs (Figure 4)
3. user links (Figure 5)

1.4.1 Sidebar



The sidebar contains three main sections:

1. navigation
2. search engine
3. toolbox

Figure 3: *TobaccoTactics* sidebar

Navigation

The **Navigation** box directs you to the main page and the MediaWiki help page (<https://www.mediawiki.org/wiki/Help:Contents>) via the **Search Help** link.

Search Engine

To run a search, type the query in the box, and press **Go** or **Search**. Try both **Go** and **Search** for the best results.

Go

- **go** looks for an article with the given string as its title, and, if it finds one, takes you directly to that page
- the string of letters in your search term needs to be **the same** as the page title, including capitals and lower-case (case sensitive). For example, to search for 'Imperial Tobacco', enter 'Imperial Tobacco', not 'Imperial tobacco', 'imperial tobacco' or 'Imperial Tobacco Ltd'.

Search

- **search** returns a list of pages with the search term in the title, followed by a list of pages in which the search terms appear on the page but not in the title
- it is not case-sensitive. Searches for 'imperial', 'Imperial' and 'IMPERIAL' all return the same results
- watch for plurals: if you search for 'cigarette', articles that contain the word 'cigarettes' will not be shown (unless the singular word ('cigarette') is also on the page)
- you can use Boolean searches. The words 'and,' 'or' and 'not' and parentheses can be used to formulate search requests. For instance, 'tobacco not smokeless' will return all pages with the word 'tobacco' which do not contain the word 'smokeless.' If none of those words are specified, 'and' is used by default
- no regular expressions or wild card symbols such as '?' or '*' symbols are permitted
- avoid short and common words. This is the most likely cause of a failed search. If the search terms include a common 'stop word' (such as 'the,' 'one,' 'your,' 'more,' 'right,' 'when,' 'who,' 'which,' 'such'), then the search is unlikely to produce results. Short numbers, and words that appear in half of all pages, will also not be found.

Toolbox

- The toolbox contains a selection of links.

What links here

- this links to a special page that lists all *TobaccoTactics* pages which contain a hyperlink to the current page
- this is helpful when looking for pages of related information
- it is also useful when updating pages; if you change or update content on one page, then you can change it on these other pages too if necessary.

Related changes

- lists all recent changes to the pages linked to from the current page
- the **Hide minor edits** option that can be set in the user preferences also applies to **related changes**.

Upload file

- displays a special page that allows you to upload images and other files.

Special pages

- lists the **special pages** of *TobaccoTactics*
- in MediaWiki terminology, a special page is one that presents information about the wiki and/or allows access to administration activities for the wiki. For example, a list of all pages, a list of all categories, pages which are unlinked etc.

Printable version

- provides a print-friendly version.

Permanent link

- is a link to a specific version of a *TobaccoTactics* page. In other MediaWiki platforms it can lead to a prior version of the current page. As *TobaccoTactics* does not retain earlier versions of pages, this would lead to the same version with information on its last edit mentioned at the top of the page.

Page information

- presents basic information about a page, including when it was created.

1.4.2 Page Tab



Figure 4: TobaccoTactics page tabs

Page tabs (Figure 4) indicate actions that are related to the current page. The specific tabs displayed will vary depending on whether you are logged in or not, and whether you have administrator privileges.

Default for all users

- **discussion** – allows you to discuss page content and communicate with the authors (note: we have deactivated this option on *TobaccoTactics* due to a significant risk of misuse by the tobacco industry or those who support it)
- **history** – gives the editing history of the page (note: the *TobaccoTactics* editing history is cleared once a week – again because it may be open to misuse).

Extra tabs for logged-in users

- **edit** (may read **view source** if the page is protected) – allows you to edit page content
- **move** – allows you to rename the page. Searches for the old title will be automatically redirected to the new title
- **watch** – allows you to keep track of any edits made to the page

Extra tabs for administrators

- **protect** – allows you to protect a page from further editing
- **delete** – allows you to delete a page

1.4.3 User Links

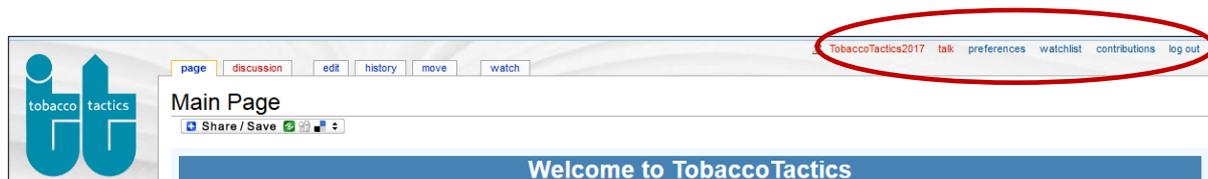


Figure 5: TobaccoTactics user links (for logged-in users)

User links enable you to view and edit your user page and wiki preferences (Figure 5). Additionally, the user links allow you to quickly access your contributions to the wiki, and to log out.

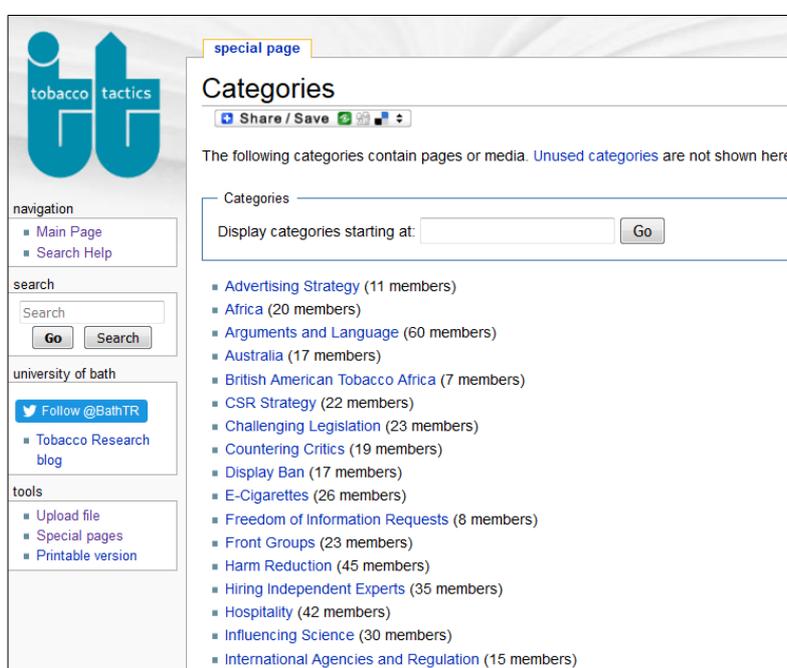
If you are not logged in, the user link is replaced by a link to the wiki login page or, if enabled by the site administrator, a link to your IP address and your IP address' talk page.

- **username** – links to the user page on which your information is recorded
- **talk** – links to the discussion page (disabled on *TobaccoTactics*)
- **preferences** – lists the personal site preferences. You can change the list if necessary
- **watchlist** – lists the pages you watch
- **contributions** – lists all contributions you have made to the website
- **log out** – allows you to log out of the website.

1.5 TobaccoTactics categories

An alternative method of searching for information on *TobaccoTactics* is via **Categories**, which provides a road map to *TobaccoTactics*. The list of categories (Figure 6) can be accessed via the **Special Pages** link in the left-hand column of the website, and the key categories are mentioned on the home page as **Key Topics**.

Figure 6: TobaccoTactics categories page



Clicking on a category will take you to pages with information in that category (Figure 7).

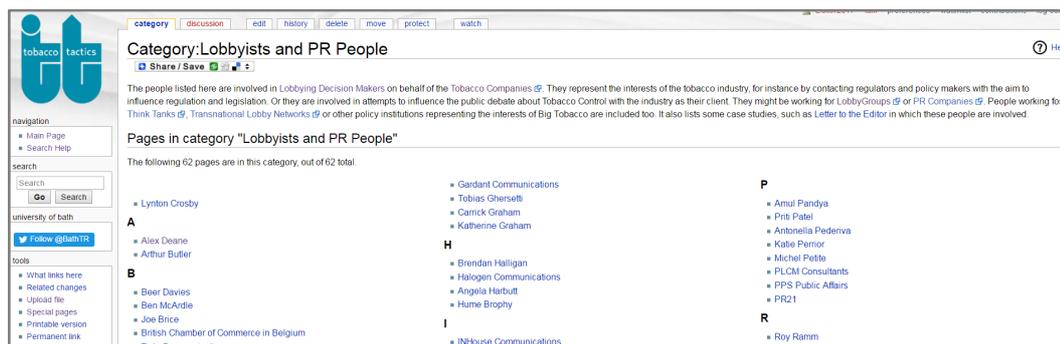


Figure 7: Pages listed under TobaccoTactics category 'Lobbyists and PR People'

Every page on TobaccoTactics is categorised, so that it can be found easily when you search by category. The category labels can be seen at the bottom of each page. A single page can have more than one category label (Figure 8).

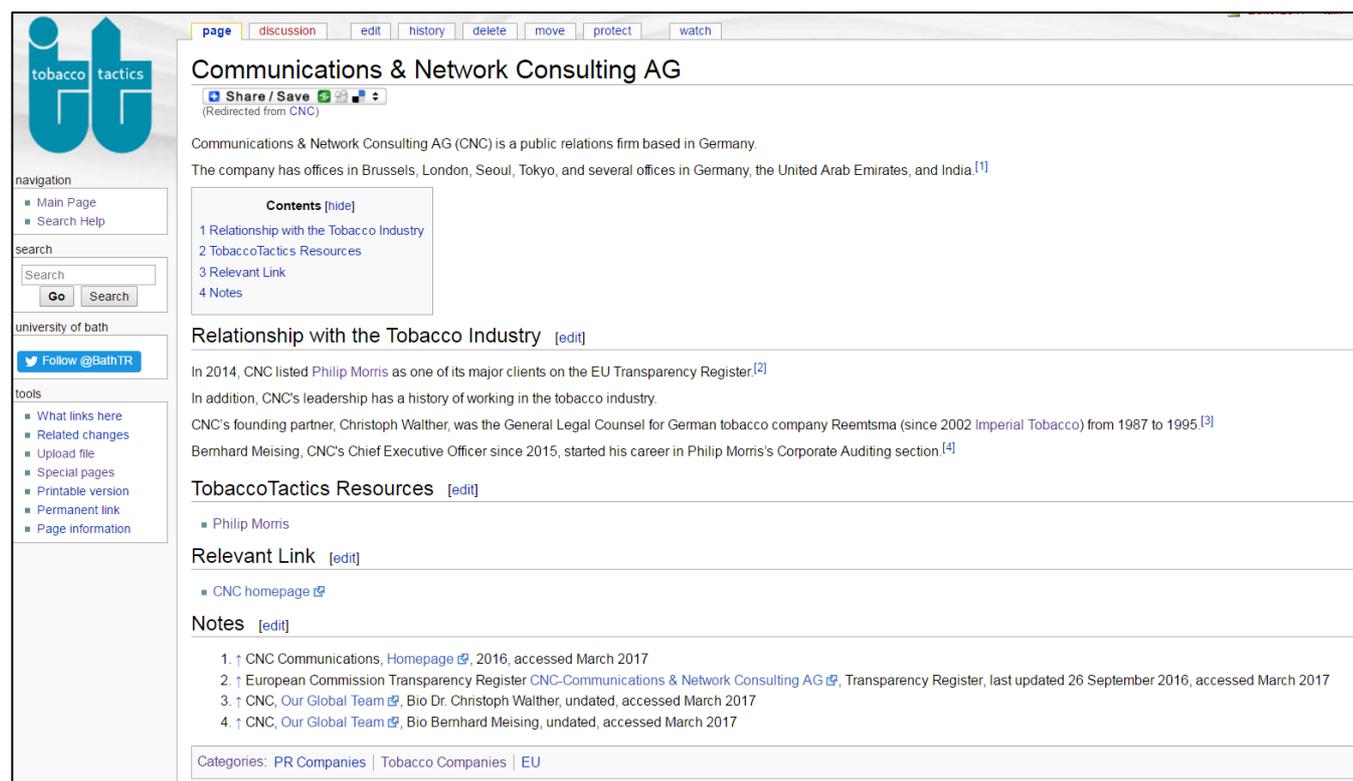


Figure 8: TobaccoTactics page with multiple categories

02 Writing a post

2.1 Guide to writing

You'll find short guides on how to write for *TobaccoTactics*, including the language to use, the page structure to follow and how to write references in MediaWiki on the hyperlinked pages in the 'Editorial Oversight' section (Figure 9). However, this manual is the most comprehensive guide on how to write for *TobaccoTactics*.

The screenshot shows the 'Editorial Oversight' section of the TobaccoTactics website. At the top, there is a blue header with the text 'Editorial Oversight'. Below this, there is a paragraph of text explaining the project's affiliation with the University of Bath and its policy on strict referencing. A disclaimer follows, stating that the research is funded by Cancer Research UK Limited and Bloomberg Philanthropies, and that the University of Bath is not responsible for the content. The University of Bath logo is visible in the bottom right of this section.

Below the disclaimer, there is a navigation bar with four tabs: 'project page', 'discussion', 'view source', and 'history'. The 'project page' tab is selected and highlighted in yellow.

The main content area is titled 'TobaccoTactics: Strict Referencing'. Below the title is a 'Share / Save' button with social media icons. The text below reads: 'TobaccoTactics has been set up by the Tobacco Control Research Group at the University of Bath to explore how the tobacco industry promotes products damaging to health and indirectly through influence over public policy. All research information published on this site is for informational purposes only. Here we provide some guidance on how to write for TobaccoTactics. These are required reading for all our contributing editors.'

Below this text is a list of three links:

- [Guide to Writing](#)
- [Guide to Referencing](#)
- [General Layout of Pages](#)

At the bottom of the section, there is a paragraph: 'TobaccoTactics relies on contributing editors to provide information and data in good faith. All content is monitored by the managing editors. We reserve the right to remove or edit content about information that is perceived to misrepresent any person or organisation on TobaccoTactics.'

Figure 9: TobaccoTactics page on Strict Referencing with links to 'Guide to Writing,' 'Guide to Referencing,' and 'General Layout of Pages'

The tone in which a page is written makes a big difference to how it is received by the reader. Information presented on *TobaccoTactics* must be objective, factual and well referenced, not subjective or judgemental. It is also important to give a clear explanation as to why a person or organisation is featured on *TobaccoTactics* (i.e. their relationship with the tobacco industry).

2.1.1 Focus on facts

Try to be as factual as possible. Avoid personal comments and speculation which may lead to claims of defamation and/or libel. There is a difference between a profile entry on *TobaccoTactics* and an opinion piece. There should be enough objective material – hard facts about what the person or organisation said or did, including quotes from the target person or from critics, to enable readers to make their own reasoned judgement.

2.1.2 Avoid generalisations and unsubstantiated statements

Just because someone else has said it is true, does not mean it is true and quoting someone else without checking your facts does not necessarily protect you from libel. Support your statements with as much primary evidence as possible, and make sure your references are up to date, and relate to the present day or else indicate that they are historical.

2.1.3 Avoid sarcasm and anger

Use neutral language. Sarcasm and anger are counter-productive because they alienate people. *TobaccoTactics* does not accept any abusive or prejudicial language or any language that could be construed as such. Do not use swear words unless you are quoting someone else and the words are in quotation marks.

TobaccoTactics has a policy of strict referencing.

Main arguments – especially contentious ones – should be referenced appropriately to support and strengthen the argument. Referencing is also important to ensure we acknowledge our sources and avoid plagiarism.

Many URL references will have to be archived to ensure the immortality of the referenced information (see section 4.6).

2.1.4 Provide analysis

You need to explain why you are citing facts and what they tell us. For example, 'Aspect Consulting has represented Fontem Ventures since 2014' does not inform the reader what is noteworthy about their relationship. The reader needs to know why a combination of different jobs or functions raises questions. Or how a string of affiliations proves a link to the tobacco industry, and why that would be inappropriate. A more accurate version would be 'Aspect Consulting has represented Fontem Ventures, a subsidiary of the tobacco company Imperial Tobacco, since 2014.'

2.1.5 Quote accurately

Take care to quote people or printed material accurately, and to represent their views correctly. Misquotations can lead to legal repercussions. Also, take care not to quote people or printed material out of context, thereby changing the meaning.

If you repeat something libellous, you can be held responsible for it. This includes repeating direct quotes from someone who is making allegations about someone else. It is no excuse in law to argue that it was published, for example, in a national newspaper first—or that someone else said it first.

If the person, organisation or company has denied the accusation in material you are quoting from (or later in a letter of clarification or a correction note), reflect this in your article.

2.1.6 Use timeless language

Assume that people will read your article well into the future. Thus, avoid words and phrases like ‘now,’ ‘currently’ or ‘at the time of writing.’

Incorrect:

‘Aspect Consulting is currently representing Fontem Ventures, a subsidiary of Imperial Tobacco.’

‘From 2013 to present, there has been a flurry of tobacco company investments in e-cigarettes.’

Correct:

‘Aspect Consulting has represented Fontem Ventures, a subsidiary of Imperial Tobacco, since 2014.’

‘The year 2013 saw a flurry of tobacco company investment in e-cigarettes, both in the UK and in the U.S. This trend continued into 2014, 2015 and 2016.’

2.2 Help the reader to understand

2.2.1 Do not assume prior knowledge

Assume your readers know little or nothing about the topics on your pages. Introduce them to the content and lead them through it step-by-step. It is not practical to go into the background of every person and organisation on each *Tobacco Tactics* page. Instead, readers can follow up using the in-text links. It is helpful to give a brief explanation of the relevance of people or organisations that you mention. For example, if you are talking about a person or company, state why it is important to mention this person or company.

Incorrect:

“Jacob Sullum is the senior editor of *Reason* magazine, the oldest media channel owned by the Reason Foundation.”

This assumes that everyone knows what Reason Foundation does and knows that it is in some way linked to the tobacco industry.

Correct (provide more information and references):

“Jacob Sullum is the senior editor of *Reason* magazine, the oldest media channel owned by the Reason Foundation, an American libertarian think tank (reference). The Reason Foundation has a history of receiving donations from tobacco companies (reference).”

It also helps to give a brief description of a person’s role and position, even if they are well known in your own country. Readers in Britain are likely to know who David Cameron [former prime minister of the United Kingdom] is, but readers in other countries will appreciate a brief description, such as “David Cameron was prime minister of the United Kingdom from 2010 to 2016.”

2.2.2 The ‘boggle factor’

An article’s difficulty level is known as the ‘boggle factor.’

The following features increase an article’s difficulty level, or the ‘boggle factor’:

- long and complex sentences: one point of information per sentence is usually enough
- paragraphs that are too long or large bodies of unbroken text

- quotations that are too long: extract the relevant part of the quotation and tell the reader how it supports the point you are making. If you use a long quotation that makes a lot of points, 'unpick' the quotation for readers. Split it into smaller quotes and provide a pointer in each section to help readers see the relevance of the quote
- missing lead-in to quotations: 'Lead in' to a quotation so readers understand why it's important
- missing conclusion to quotations: Give a brief conclusion to a quotation
- many long, abstract, Latinate, or ancient Greek-derived words: keep it simple. For example, say 'Pricing policies in a European project' rather than; 'Pricing Policies and Control of Tobacco in Europe (PPACTE) project: Cross-national comparison of smoking prevalence in 18 European countries.'

The following features decrease the boggle factor:

- short and simple sentences and paragraphs
- short words in plain English
- text broken up by headers that highlight what follows

2.2.3 Write all acronyms in full

There are a lot of acronyms on *TobaccoTactics*. Spell out the full meaning of acronyms the first time you mention them and put the acronym in brackets after it. Thereafter, just use the acronym.

For example:

"The Adam Smith Institute (ASI) calls itself 'the UK's leading libertarian think tank'. It says that it 'engineers policies to increase Britain's economic competitiveness, inject choice into public services, and create a freer, more prosperous society'. ASI strongly argues against the regulation of tobacco; in June 2013, it was revealed that the ASI accepted money from the tobacco industry."

Always use objective and non-emotive language.

2.3 Writing and publishing procedure

Start writing a new page in a Word document.

If appropriate, use a *TobaccoTactics* page template (see section 3.2). When you edit an existing page, copy and paste the content from the *TobaccoTactics* edit view of the page into a Word document. It is good practice to use track changes so colleagues can easily see what changes you have made to the page.

General recommendations to consider during the writing and publishing procedure:

- line spacing – we recommend 1.5 for ease of writing/editing
- track changes for text edits. Use comments for queries, suggested links/references
- colour code to help the reviewer (e.g. highlight refs in green, image coding in yellow)
- when reviewing, accept changes you agree with.

Figure 10 shows the entire procedure of writing a *TobaccoTactics* page.



Figure 10: Publishing TobaccoTactics pages

03 Creating a page and MediaWiki coding

3.1 Creating a new page

The title of the page is created when you write it in the search bar on the left-hand side of the page. You will be asked if you would like to create the page (Figure 11a). Click on the new, suggested page title to confirm. This will open to an edit screen that looks like Figure 11b.

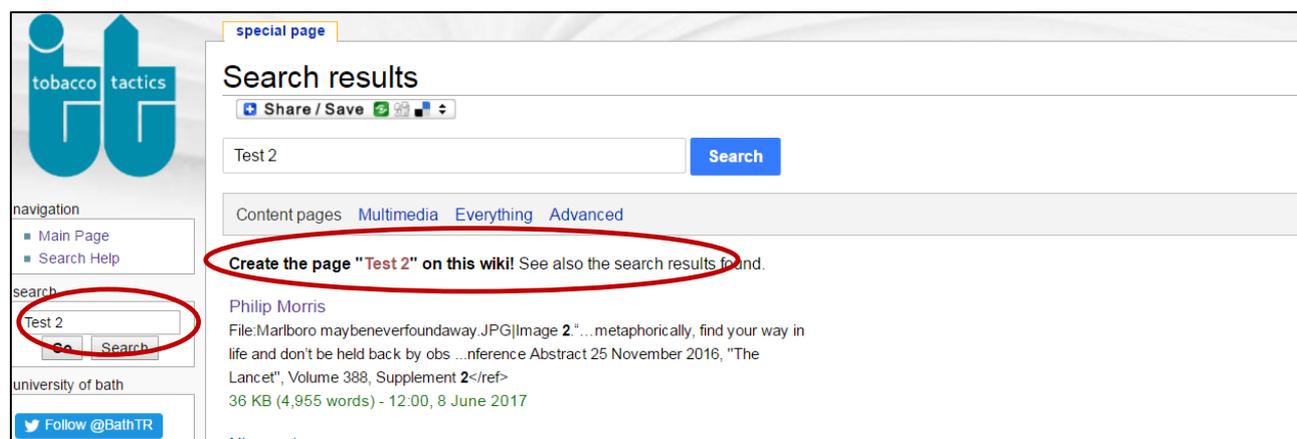


Figure 11a: Creating a new TobaccoTactics page

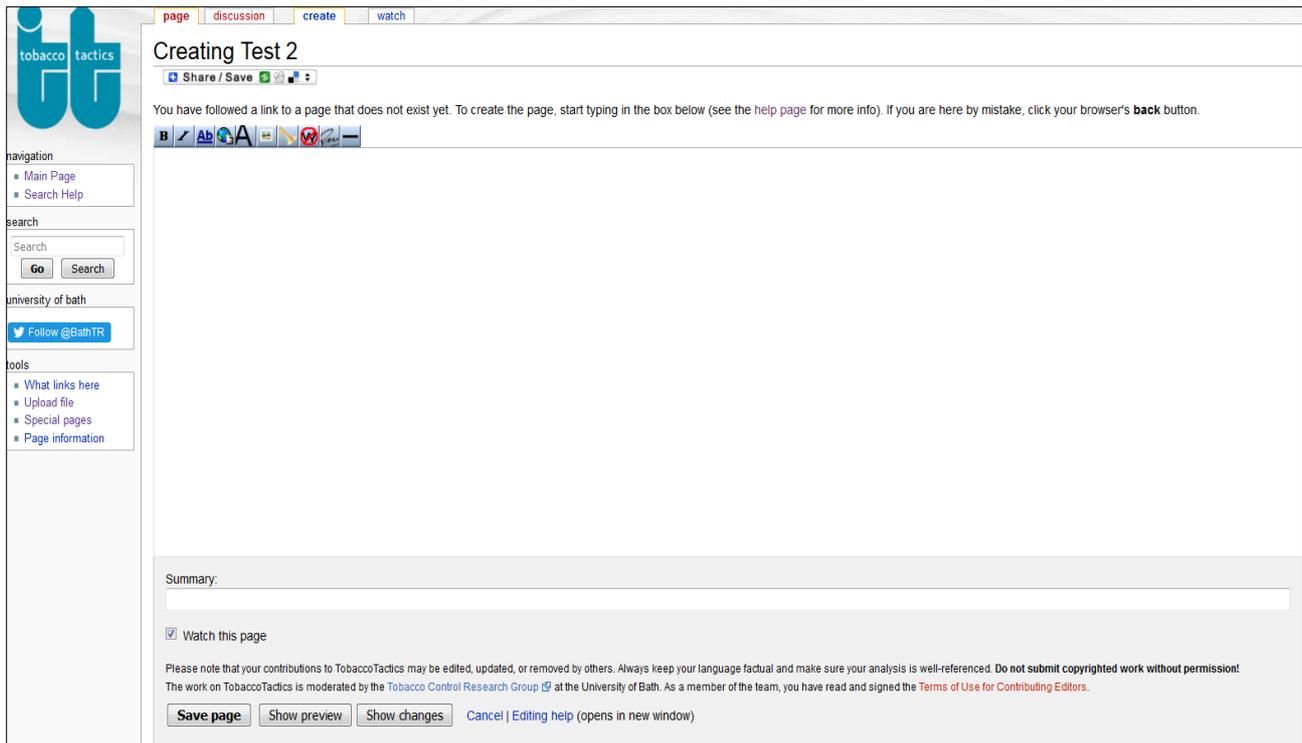


Figure 11b: The MediaWiki edit screen of the New TobaccoTactics page

3.2 Page structure templates

To make *TobaccoTactics* consistent throughout, we recommend that you use one of the templates below to structure a new *TobaccoTactics* page. Consider moving the **Background** section to the top of the page (e.g. when updating an older version of a page).

3.2.1 General layout

General Layout of Pages

Contents [\[hide\]](#)

- 1 Background
- 2 Relationship with the Tobacco Industry
 - 2.1 Information about current activity
 - 2.1.1 Subheading one
 - 2.1.2 Subheading two
- 3 Response of the Person or Organisation
- 4 TobaccoTactics Resources
- 5 Relevant Links
- 6 TCRG Research
- 7 Notes

Background [\[edit\]](#)

Background information to person or organisation or tactic.

Relationship with the Tobacco Industry [\[edit\]](#)

Historical or current relationship with the tobacco industry.

Information about current activity [\[edit\]](#)

This information could be split into several sections with subheadings

Subheading one [\[edit\]](#)

Information presented.

Subheading two [\[edit\]](#)

Response of the Person or Organisation [\[edit\]](#)

Sometimes a person or organisation denies any relationship with the tobacco industry. It is important to report and reference this information.

TobaccoTactics Resources [\[edit\]](#)

- Bullet point list of TobaccoTactics pages

Relevant Links [\[edit\]](#)

- Bullet point list of links to external pages

TCRG Research [\[edit\]](#)

- Link to our open access papers where relevant.

Notes [\[edit\]](#)

Finally include a notes section and specify categories, see our [Guide to Referencing](#).

Figure 12: General layout of a TobaccoTactics page

3.2.2 Tobacco company layout

Tobacco Company Layout of Pages

Share / Save

Contents [hide]

- 1 Background
- 2 Employees: Past and Present
- 3 Affiliations
 - 3.1 Memberships
 - 3.2 Consultancies
 - 3.3 Think Tanks
- 4 Strategy/Tactic
 - 4.1 Subheading one
 - 4.2 Subheading two
- 5 Next Generation Products
- 6 TobaccoTactics Resources
- 7 Relevant Links
- 8 TCRG Research
- 9 Notes

Background [edit]

Background information to company. For example:^[1]

- Where is the company based;
- What is its marketshare in the UK and internationally;
- What are its key markets and products;
- Relevant subsidiaries.

Employees: Past and Present [edit]

From [year], [name] has been the Chief Executive Officer (CEO) of [company].
 A list of the company's leadership team can be accessed at [add link].
 Other persons that currently work for, or have previously been employed with, the company:
 [hyperlinked name] | [hyperlinked name] | [hyperlinked name]

Affiliations [edit]

This information could be split into several sections with subheadings

Memberships [edit]

Consultancies [edit]

Think Tanks [edit]

Strategy/Tactic [edit]

This information could be split into several sections with subheadings.

Subheading one [edit]
Information presented

Subheading two [edit]
Information presented

Next Generation Products [edit]

List the company's investments in Next Generation Products such as snus, e-cigarettes, or Head Not Burn.

TobaccoTactics Resources [edit]

- Bullet point list of TobaccoTactics pages

Relevant Links [edit]

- Bullet point list of links to external pages

For example:

- [Guide to Referencing](#)
- [Guide to Writing](#)

TCRG Research [edit]

- Link to our open access papers where relevant.

Notes [edit]

Finally include a notes section and specify categories, see our [Guide to Referencing](#).

Figure 13: Tobacco company layout of a TobaccoTactics page

3.3 MediaWiki coding: section headings

We recommend using only two **heading** levels to create sections.

3.3.1 Heading One

Create heading 1 by putting ‘==’ before and after a word or phrase.

Example:

`==Use of Evidence Tobacco Company UK Consultation Responses==`

The result will be an underlined heading, as in Figure 14.



Figure 14: Example of a TobaccoTactics Heading One

Note: Do not add additional text on the same line of the heading.

3.3.2 Heading Two

Create heading 2 by putting ‘===’ before and after a word or phrase.

Example:

`===British American Tobacco===`

The result will be a bold, slightly smaller, heading as in Figure 15.



Figure 15: Example of a TobaccoTactics Heading Two

3.4 MediaWiki coding: formatting words and phrases

3.4.1 Italics

To *italicise* a word or phrase, put two single apostrophes (not a double quotation mark) around it in the MediaWiki edit screen. Note: we italicise publication titles.

Example:

"Observer"

The result will appear as in Figure 16.

In early June 2013, the *Observer* revealed that both the Institute of Economic Affairs and the Adam Smith Institute received tens of thousands of pounds in funding from cigarette firms.^[2]

Figure 16: Example of TobaccoTactics text in italics

3.4.2 Bold

To put a word or phrase in bold put three single apostrophes around it in the MediaWiki edit screen.

Example:

'''10 July 2017'''

The result will appear as in Figure 17.

10 July 2017

- Philip Morris ordered to pay Australian government millions in failed bid to stop introduction plain packaging under the Australia-Hong Kong Bilateral Investment Treaty

Figure 17: Example of TobaccoTactics text in Bold

3.4.3 Bullet Points

To bullet point, use ‘*’ before the words you wish to bullet point.

Example:

- * contributions to sustainable agriculture and environment
- * empowerment of individuals and communities where it operates

The result will appear as in Figure 18.

- contributions to sustainable agriculture and environment
- empowerment of individuals and communities where it operates
- activities that enrich civic (public and community) life

Figure 18: Example of TobaccoTactics bullet points

3.4.4 Indentation

To indent a sentence, use ‘::’ before the words you wish to indent.

Example:

:: “I would be absolutely astonished and would find it very difficult to believe if there was any information available which tended to indicate that the European Policy Centre was advocating on behalf of the tobacco industry – that would be shocking.”<ref name= Smith/>

The result will appear as in Figure 19.

David Byrne, Commissioner for Health and Consumer Protection 1999-2004, said in an August 2008 interview:

“I would be absolutely astonished and would find it very difficult to believe if there was any information available which tended to indicate that the European Policy Centre was advocating on behalf of the tobacco industry – that would be shocking.”^[4]

Figure 19: Example of TobaccoTactics indented text

3.5 MediaWiki coding: quoting

3.5.1 Short quotes

If the quote is relatively short, then keep it within the text paragraph.

Mark quotes with double quotation marks, not single quotation marks.

- “xxx” should be used to clearly delineate a direct quote
- ‘xxx’ should be used for colloquialisms, paraphrases, or a quote within a quote

3.5.2 Long quotes

When quoting a large amount of text, use <block quote> before the text and</blockquote> after the text. This will automatically indent the entire text for you.

Example:

To support the claim regarding adult smoking rates, BAT referred to RMR monthly figures for adult smoking prevalence:

```
<blockquote> “Their monthly figures for adult (18+) smoking prevalence show a long-standing decline trend that has not accelerated since the introduction of Plain Packaging. In fact, the trend for the year 2013 shows a 1.8% annual increase.”
</blockquote>
```

The result will appear as in Figure 20.

To support the claim regarding adult smoking rates, BAT referred to RMR monthly figures for adult smoking prevalence:

“Their monthly figures for adult (18+) smoking prevalence show a long-standing decline trend that has not accelerated since the introduction of Plain Packaging. In fact, the trend for the year 2013 shows a 1.8% annual increase.”

Figure 20: Example of TobaccoTactics use of block quotes

Even when you are using a block quote, use double quotation marks (“xxx”).

To see more examples of block quotes, look at this *TobaccoTactics* page in edit mode:

http://www.tobaccotactics.org/index.php/Plain_Packaging_in_the_UK

3.6 MediaWiki coding: hyperlinking

3.6.1 Inserting internal links

To create a hyperlink to a page on *TobaccoTactics* put two square brackets either side of the *TobaccoTactics* page title you wish to link to.

Example:

```
[[Plain Packaging in Australia]]
```

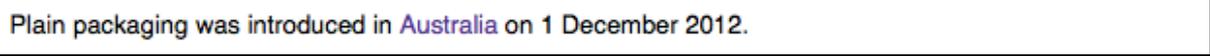
Note: It is important that the text of the link is identical to the title of the page you are linking to. If it is not, the link will not work and will show up **red** when published. You can use hyperlinks to cite information on another page.

You can also incorporate the page link into a sentence without visibly showing the full title of the page.

Example:

```
Plain packaging was introduced in [[Plain Packaging in Australia | Australia]] on 1 December 2012.
```

The result will appear as in Figure 21.



Plain packaging was introduced in [Australia](#) on 1 December 2012.

Figure 21: Example of *TobaccoTactics* text where a section of a link is hidden.

When the reader clicks on **Australia**, they will be automatically redirected to the **Plain Packaging in Australia** *TobaccoTactics* page.

You can also link to specific sections on a *TobaccoTactics* page. The coding for this is '[[page title#section title]].' There should be no spaces between the '#' and the words before and after.

Example:

```
[[Forest#Affiliations with Other Pro-Smoking Groups | text you want shown on the page]]
```

3.6.2 Inserting external links

To insert an external link, you use a single square bracket, insert the URL to the desired page, press the space bar and write a name for the link.

Example:

```
[http://www.imperial-tobacco.co.uk/ Imperial Tobacco's homepage]
```

The result will appear as in Figure 22.



[Imperial Tobacco's homepage](http://www.imperial-tobacco.co.uk/)

Figure 22: Example of an external link on *TobaccoTactics*.

3.6.3 Linking to a PDF file

You may have a PDF on your computer that you want readers to see on the website. The document may not be available online or, if it is available online, you might be worried that it is too long.

Steps:

1. log in
2. click **Upload File** on the list of options in the Toolbox
3. browse for your saved pdf and click **Upload File**
4. make a note of your pdf name
5. to insert a link to the pdf, use this code: `[[media:name of document.pdf|text you want shown on wiki page]]`

Example:

```
[[media:Imperial_plain_packaging_submission.pdf|Imperial Tobacco Consultation Submission]]
```

This will appear as **Imperial Tobacco Consultation Submission**. If a reader clicks on it, the PDF will open automatically.

Similarly, you can add the document to a sentence.

Example:

Click `[[media:Imperial_plain_packaging_submission.pdf|here]]` to view the full copy of Imperial Tobacco's submission to the UK plain packaging consultation.

This will appear as Figure 23.

Click [here](#) to view the full copy of Imperial Tobacco's submission to the UK plain packaging consultation.

Figure 23: Example of linked PDF file incorporated in TobaccoTactics text.

3.7 MediaWiki coding: images

3.7.1 Uploading an image

Just as you did with the PDF file, you will need to upload an image if you want it to appear in the text. To upload an image:

1. log in
2. click **Upload File** on the list of options in the Toolbox.
3. browse for your saved image and click **Upload File**.
4. make a note of your image name, and what type of file it is. Note: the only permitted file types are **png**, **gif**, **jpg**, and **jpeg**
5. to insert the image, use this code: `[[Image:name of image.file type|400px|thumb|right| name your image]]`

3.7.2 Image coding

The easiest and quickest way to code an image is to copy and paste example codes and, adjust if necessary.

Below are two examples of image codes which appear in Figure 24.

Example 1:

[[Image: Betterretailingmp.PNG|400px|thumb|right| Image 1: In a piece by the editor of "Retail Newsagent" Chris Gamm, retailers were encouraged to contact their MPs<ref>C. Gamm, [http://www.betterretailing.com/plain-packaging-time-get-mp-involved/ Plain packaging: it's time to get your MP involved], BetterRetailing.com, 29 January 2015, accessed February 2015</ref>]]

Example 2:

[[Image:Nrfnonlineprally.PNG|250px|thumb|right|Image 2: [https://www.nfrnonline.com/News/NFRN-Members-Rally-Against-Plain-Packaging-in-Westminster NFRN members at Westminster rally against plain packaging 11 February 2015]]]

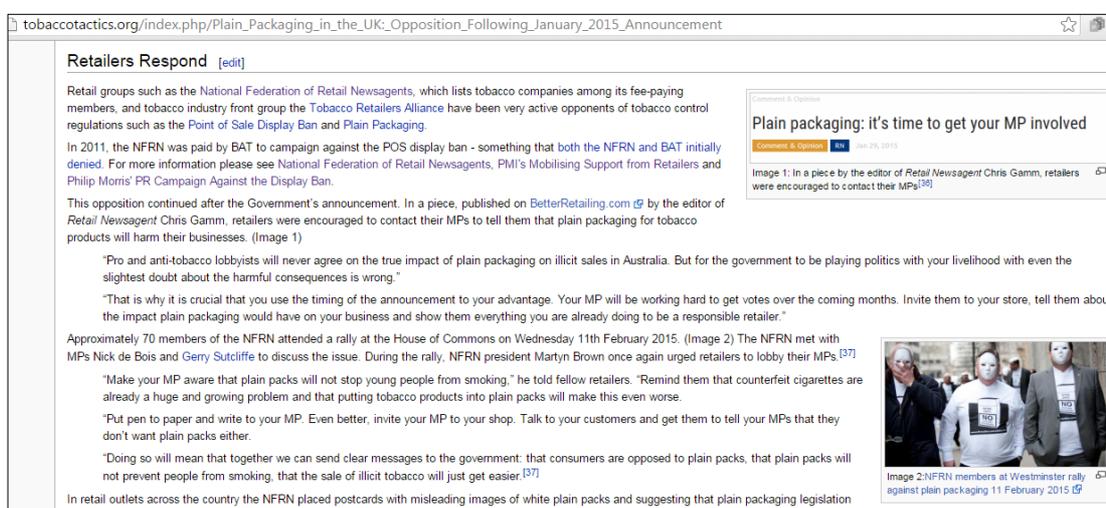


Figure 24: Example of two images on TobaccoTactics

3.7.3 Creating an image gallery

If you have several images, consider using a gallery instead. It will display thumbnail images, which will enlarge when clicked on. Follow the same rule of mentioning the image in the text and include a caption for each image.

Example:

<gallery>

File:Red.jpg|Image 3: NFRN postcard: Illicit traders sell to children

File:Blue.jpg|Image 4: NFRN postcard: Plain packaging makes counterfeiting easier

File:Green.jpg|Image 5: NFRN postcard: Illicit trade funds organised crime

File:grey.jpg|Image 6: NFRN postcard: Loss of tax revenue to illicit trade

File:Back.jpg|Image 7: NFRN postcard back: Each postcard was addressed to Chancellor George Osborne

</gallery>

The result will appear as in Figure 25 below.

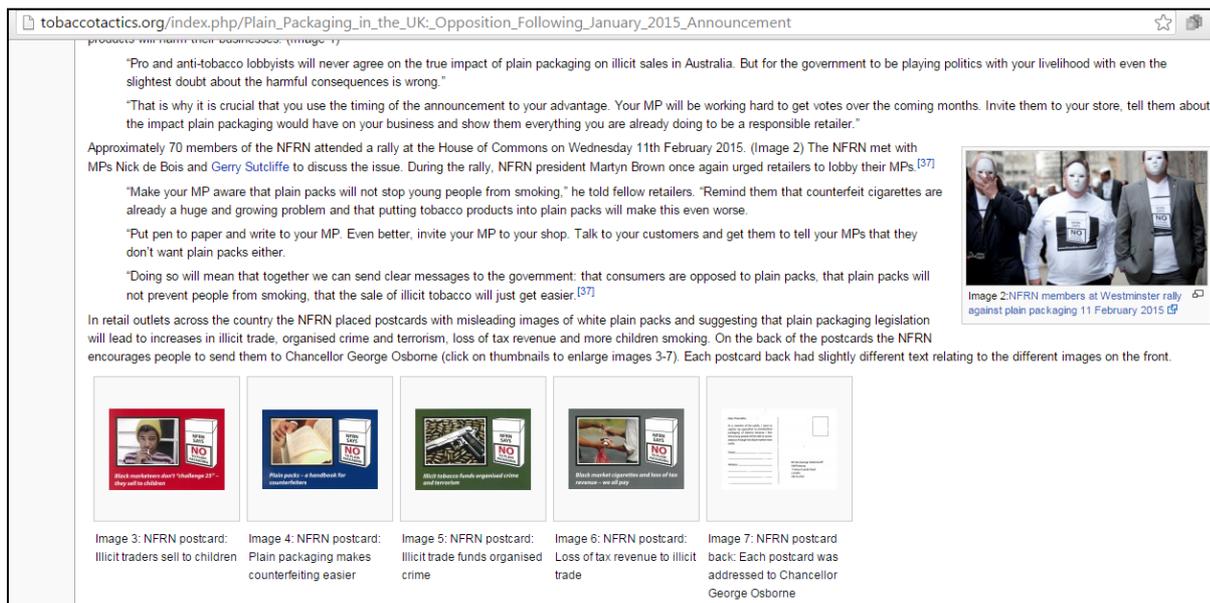


Figure 25: Example of TobaccoTactics image gallery

3.8 MediaWiki coding: tables

To create a table on *TobaccoTactics*, copy the coding from an existing page and alter it for your purposes.

Example of Table code:

```
{| class='wikitable'
|-
! Company
! Sweden
2009
! Norway
2009
|-
| Swedish Match
| 83.8%
| 80.7%
|-
| British American Tobacco
| 10.3%
| 6.0%
|-
```

```

| Imperial Tobacco
| 2.2%
| 13.0%
|-
| JTI Sweden
| 2.0%
|-
|-
| Small independent manufacturers
| 1.7%
| 0.3%
|}

```

The example code will appear as in Figure 26 below.

Company	Sweden 2009	Norway 2009
Swedish Match	83.8%	80.7%
British American Tobacco	10.3%	6.0%
Imperial Tobacco	2.2%	13.0%
JTI Sweden	2.0%	-
Small independent manufacturers	1.7%	0.3%

Figure 26: Example of TobaccoTactics table.

You can find other examples of table codes by going to the edit view on the following TobaccoTactics pages:

- http://www.tobaccotactics.org/index.php?title=TPD:_Dalligate_Timeline
- http://tobaccotactics.org/index.php/Kenya-Timeline:_Industry_Interference_with_the_Tobacco_Control_Regulations_2014
- http://www.tobaccotactics.org/index.php?title=Tobacco_Industry_Hospitality_for_UK_Members_of_Parliament
- http://www.tobaccotactics.org/index.php?title=Plain_Packaging_in_the_UK:_Tobacco_Industry_Funded_Third_Party_Campaigns

04 Referencing

4.1 What does a reference contain?

A reference should always include the following: *Author(s), Title, Publication, date, accessed date*. If no author is mentioned, please include the person or organisation most responsible for the publication, such as a government agency, radio/TV program, publisher, etc.

Where the source you are referencing is available online, make the title of the article or web page into a hyperlink. Do this by:

- opening a set of square brackets
- pasting in the URL of the article or web page
- leaving a space
- typing the title of the article or web page
- closing square brackets.

Then add the rest of the publication information.

Online resource reference example:

K. Evans-Reeves, [http://www.tobaccotactics.org/index.php?title=Guide_to_Referencing Guide to referencing], 2013, accessed April 2013

The URL won't show (Figure 27).

1. ↑ K. Evans-Reeves, [Guide to Referencing](#), 2013, accessed April 2013

Figure 27: Example of TobaccoTactics reference

4.2 Step 1 - Inserting a reference

Enclose all references within the reference coding:

```
<ref> ... </ref>
```

Add the reference at the appropriate point in the text. The appropriate point is in the body of the text **without a space behind the last word, comma, colon or full stop**, always without a space. When positioning the reference, be as clear as possible about what it refers to. If it refers to a quote, place it at the end of the quote. If it refers to text that has been paraphrased from a source, then refer to the source and add it there.

For example:

Paul Hutcheon, writing in the "Sunday Herald"<ref> P. Hutcheon, [<http://www.sundayherald.com/53711> Sleaze probe into nuclear lobbying at Holyrood], "Sunday Herald", 22 January 2006, accessed 12 November 2008</ref>, reports that...

When saved, it will look like this (Figure 28):



Figure 28: Examples of TobaccoTactics reference.

The details of the reference will appear in the Notes section at the foot of the page (see below), provided you went through **Step 2**.

4.3 Step 2 – The list of references

Check the bottom of the page to make sure there is a reference section.

If not, you will need to create a new section where the references will appear. Do this by adding notes (enclosed in two sets of == to make the sub-heading). Then add <references/>. The notes coding goes just above the categories coding.

So, in the edit box, the bottom of your page should look like this:

```
==Notes==
<references/>
[[Category:Category name here]][[Category:Another category name]]
```

4.4 Repeating references

If you refer to the source again later (for example, in the next paragraph), add something like, ‘The report continues by stating...’ This makes it clear that you are still representing Hutcheon's views, and not necessarily your own.

There are no definitive rules for how to do this. It will depend upon your preferred style. But once you've written your piece, think about readers who don't know the source of the information and make it clear for them.

MediaWiki recognises each reference as independent. So, if you enter one reference four times, you will see it four times in your reference list at the end of the page.

To avoid this, use a ‘ref name’ statement.

For example, the first time you use the reference:

```
<ref name=evans>K. Evans-Reeves,
[http://www.tobaccotactics.org/index.php?title=Guide_to_Referencing Guide to referencing],
2013, accessed April 2013</ref>
```

After that, simply write:

<ref name=evans/>

Important: include a forward slash at the end of the ref name or it will not work.

This will display only one full reference, but with the markers as [2.0](#), [2.1](#), [2.2](#), etc.

When referencing:

1. Use primary evidence. Avoid citing other TobaccoTactics pages as your main reference (hyperlinking for more information is fine).

2. Only add latest access date for a reference. Example: the reference was originally accessed in December 2013, and again in February 2017, only cite the February 2017 date in the reference.

4.5 Specific examples of references

4.5.1 Peer-reviewed paper

<ref>S. Peeters, H. Costa, D Stuckler, M. McKee, A. Gilmore, [http://tobaccocontrol.bmj.com/content/early/2015/02/06/tobaccocontrol-2014-051919.full?sid=63c9da8a-9f0f-4794-8046-b5b38a156f61 The revision of the 2014 European tobacco products directive: an analysis of the tobacco industry's attempts to 'break the health silo'], "Tobacco Control", 2016,25(1):108-117, accessed July 2017</ref>

4.5.2 Newspaper article

With an author:

<ref>D. Hurst, [http://www.theguardian.com/australia-news/2015/dec/18/australia-wins-international-legal-battle-with-philip-morris-over-plain-packaging Australia wins international legal battle with Philip Morris over plain packaging], "The Guardian", 18 December 2015, accessed July 2017</ref>

Without an author:

<REF>[http://www.smh.com.au/national/lobbyists-unmasked-20120414-1x02c.html Lobbyists unmasked], "The Sydney Morning Herald", 15 April 2012, accessed April 2012</REF>

4.5.3 Truth tobacco legacy document

<ref>T. Kosmo, [http://legacy.library.ucsf.edu/tid/eex56a99/pdf Letter from Thomas Kosmo to Jacques Schraven regarding US/EC economic and business affairs], 19 January 1994, Truth Tobacco Industry Documents, Bates no: 202319816-202319817, accessed March 2017</ref>

4.5.4 Freedom of Information document

<ref>T. Gherseti, Email from Gherseti to Fernando Perreau de Pinnick, dated 7 October 2011 5:14PM, subject: Imperial Tobacco meeting with officials in DG Trade. Email released under Freedom of Information legislation.</ref>

(Note: if available, include the number of the freedom of information request).

4.5.5 Email

<ref>Institute of Business Ethics, Email reply to TobaccoTactics editor 21 February 2017 10:00, subject: RE: Query about IBE membership Imperial Brands</ref>

4.5.6 Tweet

<ref>J. Stier (@JeffaStier), Tweet: 'Very very pleased to see Swedish Match fighting back', Twitter, 5 July 2016, 12:21 PM. Tweet</ref>

4.5.7 LinkedIn

<ref>A. Marshall, LinkedIn profile, undated, accessed May 2017</ref>

(Note: LinkedIn pages are notoriously difficult to capture with web archiving tools. If you find this to be the case, save a screengrab of the page instead)

4.6 Archiving web pages

Much of the evidence cited on *TobaccoTactics* is digital content (e.g. online newspaper articles, corporate press releases, blogs etc). Experience has taught us that web pages can disappear or change over time, resulting in broken links on *TobaccoTactics*. To capture and save a page as it appears now, which gives readers permanent access to the material, we use web archiving services where appropriate. **This is particularly important when referencing material that could be perceived as contentious.**

Before inserting the archived link into a reference, check that the link works.

4.6.1 Wayback Machine

The Wayback Machine (<https://archive.org/web/>) offers an easy way to capture, manage and search digital content. To save a web page, copy and paste the link you want to preserve in the **Save Page Now** box at the bottom right and click 'save page' (Figure 29). Wait for the archived Wayback Machine to appear in the top URL bar (it starts with [https://webarchive.org/web/.....](https://webarchive.org/web/)). Then copy and paste this archived link into your reference as you would with a regular link (explained in section 4.1).

When checking existing web links, do not copy the title as well (there is only one space in between). Furthermore, when checking an existing archived reference, add the new date you accessed it, if the file is still available.

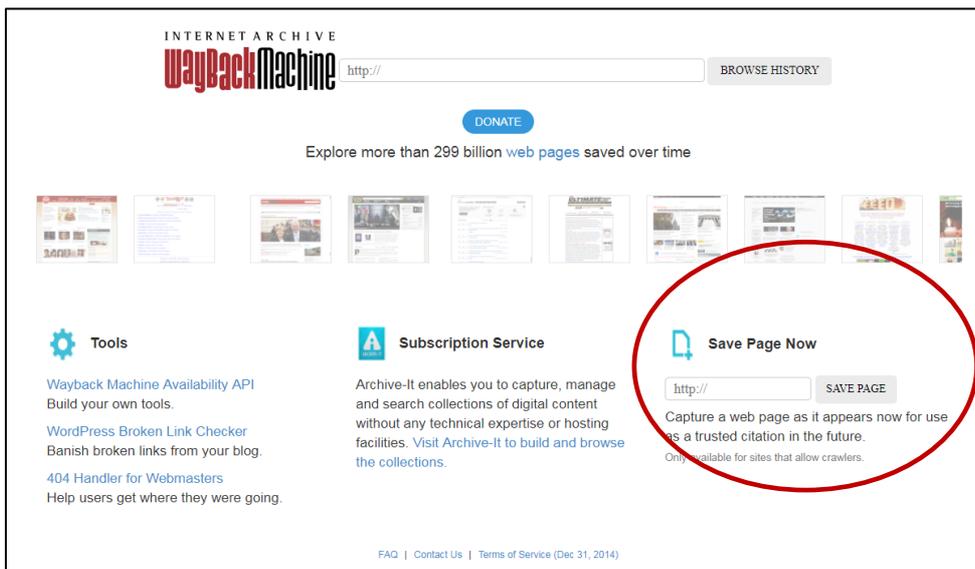


Figure 29: Wayback Machine

4.6.2 WebCite

Another archiving system for web references is WebCite (www.webcitation.org). This website allows you to make a local copy of the cited webpage and archive the cited URL in their system. Click on 'Try it! Archive a URL here (Figure 30). It's free and takes only 30 seconds.' You will be redirected to a page where you enter the URL you wish to archive, and your email address. The archived link will be automatically emailed to you.

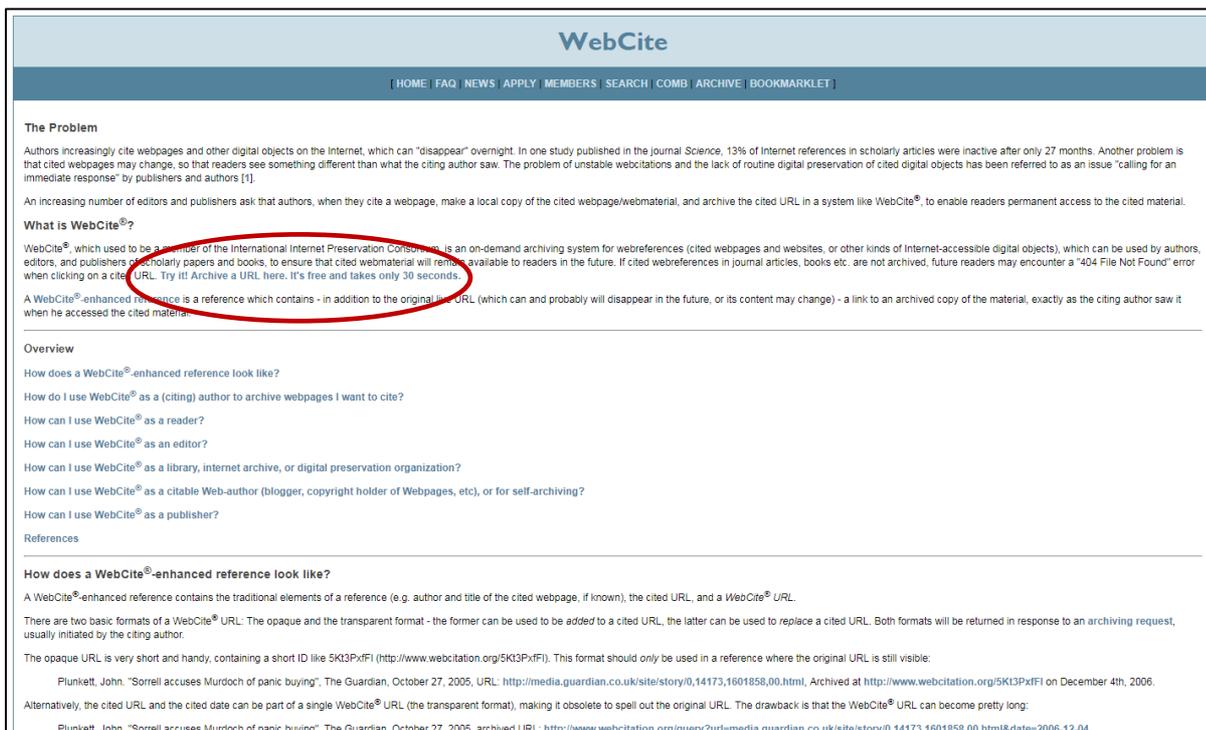


Figure 30: WebCite

4.7 Archive wiki pages

For the purpose of archiving a wiki page, use the following code:

```
==Page Status==<h2 style='margin:0; background: #4682B4; font-size:150%; font-weight:bold; border:1px solid #7ba06d; text-align:center; color:#FFFFFF; padding:0.2em 0.4em;'>This page was archived on 13 June 2019 and is not actively maintained</h2>
```



This page was archived on 13 June 2019 and is not actively maintained

northwest of Madagascar is one of the world's poorest countries.^[1] The population of Comoros is 770,000, over half of whom are under the age of 15.^[2]

Figure 31: How the archive banner looks

05 Completing the writing process

5.1 Categorising

Categories help readers to identify pages with similar content. Categories to which a particular page belongs to display at the bottom of the page after the 'Notes' section (Figure 31).

The screenshot shows a Wikipedia-style page for Matteo Pellegrini on the TobaccoTactics website. The page title is "Matteo Pellegrini" and it includes a "Share / Save" button. The main text states: "Matteo Pellegrini was President Asia Region at Philip Morris International (PMI) from 2003 to 2015.^{[1][2]} In September 2015, Pellegrini took early retirement.^[2]"

Below the main text is a "Contents" section with a "hide" link, listing five sections: "1 Career in the Tobacco Industry", "2 US-ASEAN Business Council: Access to Government Officials", "3 TobaccoTactics Resources", "4 Relevant Link", and "5 Notes".

The "Career in the Tobacco Industry" section is expanded, showing a list of positions: "Managing Director Philip Morris Italia (2001-2003)", "Managing Director Philip Morris France (2000-2001)", "Managing Director Philip Morris Spain (1997-2000)", "General Manager Philip Morris Portugal (1996-1997)", and "Marketing Director Italy (1994-1996)".

The "US-ASEAN Business Council: Access to Government Officials" section is also expanded, stating: "In his role as President of the Asia Region, Pellegrini represented PMI's interests on the Board of Directors of the US-ASEAN Business Council, an American trade organisation that promotes American private sector business interests in Southeast Asia.^[4] The Council has been accused by health advocates of providing the tobacco company 'direct access to lobby government officials'.^[5]"

The "TobaccoTactics Resources" section lists "Philip Morris International".

The "Relevant Link" section lists "Philip Morris International homepage".

The "Notes" section contains five references, with the first one circled in red: "1. ↑ M. Pellegrini, LinkedIn Profile, updated, accessed June 2017".

At the bottom of the page, the "Categories" section shows "Tobacco Industry People" and "Asia".

Figure 32: TobaccoTactics page that has been categorised.

5.1.1 Choosing categories

What is your page about? Is it mainly about plain packaging? Then visit the 'Plain Packaging Category' which will list related pages. How have these been categorised? Does your page also include instances of Lobbying? Lobby Groups? Third Party Techniques?

Go to the tool bar on the left-hand side of the page, select 'Special pages,' then 'List of pages' and 'Categories.' This shows you a list of existing categories to choose from. Add as many categories as you like. As a general rule, use at least two or three categories.

Important: use the exact upper-case and lower-case letters as the pre-existing categories or your category will come up **red** and not work.

To add categories to your page, code as `[[Category:xxx]]`.

Example:

`[[Category:Plain Packaging]]`

5.1.2 Creating new category

As you did when you created a new page, create a new category by writing the new name in the search bar on the left-hand side of the page.

For example, if you want to create a new category for marketing, write in the search bar 'Category: Marketing.' You will then be asked if you would like to create the page. Click on the new suggested page title to confirm. The new category is now created.

Note: The new category will only appear in the full list of categories, when one or more pages have been coded against that category.

5.2 Page redirect

Organisations are often referred to by their acronym. For example, the Institute of Economic Affairs is often referred to as the IEA and therefore readers may enter 'IEA' in the search bar.

It is good practice, therefore, to add a redirect for acronyms so readers can find what they are looking for.

To do this:

- start as if you were creating an entirely new wiki page
- type the name of the abbreviation or the term you want to create a redirect page for in the search bar and (i.e. put in 'IEA' if you want to redirect it to the Institute of Economic Affairs page).
- click **Create the page**
- enter the coding `#REDIRECT [[Title of Page to be Redirected to]]`. For example:
 - `#REDIRECT [[Institute of Economic Affairs]]`
- preview the page to make sure the link is active
- save the page

After you do this, whenever someone enters IEA into the search bar, it will take them directly to the Institute for Economic Affairs page. You can also do this for names of organisations or persons that are often or easily misspelled.

5.3 *Tobacco Tactics* resources

Remember to add other *Tobacco Tactics* pages that are relevant to the created page. It will help readers navigate and find information quickly and efficiently. You can use the same format you used when linking to an internal page in the text:

[[Title of the page you want to mention as a resource]]

Remember to check spellings and think about upper-case and lower-case letters. It should be exactly the title of the existing page, otherwise it won't work.

Example:

[[E-cigarettes]]

[[E-cigarettes: At The Pharmacy]]

5.4 Relevant links

This section provides links to external websites for easy reference. You can do this using the same coding you used when inserting an external web link. Please use bullet points.

Example:

* [<http://www.imperial-tobacco.co.uk/> Imperial Tobacco's homepage]

5.5 Relevant research

This optional section is an opportunity to flag relevant research from your organisation. We list peer-reviewed papers from the Tobacco Control Research Group at the University of Bath (UK) for *Tobacco Tactics* readers. Please use bullet points.

Example:

* [<http://tobaccocontrol.bmj.com/content/24/e2/e168> 'It will harm business and increase illicit trade': an evaluation of the relevance, quality and transparency of evidence submitted by transnational tobacco companies to the UK consultation on standardised packaging 2012], K. Evans-Reeves, J. Hatchard, A. Gilmore, 2015, "Tobacco Control", 24(e2), e168-e177.

5.6 Review and publication

When you have written a page, it is useful to check the page in preview mode for errors, including broken links and references. Transfer the page (preferably written in a Word document) into the Tobacco Tactics edit view, and then select **Show preview** (Figure 32). If all looks well, send it to a colleague for review.

All draft TobaccoTactics pages are reviewed by a colleague prior to publication, regardless of seniority of the author.

This ensures quality control and protection against libel.

The screenshot shows the 'Editing US-ASEAN Business Council' page in the TobaccoTactics system. The left sidebar contains navigation links (Main Page, Search Help), a search box, a 'Follow @BathTR' button, and a 'Tools' section with links like 'What links here' and 'Related changes'. The main editing area features a rich text editor with a toolbar and a text area containing references and categories. A red circle highlights the empty 'Summary:' text box. Below the summary field are checkboxes for 'This is a minor edit' and 'Watch this page', followed by a disclaimer and a 'Save page' button.

Figure 33: TobaccoTactics edit view

Finally, it is good practice to go through the TobaccoTactics checklist (Figure 33). If you have ticked all the boxes, then the page is ready to be published.

TobaccoTactics check list



- Is it clear why the person/organisation has a page on *TobaccoTactics*?
- Have you been as specific as possible (i.e. added time frames, currencies, companies, governments etc)
- If you have included images, are they numbered and clearly referred to in the text?
- Are all quotes in "xx," or in blockquotes?
- Have you included hyperlinks and links to other *TobaccoTactics* pages?
- Have you added links to relevant TCRG research papers? (you can use the TCRG research wiki page for reference)
- Did you categorise the page?
- Have you created redirects, if applicable?
- Have you viewed your page in the *Preview* screen to check the references are ok, and all the links are working?
- Have you sent the page to a colleague for review?

Figure 34: *TobaccoTactics* Checklist