

Tobacco Enforcement and Reporting Movement (TERM)

Vital Strategies' Tobacco Enforcement and Reporting Movement (TERM) is an AI-powered, expert-driven monitoring system built in response to the industry seizing on the power of digital platforms. TERM tracks and analyzes tobacco marketing using news and social media listening, and packages findings into easy-to-read reports that are available for governments, tobacco control advocates, researchers, journalists and other stakeholders.

TERM is designed to uncover and counter insidious and often invisible online tobacco marketing practices, especially those designed to recruit young customers. As marketing has shifted online and driven more young people toward tobacco use, curbing online marketing has become a pressing tobacco control priority



TERM Focus Countries



Indonesia

In Indonesia, there are 210 million internet users, 56% of which are between ages 5 and 34 (118 million). Weak tobacco control laws have resulted in a flood of online tobacco marketing, including from influencers and celebrities; 51% of youth ages 13 to 15 report having seen tobacco marketing online.



India

In India, young people are still seeing tobacco marketing on social media, even though it is banned. Approximately one-third (467 million) of the total population uses social media.



Mexico

In Mexico, 88.6 million people actively use the internet, and approximately one-third of them are between 12 and 24. The internet serves as a leading source of exposure to tobacco marketing, including for electronic cigarettes.

Tobacco marketing evades national regulations and social media platform policies, putting online users at risk and highlighting the need for intervention by governments and other tobacco control stakeholders. However, these stakeholders need to have evidence to take action.

Developed to address this need, the Tobacco Enforcement and Reporting Movement (TERM) tracks tobacco marketing online through the continuous collection and analysis of publicly accessible social media posts and news media articles. Using a codebook created by the TERM team and tobacco control experts, TERM uses an artificial intelligence platform to scan for tobacco marketing on social media platforms and in news articles.

These findings are manually reviewed by local experts in each TERM country to identify hidden forms of marketing, tobacco marketing trends, activities being co-opted to promote tobacco, and the types of tobacco products actively being sold in the country. Much of this marketing is hidden and not easily detectable by AI alone.

Findings are packaged into regular [situation reports](#) that allow policymakers, advocates and other stakeholders to take immediate action. TERM also offers periodic special issue briefs on aspects of tobacco marketing tactics that warrant deeper analysis, such as [bidi marketing in India](#), [electronic cigarette marketing in Indonesia](#) and tobacco marketing [pegged to the 2022 FIFA Men’s World Cup](#).



TERM uncovered limited-edition World Cup cigarette packs being promoted on social media platforms in Indonesia leading up to and during the 2022 Men’s FIFA World Cup.

A diagram of a bidi company’s Facebook page from a [2021 TERM issue brief](#) about bidi marketing in India.



Examples of electronic cigarette marketing on social media from a [2022 TERM issue brief](#) on electronic cigarette marketing in Indonesia.

TERM is Setting the Agenda for Tobacco Control Policy Action



TERM findings help advocates build the public and political urgency needed to address tobacco marketing and industry interference and gives governments the proof to act to strengthen tobacco control laws and enforcement.



Mayor of Bogor, Indonesia, Bima Arya, reads the report, [“Vape Tricks in Indonesia: How Electronic Cigarette Companies Use Social Media to Hook Youth,”](#) during a meeting in May 2022.

Since its inception in 2021, TERM has drawn more than 250 media mentions, reaching more than 225 million people. TERM has delivered its recommendations to the governments of India, Indonesia and Mexico; Google Brazil and Indonesia; FIFA; and the World Health Organization. TERM has contributed to policy discussions on electronic cigarette regulations and online monitoring of tobacco advertising, promotion and sponsorship, among other areas.



The TERM report "Selling Death on Social Media: How bidis are reaching consumers online" was featured on the front page of The Telegraph, one of India's most-widely read English language newspapers.

- **In Mexico**, TERM supports the government in tracking the effects of a ban on tobacco marketing and electronic cigarette sales.
- **In Indonesia**, TERM has inspired advocates and civil society organizations, including leading consumer rights and digital rights organizations, to join forces to champion more stringent tobacco advertising, promotion and sponsorship regulations—adding momentum to Ministry of Health efforts to curb tobacco advertising, including online.
- **In India**, counter-marketing campaigns developed based on TERM findings on topics including bidi and surrogate marketing have reached millions.



TERM findings are being used to make the case for the importance of monitoring online tobacco marketing. Famed Brazilian digital influencer Felipe Neto, the Vero Institute and Vital Strategies joined forces to write an op-ed on the topic in the popular newspaper Folha de S. Paulo, which received significant attention on social media.



TERM insights are used to inform counter-marketing campaigns, such as this one on bidi use in India.

TERM Collaborations Align Research with Policy Priorities

Collaborations with government ministries and civil society organizations are key to TERM's success. TERM's collaborators provide expertise in research and analysis, help align the research agenda with policy opportunities, and translate findings to implementation action.

We work with:

- Indonesian Ministry of Health
- Members of the Free Net From Tobacco coalition in Indonesia which in addition to Vital Strategies, includes the Indonesian Consumers Association, Southeast Asia Freedom of Expression Network, Muhammadiyah Steps and the Maternal and Children Health Movement
- PGI Chandigarh-Resource Centre for Tobacco Control
- The World Health Organization
- The International Union Against Tuberculosis and Lung Disease
- The National Institute of Public Health of Mexico
- National Commission Against Addictions, Mexico

Get involved

Sign up to receive TERM reports straight to your [inbox](#).

Interested in partnering with us? Fill out this [form on our website](#) or contact term@vitalstrategies.org.

Any other questions or queries are also welcome.

The Tobacco Enforcement and Reporting Movement (TERM) is an initiative of the Tobacco Control Program at Vital Strategies, which is funded by Bloomberg Philanthropies

About the Tobacco Enforcement and Reporting Movement

Vital Strategies' Tobacco Enforcement and Reporting Movement (TERM) is a digital media monitoring system that tracks tobacco marketing online on social media platforms and news sites. TERM is currently operating in India, Indonesia and Mexico.

About Vital Strategies

Vital Strategies is a global health organization that believes every person should be protected by equitable and effective public health systems. We partner with governments, communities and organizations to reimagine public health, and the result is millions of people living longer, healthier lives. Our goal is to build a future where better health is supported across all facets of our lives, in our families, communities, in our environment and our governments.

Join the movement



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