

**Dr. Tibor Szilágyi:**  
**Strengthening tobacco policy development in Hungary**

**Timetable of implementation**

The research is planned for one year. The succession of planned activities is as follows:

**Month 1 (to be started on March 1, 2003)**

Analytic work

- review of best international practice in tobacco control and latest recommendations of international agencies (WHO, FCTC, WB, EU, etc.)
- review of the health impact of comprehensive tobacco control policies in countries with advanced policy mixes
- identification of pro- and anti-tobacco stakeholders

Networking and coalition building

- main targets: representatives of international agencies, Hungarian actors of various field tobacco control activities (government based agencies, NGOs, independent experts)

**Month 2**

Analytic work

- review of positions of main political actors (parties and key ministry officials) towards tobacco control policies (including interviews with relevant stakeholders, review and analysis of parliamentary diaries and submissions of MPs around the parliamentary debate of the two principal Hungarian tobacco control regulations: the 1999 law protecting the rights of non-smokers and the 2000 amendment of the advertising law)

Networking and coalition building

- main targets: actors involved in tobacco policy development, representatives of the Hungarian political arena

**Month 3**

Analytic work

- SWOT analysis of Hungarian tobacco control activities (part 1: research in tobacco control, data collection systems, the process of policy development, implementation, monitoring and evaluation – including those involved in the adoption and implementation of FCTC in Hungary)

- SWOT analysis of Hungarian tobacco control activities (part 2: agencies implementing community based tobacco control programs, projects, policy and media advocacy work)

#### Networking and coalition building

- main targets: community based tobacco control program planners and implementers and actors involved in tobacco policy development, representatives of the Hungarian political arena

### **Month 4**

#### Analytic work

- SWOT analysis of the Hungarian tobacco industry (part 1: main TTCs and their front groups, with special regard to their role in influencing tobacco policy development)
- SWOT analysis of the Hungarian tobacco industry (part 2: review of industry documents on the main tactics of Hungarian TTCs for influencing tobacco policy development)
- review of relevant industry documents available on the internet

### **Month 5**

#### Analytic work

- review of relevant industry documents available on the internet
- writing an article on strategies and tactics of Hungarian TTCs to thwart the introduction of tobacco policy measures in Hungary for the Central European Journal of Public Health (in English) and for Egészségnevelés (Health Education, in Hungarian)

### **Month 6**

#### Analytic work

- analysis of media coverage of tobacco control and of the tobacco industry in the year 2002 (special needs: one month access to the full archive of Observer – the principal media reviewer in Hungary, cost to be included in the cost of ADSL access in value of around USD 100)
- identification of journalists dealing with tobacco issues, with special regard to daily newspapers
- writing of progress report

#### Networking and coalition building:

- main targets: journalists dealing with tobacco issues

### **Month 7**

### Analytic work

- interviews with journalists dealing with tobacco issues on the media strategies of tobacco companies (on how the tobacco industry and tobacco control advocates access them, influences their opinions, feasibility analysis of an e-hotline for journalists on tobacco control issues and of a regular media club to brief them on latest tobacco control achievements within and outside Hungary)
- preparation of the material for an article on tobacco industry's media strategies and on practical aspects of media advocacy in tobacco control in Hungary for the Central European Journal of Public Health (in English) and for Egészségnevelés (Health Education, in Hungarian)

### Networking and coalition building

- main targets: journalists dealing with tobacco issues

## Month 8

### Analytic work

- summarizing the work done, review of data collected, starting writing the report/study on tobacco control policy development, implementation, monitoring and evaluation in Hungary
- shaping the future steps to be taken in tobacco policy development in Hungary

## Month 9

### Analytic work

- preparation of the material for publication of a series of fact sheets (similar, for example, to that published by CDC in 2000, but with the body of data about Hungary and findings of the present research) for MPs and media representatives on further needs in the Hungarian tobacco policy development (special needs: costs of the publication to be added to that of the book, see Month 12)
- dissemination to MPs (386), media representatives (around 100) and tobacco control advocates (around 300)

### Networking and coalition building

- main targets: MPs and journalists

## Month 10

### Analytic work

- writing the main report/study
- translation of the main report/study (and of all research data collected during the project into Hungarian) and preparation of the material of a book on the main findings of the research

## **Month 11**

### Analytic work

- translation of the main report/study into Hungarian and preparation of the material of the book
- organisation of a forum meeting to present main findings of research

## **Month 12**

### Analytic work

- publication of the book (special needs: costs of the publication of the book and of the fact sheets in 350 copies in the Professional Volumes series of Health 21 Hungarian Foundation, USD 4,500)
- participation at a meeting of the parliamentary committee on health and that of social affairs to brief them on the methods of tobacco policy monitoring and the use of the findings of such research
- face-to-face meetings with relevant officials of ministries (health, economic affairs, finance, youth and sports) on the work done and future steps to be taken in tobacco control in Hungary
- reporting on the project and its achievements to various forums (Filter, Globalink, Hungarian health magazines, Egészségnevelés, journalist e-hotline, Hungarian tobacco control hotline (Localink))

### Networking and coalition building

- main targets: key officials of ministries and MPs