



Photo by Sharon McCutcheon on Unsplash.

- Understand and use the power of language
the other side's language is filled with uncertainties,
so make sure yours is certain.

6. Fund industry disinformation campaigns

- Run industry disinformation campaigns using new and creative forms.
- Pay and co-opt celebrities and sympathetic expert witnesses.
- Sponsor conferences to challenge scientific consensus.
- Align with other issues – employment discrimination, antitax groups.

7. Influence the political agenda

- Donate to political parties across the political spectrum.
- Get representatives from unhealthy industries around the policy table, for guideline development or standard setting.
- Invest heavily in paid lobbyists.
- Get “friends” in important and influential government roles – for example, by targeted hiring of politicians, their advisers, or senior administration officials once they leave office.
- Aim to reduce government budgets for regulatory or scientific, or policy activities against corporate interests.

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Rob Moodie
in The Conversation Africa
Professor of Public Health, The University of Melbourne