

## Introduction

Little research has documented the factors that facilitate the adoption and implementation of tobacco control policies in low-and middle-income countries.

- India has a high burden of tobacco use and tobacco-caused morbidity and mortality.
- On October 15, 2014, India increased the size of HWLs from 20% of the pack to 85%.
- Efforts to implement these warnings, which were supposed to go into effect on April 1, 2015, were delayed for a year and were ultimately implemented on May 4, 2016.

## Objectives

Identify the tactics and arguments used to successfully pass and implement HWLs in India to be used by other countries in their attempts to pass and implement tobacco control legislation.

## Methods

- A case study approach was used.
- Key informant interviews (N=22) were conducted between June and September 2017 with individuals who were purposively selected based on their significant role in the fight for implementation of the 2014 increase in the size of HWL.
- Sixty-eight documents were purposively selected for review.
- Documents and interviews were analyzed using inductive and deductive coding in HyperRESEARCH, then triangulated.



2009-2011



2013-2016



2016-present

## Results

### Key Proponent Tactics

- Litigation: Public interest litigation in the Rajasthan State High Court; lawsuits by the tobacco industry which were combined into a single case by the Supreme Court and transferred to Karnataka
- Media advocacy: Victims of tobacco use told their stories and gained the attention of the public and of politicians
- Political strategies: Sensitization, political mapping, and recruitment of champions
- Collaboration: Coordination of multiple tobacco control organizations and synergy between multiple strategies

### Key Proponent Arguments

- Impact on farmers: Farmers will not immediately lose their livelihoods, as there is sufficient time for farmers to switch to alternative crops
- Impact on illicit trade: Large HWLs are recognizable and make illicit packs easy to identify
- Effectiveness of HWLs: HWLs are especially effective at communicating the harms of tobacco use to young and low-literacy populations.
- Beedis: Beedis are no less harmful than cigarettes, and should have the same HWLs.

## Conclusions

The use of multiple, complementary tactics facilitated the success of the advocacy campaign to increase the size of HWLs in India.

Using anecdotes through lobbying, litigation, and media advocacy was successful in the case of implementing larger HWLs in India.

Advocates in other countries hoping to pass and implement tobacco control legislation may find these arguments and tactics helpful in their own countries.