

Centre for
21st Century
Public Health



UNIVERSITY OF
BATH

ANNUAL REPORT

August 2024 - July 2025

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A network diagram background consisting of a complex web of thin blue lines connecting various circular nodes. The nodes are in shades of blue, with some being larger and more prominent than others. The overall structure is dense and interconnected, suggesting a global or digital network.

EXECUTIVE SUMMARY

Executive summary

The Centre for 21st Century Public Health is a transdisciplinary research hub that investigates how commercial, political, economic and social forces shape health, using innovative, real-world approaches to improve population wellbeing and advance health equity in the 21st century. Our work is co-produced with governments, civil society and international organisations, we deliver policy-relevant insights with impact at local, national and global levels. Our values-driven research culture underpins all activity.

The Centre houses the Local Health and Global Profits (LHGP) research consortium and the Tobacco Control Research Group (TCRG), these initiatives significantly strengthen the Centre's global visibility, research excellence, and our ability to influence policy and practice.

Key highlights

COLLABORATIONS AND PARTNERSHIPS

- Expanding global relationships with colleagues in Australia, the USA, India, South Korea and Europe
- Sustaining and expanding long-standing collaborations with WHO, Bloomberg Philanthropies, Johns Hopkins University and multiple governments

RESEARCH EXCELLENCE & OUTPUTS

- Producing 143 research outputs across Centre membership including articles, reviews, book chapters and commissioned reports
- *Altmetric* data show our research consistently ranks amongst the most highly cited worldwide
- Four REF Impact Case Studies internally assessed as 4*

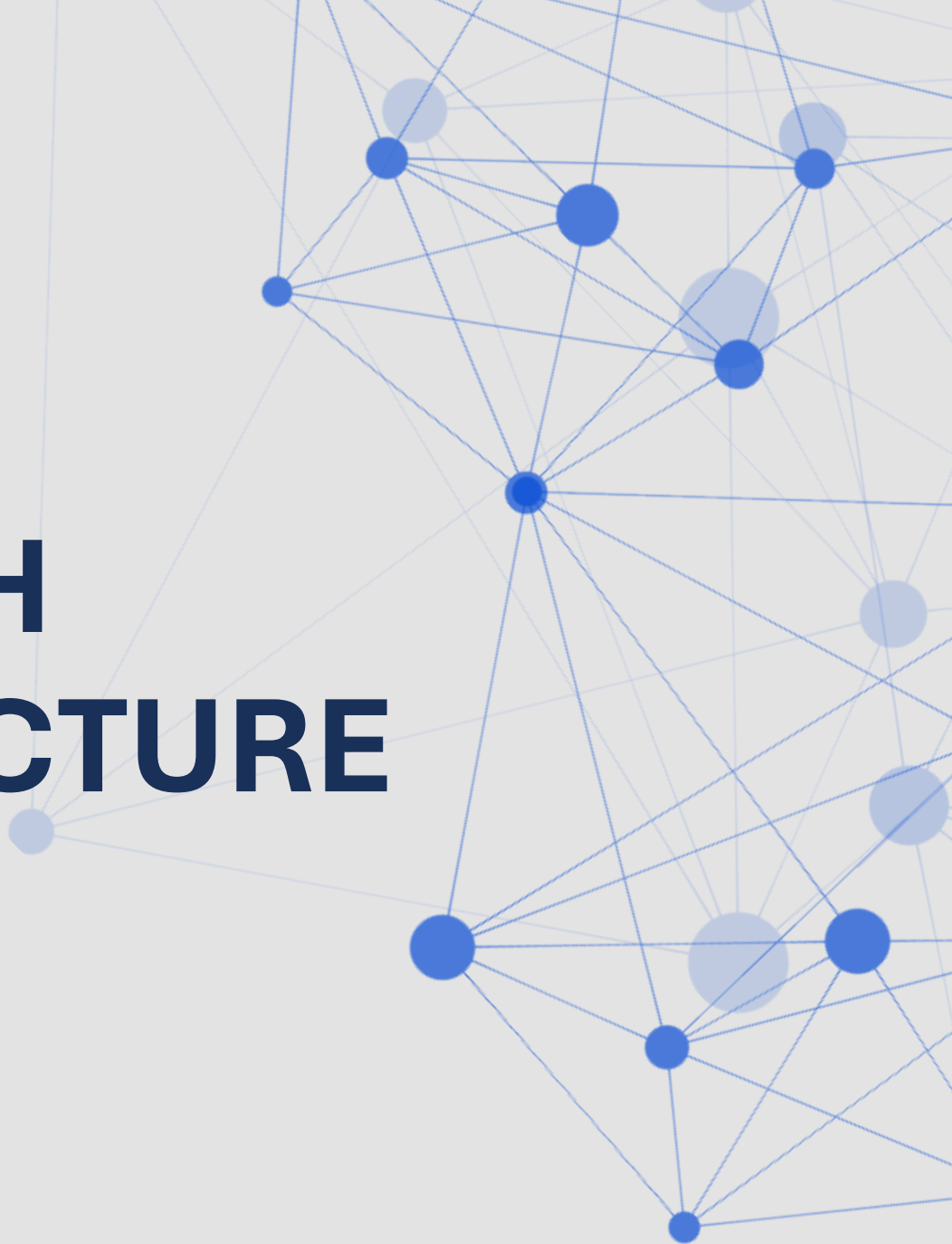
PEOPLE & RESEARCH CULTURE

- Centre membership growth to 28 academic members, including 21% from outside HSS as well as a core team of research staff, professional service staff and PhD students
- Introduced senior support and mentoring for our Early Career Research Academy

- Introduced new operational, communications and research strategies and strengthened these with the appointment of a Director of Operations
- Diversified and strengthened the Centre's research income base through target grant support and leadership in large-scale bids

STRATEGY & FUNDING GROWTH

C21PH STRUCTURE



Team and members

Centre leadership team

Professor Anna Gilmore, Director
Professor Harry Rutter, Director
Professor Eleonora Fichera, Deputy Director of Research
Amy Thompson, Director of Operations

C21PH, TCRG and LHGP staff

Lisa Adlington, TCRG Project Administrator
Dr Hala Alaouie, Monitoring Coordinator of Tobacco Tactics
Dr Raouf Alebshehy, Managing Editor of Tobacco Tactics
Dr Rachel Barry, Research Fellow
Dr Anna Blackwell, Research Associate
Dr Michael Bloomfield, Reader
Dr Rob Branston, Senior Lecturer
Dr Sophie Braznell, Research Associate
Dr Andrea Serna Castano, Research Associate
Phil Chamberlain, Deputy Director, TCRG
Ben Choy, Project Administrator, LHGP
Dr Sherif Elmitwalli, Research Associate
Hussein Faeq, Research Assistant for Tobacco Tactics
Dr Iona Fitzpatrick, Research Associate
Dr Tania Griffin, Lecturer in Health
Dr Rosemary Hiscock, Research Associate
Dr Allen Gallagher, Research Fellow
Tom Gatehouse, Research Assistant for Tobacco Tactics
Dr Alistair Hunt, Senior Lecturer of Economics
Claudia Jardim, Research Assistant
Louis Laurence, Investigative Research Assistant for Tobacco Tactics
Dr Tess Legg, Research Associate
Dr Jennie Leggat, Research Associate
Dr Britta Matthes, Research Fellow
Dr John Mehegan, Research Data Manager
Jacqueline Oliver, Marketing and Communications Lead, TCRG
Katerina Ray, Project Officer, TCRG
Cheryl Routley, Consortium Manager, LHGP
Dr Zaineb Sheikh, Research Associate
Karin Silver, Deputy Editor of Tobacco Tactics
Adriaan Taljaard, Marketing and Communications Lead, LHGP
Dr Duncan Thomas, Policy and Knowledge Exchange Lead
Dr Amber Van Den Akker, Research Associate

Centre members

Dr Nikki Coghill, Lecturer of Health
Dr Jo Cranwell, Senior Lecturer of Health
Dr Alice Fabbri, Lecturer in Health
Dr Tom Freeman, Professor of Psychology
Professor Fiona Gillison, Professor of Health, Deputy Dean of FHSS
Dr Jonathan James, Senior Lecturer of Economics
Professor Yvonne Jewkes, Professor of Criminology
Dr Darragh McGee, Senior Lecturer of Health
Dr Piotr Ozieranski, Reader of Social & Policy Sciences
Professor Emma Rich, Professor of Health
Dr Rossella Salandra, Senior Lecturer
Dr Emma Solomon-Moore, Senior Lecturer
Dr Gemma Taylor, Reader of Psychology
Professor Christos Vasilakis, Professor of Management
Dr Alexandra Ziemann, Lecturer of Health

PhD students

Chloe Burke, Department of Psychology
Eadaoin Cott, Department for Health
Ciaran Hay, Department of Economics
Dan Hunt, Department for Health
Sarah Trolley, Department for Health
Fred Dunwoodie Stirton, Department of Social & Policy Sciences
Shiyang Jia, Department of Psychology
Faye Sanders, Department of Mechanical Engineering

Honorary members

Dr Anna Brook, Honorary Research Fellow
Dr Karen Evans-Reeves, Honorary Research Fellow
Dr Kathrin Lauber, Honorary Research Fellow
Andy Rowell, Honorary Research Fellow
Dr Selda Ulucanlar, Honorary Research Fellow

The Centre benefits from a diverse and growing membership drawing from multiple departments and faculties across the University. This cross-disciplinary representation, spanning areas such as health, social sciences, management, engineering, and economics, significantly enhances the depth and breadth of our research and ensures that our work is informed by a wide range of methodological approaches and disciplinary strengths.

A network diagram background consisting of a complex web of thin blue lines connecting various circular nodes. The nodes are in two shades of blue: a darker, solid blue and a lighter, semi-transparent blue. The connections are dense and form a mesh-like structure, primarily concentrated in the upper right and lower right areas of the page.

RESEARCH AND PUBLICATIONS

Research overview

During the reporting period, the Centre for 21st Century Public Health continued to produce high-quality and policy-relevant research. Across a broad range of public health domains, our work directly informs and strengthens evidence-based policymaking.

TCRG, LHGP and Centre members continue to lead a variety of funding applications, research proposals, grants, and projects.

Centre research

Working with colleagues from TCRG and LHGP, we research complex systems of commercial, political, economic and social influences that affect population health across the globe. We use tools such as policy modelling and systems thinking to explore topics such as the commercial and structural determinants of health, air pollution, tobacco industry tactics and conflicts of interest.

Over the reporting period, we supported three successful Policy Support Fund (PSF) applications focused on Conflict of Interest and Climate Change, clean air zones, and the development of a decision tool for urban planning.

The Centre secured funding from a major UKRI Future Leaders Fellowship for research aimed at reducing cannabis-related harms through evidence-based drug policy.

LHGP research

LHGP is a research consortium working with local governments, local populations, public health practitioners, and civil society groups to better understand the commercial and closely related social, economic and political factors that impact our health.

LHGP is made up of seven different areas of work that all contribute to:

- Developing the evidence, tools and data on commercial, social, political, and economic factors that influence health and wellbeing at a local level, and what can be done to address them
- Identifying, implementing and evaluating effective population-level actions, with a focus on learning from previous local authority actions, and identifying the resources needed to support their implementation
- Developing and sharing the knowledge and resources to support other local authorities in the future

During the reporting period, the LHGP team established the management and governance structures for the research project to run efficiently, as well as recruiting a multidisciplinary team of researchers, including three PhD students. A consortium wide conflict of interest policy was developed. A full day in-person meeting was held for members of the research team to assist with planning research activity and building relationships.

Research during this period includes:

- Working with relevant stakeholders to create an overarching 'system map' of all the factors that impact on the health of local communities. This identifies the interactions and relationships between different factors that affect population health, to help inform research later in the project
- Reviewing published academic literature to identify the actions that local authorities could take to address commercial activities that negatively affect health. The literature review was completed in Spring 2025 and the researchers embarked on an exercise to categorise and present the data
- Conducting interviews to identify the barriers to introducing local health policy, particularly to combat negative commercial activity, and what can help these policies to be implemented more easily. This interview data has been analysed and, through work with public health experts, will be used to identify and develop the types of tools and resources that can be used to shape policy and implement interventions at a local level
- Reviewing the literature on methods for building synthetic populations and collecting data on outcome measures related to each of the topic areas (alcohol, tobacco, high in fat, salt and sugar foods (HFSS) and fossil fuels), building a synthetic population for LHGP, incorporating data from the Health Survey for England and Understanding Society
- Opening conversations with a number of Local and Combined Authorities who wanted to work in closer partnership with LHGP to deliver a set of actions in their locality, with these sites becoming case studies for LHGP, tailoring onboarding support and conducting systems mapping workshops, supporting sites to develop a system map specific to their area

TCRG research

TCRG research the activities of the global tobacco industry, particularly the four largest transnational tobacco companies. The research group examine ways in which these companies seek to influence and interfere with global, national, and local public health policy for the pursuit of profit. Research covers several topic areas, including illicit trade, the manipulation of science, global supply chains, taxation and profitability, intimidation, policy interference, and newer nicotine and tobacco products.

TCRG is committed to producing high-quality research and rigorous industry monitoring which serves to protect global health and is well respected by the global tobacco control community. Research is used by policymakers, advocacy groups, and other stakeholders to counter tobacco industry narratives and activities.

Research during this period includes:

- Using artificial intelligence to improve understanding of online discourse around tobacco industry narratives and create systems that accurately retrieve information from complex industry documentation. This research is part of a longer-term project to develop our own robust large language tools to readily identify tobacco industry narratives and study the actors broadcasting these narratives
- Exposing the intimidation experienced by researchers and advocates working on tobacco (and other unhealthy commodity industries). The evidence suggests that intimidation tactics can have a chilling effect on the work of tobacco control advocates and researchers, as well as delaying the implementation of public health interventions
- Comparing methods to calculate cigarette affordability in order to understand the efficiency of taxation measures. This study, which looked at cigarette affordability in Malaysia between 2009-2019, found that cigarettes had become more affordable over most of the study years, despite several tax increases
- Analysing the activities of companies in the tobacco supply chain that contribute to the production and supply of tobacco products. While these firms often prominently display information on pro-environmental and social activities on their websites and in their annual reports, there is little transparency about their tobacco industry involvement
- Exploring tobacco control policy formulation and tobacco industry activity in South Africa. This research draws on in-depth interviews and public records to detail how the tobacco industry mobilised opposition to a proposed tobacco control bill
- Identifying industry interference in tobacco endgame policies by examining consultation and evidence submissions on the 2023/4 UK Tobacco and Vapes Bill from the tobacco and nicotine industries. This research finds that tobacco and nicotine companies and associated actors are continuing to use well-known industry arguments for responding to the threat of regulation
- Evaluating data on health effects from clinical trials on Heated Tobacco Products (HTPs). This research finds the clinical data provided no clear indication of the risks of HTPs, even compared to cigarettes, and the quality of the trials, most of which were funded by the industry
- Examining the taxation of cigarettes, HTPs, and e-cigarettes in Ukraine. The researchers identify that the tobacco industry uses similar tactics to ensure it makes maximum profit from its e-cigarettes and HTPs as it does with cigarettes
- Investigating how the tobacco industry targets dental professionals to build trust in and promote its deadly products. A brief journal article about targeting of dental professionals in Germany by Philip Morris International was picked up in articles by Dutch tobacco control investigative journalism organisation Tabaknee and Dutch tobacco control organisation Clean Air Nederland

Publications

From 2024 – 2025 Centre members produced 143 research outputs, including:

- 88 peer-reviewed research articles
- 8 review articles
- 4 book chapters
- 2 commissioned reports
- 1 academic book

Altmetric data show that our publications ranked among the most influential worldwide during this period, with multiple papers placing in the top 5% and top 25%.

Across the Centre, academics are leading on four REF 2029 impact case studies, all currently assessed as 4*.

The following selected publications from this reporting period reflect the breadth and diversity of the Centre's research activity:

Gilmore A, Barry R, Fabbri A. Why addressing conflicts of interest is essential to progress in reducing commercially driven health harms: Lessons from tobacco, Future Healthcare Journal, Volume 12, Issue 2 <https://doi.org/10.1016/j.fhj.2025.100268>

Gilmore A, Cavill N, Bertscher A, van den Akker A, Knai C, Fabbri A, Rutter H. Industry influence on public health policy formulation in the UK: a complex systems approach, Health Promotion International, Volume 39, Issue 6. <https://doi.org/10.1093/heapro/daae139>

Matthes BK, Legg T, Hiscock R, Gallagher A, Silver K, Alaouie H, Thomas D, Gilmore A. The UK Tobacco and Vapes Bill (2023/4): framing strategies used by tobacco and nicotine industry actors faced with an endgame policy (a generational sales ban of tobacco products) and nicotine product restrictions, Published online <https://doi.org/10.1136/tc-2024-059207>

Mehegan J, Gallagher A, Elmitwalli S, et al. Analysis of Philip Morris International's 'aspirational' target for its 2025 cigarette shipments Tobacco Control, Volume 34, Issue 1 <https://doi.org/10.1136/tc-2023-058511>

Rogers NT, Cummins S, Pell D, Rutter H, Sharp SJ, Smith RD, et al. Changes in household purchasing of soft drinks following the UK soft drinks industry levy by household income and composition: controlled interrupted time series analysis, March 2014 to November 2019. BMJ Nutrition, Prevention & Health, Volume 8, Issue 1. <https://doi.org/10.1136/bmjnph-2024-000981>

Rogers NT, Cummins S, Jones CP, Mytton O, Rayner M, Rutter H, et al. Estimated changes in free sugar consumption one year after the UK soft drinks industry levy came into force: controlled interrupted time series analysis of the National Diet and Nutrition Survey (2011–2019) Journal of Epidemiology Community Health, Volume 78, Issue 9. <https://doi.org/10.1136/jech-2023-221051>

[Uleman JF, Stronks K, Rutter H, Arah OA, Rod NH. Mapping complex public health problems with causal loop diagrams. International Journal of Epidemiology. 2024;53\(4\).
https://doi.org/10.1093/ije/dyae091](https://doi.org/10.1093/ije/dyae091)

[van den Akker A, Fabbri A, Slater S, et al. Mapping actor networks in global multi-stakeholder initiatives for food system transformation. Food Sec. Volume 16, Issue 4.
https://doi.org/10.1007/s12571-024-01476-7](https://doi.org/10.1007/s12571-024-01476-7)

[van den Akker A, Gilmore A, Fabbri A, Knai C, Rutter H. Aligning rhetoric with reality: a qualitative analysis of multistakeholder initiatives in the global food system, Health Promotion International, Volume 39, Issue 6. https://doi.org/10.1093/heapro/daae165](https://doi.org/10.1093/heapro/daae165)

[Beshir H. and Fichera E. “And breathe normally”: Impacts of Low Emission Zones on sick leave and mental well-being. Journal of Economic Behavior and Organization, 234 106994.
https://doi.org/10.1016/j.jebo.2025.106994](https://doi.org/10.1016/j.jebo.2025.106994)

ECR academy

We continue to provide development and support for our Early Career Researchers (ECR), launching our ECR Academy to provide a supportive environment for skills development and collaboration. The Centre is developing this support through mentorship, fellowship and grant development, co-supervision of doctoral students and leadership opportunities. The Centre seminar series and brown bag series' encourage ECR's to present their work in progress, gather feedback and broaden engagement across the University. Development of this series and additional career development-based workshops is ongoing.

A network diagram consisting of various sized blue circular nodes connected by thin blue lines, forming a complex web of connections. The nodes are scattered across the right side of the page, with some larger nodes and some smaller ones. The lines are thin and light blue, creating a subtle background pattern.

KNOWLEDGE EXCHANGE AND POLICY IMPACT

Our knowledge exchange and policy impact approach focuses on reaching the most relevant and influential stakeholders and partners in global public health. We aim to support them by sharing insights from our research, investigations, monitoring, and training activities, while also continually learning from emerging challenges and opportunities around the world.

Policy impact during this period includes:

- TCRG’s “polluter pays” levy was endorsed for consideration by the 183 Parties to the WHO Framework Convention on Tobacco Control (FCTC). This evidence contributes to UK legislative processes, including the Tobacco and Vapes Bill, with Professor Anna Gilmore and Dr Rob Branston providing oral evidence
- TCRG’s monitoring work and reporting in the Global Alliance for Tobacco Control's daily bulletin at COP10 in Panama influenced wide-ranging federal and state-level changes in 2024–25 that reduced unnecessary interactions between the Brazilian government and the tobacco industry, improving Brazil's compliance with Article 5.3 of the WHO FCTC treaty. TCRG has a unique status as one of only two UK organisations with WHO FCTC observer status
- Dr Allen Gallagher was a member of the WHO Informal Tobacco Control Expert Group for the June 2025 WHO report on the global tobacco epidemic
- Professor Anna Gilmore’s model for defining and conceptualising the commercial determinants of health, published in the 2023 Lancet series on CDoH, was formally adopted by New York City and integrated into two 2025 public health strategies. It forms the basis of ongoing work at WHO, including a forthcoming report on the CDoH and calculations on levels of commercial harm globally being prepared by WHO. This paper was also cited by the UN Special Rapporteur on the right to health, Tlaleng Mofokeng, in her report to the September 2024, 79th UN General Assembly
- The Health Appraisal of Urban Systems (HAUS) model was co-developed with the Ministry of Housing, Communities and Local Government and is used to support healthier urban planning
- Policy briefs on Low Emission Zones generate over 400 national and international media mentions and are referenced in the Royal College of Physicians’ 2025 report A Breath of Fresh Air
- Expert advisory contributions were made to WHO initiatives, UN processes, and global NCD and tobacco control strategies. In January 2025, Professor Anna Gilmore was asked to provide expert input to WHO’s efforts to develop its 2026-30 programme of work at an online event used to shape the strategy with 428 participants, including Ministers of Health

Tobacco Tactics

TobaccoTactics.org is a unique knowledge exchange platform that provides rigorous academic research and monitoring data on the tobacco industry and its allies. The platform is managed by TCRG.

According to Google Analytics data, the Tobacco Tactics website received over 4.1-million-page views by over 200,000 users during the reporting period.

Tobacco Tactics work and pages are often cited in documents from national public health charity organisations, intergovernmental organisations, national governments, and health ministries.

During this period, the Tobacco Tactics team published:

- 29 new pages
- major updates to 60 pages
- 24 news items

Highlights include:

- Four new pages on how the tobacco industry uses the retail environment as a tactic, two pages on how the tobacco industry targets health professionals, and a long-read page on how the tobacco industry designs products to be appealing and addictive
- New pages included information on problems with implementation of tobacco health warnings, Global Action to End Smoking, Australian Tobacco Harm Reduction Association, and Snus Commission
- Two new country profile pages on Ukraine and Pakistan, updates to the Kenya country profile page, and pages on Swedish experience i.e. the idea that encouraging smokers to switch from cigarettes to snus/nicotine pouches is an effective tobacco harm reduction approach
- Major updates to the [British American Tobacco](#), [Philip Morris International](#), [Japan Tobacco International](#), and [Imperial Brands](#) pages

Training

Working with the University of Bath Research Governance and Compliance team, C21PH and LHGP developed and piloted an educational intervention on conflicts of interest. Department-based workshops exploring this work were led by the Centre and we are currently working to expand this, following requests from external universities and stakeholders. A paper on the process of developing and evaluating this intervention was published in May 2025.

TCRG delivered multiple training courses to the wider tobacco control community including:

- Partnering in December 2024 with the Eastern Mediterranean Public Health Network (EMPHNET), Vital Strategies, Blueprint for Free Speech, and the WHO Regional Office for the Eastern Mediterranean to deliver a workshop in Amman, Jordan. This workshop enhanced the capacity of NGOs and other institutions in the region to monitor the tobacco industry and combat its growing influence
- Supporting the School for Moral Ambition (SMA) with their tobacco control fellowship programme. SMA is a nonprofit foundation that encourages talented individuals to direct their careers toward addressing major global challenges. In a session in March 2025 key research was presented, investigative strategies shared, and a Q&A hosted with SMA fellows who have been placed in tobacco control organisations
- Supporting a workshop run by the Africa Centre for Tobacco Industry Monitoring (ATIM) and Policy Research was provided in April 2025. At this workshop three sessions were delivered and well-received, covering practical approaches to tobacco industry monitoring, political mapping and working with the media
- Hosting the TCRG Tobacco Industry Monitoring, Research, and Accountability (TIMRA) training course from 30 June to 4 July 2025. Twenty three in-person and 29 online participants, from 24 countries, were trained. Seventeen members of TCRG and nine experts from outside TCRG contributed their expertise to the course. The participants came from a wide range of backgrounds and professions, including academia, advocacy, law, civil service, and medical professions, such as dentistry

UK Government consultations

The HMT-HMRC soft drinks industry levy review - October 2024

The consultation response was followed by a Teams meeting organised by HMRC with researchers from C21PH, LHGP and other academic and non-academic organisations. The meeting addressed specific detailed questions about the current operation of the soft drinks industry levy, the context of the UK soft drink market and international comparisons as well as milk-based drink exemptions.

NHS 10 year health plan for England - December 2024

The LHGP consortium highlighted the urgent need to strengthen prevention efforts by addressing systemic drivers of preventable illnesses and inequality through sustainable actions.

LHGP researchers recommended five key priorities they believed should be central to the new health plan:

1. **Focusing on Prevention:** Implement structural, population-level regulations to tackle the commercial determinants of health.
2. **Embedding Health in All Policies:** Ensure health considerations are integrated across government policies.
3. **Transparent Governance:** Establish accountable and transparent structures to protect public health interests.
4. **Statutory Regulation Over Self-Regulation:** Prioritise robust statutory regulations over voluntary codes, self-regulation, or partnership approaches.
5. **Leading by Example:** Empower public institutions to model best practices and invest in thriving communities.

Department of Health and Social Care consultation on standardised packaging for all tobacco products - January 2025

TCRG, along with C21PH and LHGP, submitted written evidence to this consultation. The consultation called for evidence to support extending standardised packaging requirements to cigars, cigarillos, heated tobacco, pipe tobacco, waterpipe tobacco, cigarette papers and all other tobacco products.

Department of Health and Social Care's call for evidence: Shaping the national cancer plan - April 2025

LHGP submitted written evidence to this consultation. The call for evidence included questions on prevention, access, early diagnosis, treatment, living with and beyond cancer, and research and development.

Department of Health and Social Care's call for evidence: Men's health strategy for England - July 2025

LHGP submitted evidence on the impacts of CDOH on men's mental and physical health for this consultation. This was a call for evidence and ideas to shape the 10-year vision for men's health as well as the actions that could be taken now to improve the health and well-being of all men and boys in England.

Awards

In 2024 Dr Amber van den Akker, Research Associate, won the Ilona Kickbusch Award for Excellence in Early Career Research Publication in Health Promotion.

In 2024 Dr Tess Legg, Research Associate, won the Peter Troughton Research Staff Prize.

In 2025 Amy Thompson, Director of Operations received the University of Bath's Sustainability Award for Empowering Changemakers for her work on the ActNowFilm project, participation at COP28, and global training of young people.

A network diagram background consisting of a complex web of thin blue lines connecting various circular nodes. The nodes are in different shades of blue, ranging from light to dark, and are scattered across the right side of the page. The overall effect is a sense of interconnectedness and communication.

EVENTS AND COMMUNICATIONS

Centre events

In August 2025 the Centre launched a cross-faculty internal brown-bag seminar series and an external seminar series with a range of interdisciplinary speakers. Centre members are invited to present their work at various meetings and events which are held in-person and online.

External conferences

Throughout this period, Centre members played significant roles in national and international conferences, providing expert contributions across public health, systems thinking, and health policy.

Professor Harry Rutter participated in several major events, including facilitating a workshop for the Welsh Government and delivering keynote addresses at the EU Joint Action on Cancer and Non-Communicable Diseases (NCD), the European Congress on Obesity. He also presented at the WHO Europe Summer School on Systems Thinking for NCD Prevention.

Professor Anna Gilmore contributed extensively to global discussions on the commercial determinants of health. Presenting at the ESDHI European Conference and The Brocher Foundation, chairing two sessions at the World Conference on Tobacco Control and speaking at the Global Tobacco Endgame Summit. She delivered a keynote address at Dangerous Liaisons: How Conflicts of Interest Undermine Public Health and Policy, a joint event organised by WHO, BMJ, and the Royal College of Physicians, and served as a plenary speaker at the World Cancer Congress alongside senior WHO representatives and the Malaysian Minister of Health.

Professor Eleonora Fichera contributed to major health economics and policy forums, including the European Health Economics Association (EuHEA) Conference in Austria and the International Health Economics Association (iHEA) Conference in Indonesia. In addition, she delivered lectures on the broader impacts of air pollution at the Summer School in Applied Health Econometrics and Health Policy at the University of Bergamo in Italy.

The TCRG and LHGP teams presented and spoke at several international conferences within the time period of this report. Some highlights include delivering:

- Two presentations and one plenary lecture at the Union for International Cancer Control World Cancer Congress in September 2024 - Professor Anna Gilmore
- A panel session at Harm Reduction International in April 2025 - Dr Rachel Barry
- A presentation at the ENSP European Conference on Tobacco Control in October 2024 - Karin Silver
- Two poster presentations at the European Public Health Conference in November 2024 - Dr Britta Matthes
- A panel session at the Union World Conference on Lung Health in November 2024 - Dr Allen Gallagher
- Two poster presentations at the Society for Research on Nicotine and Tobacco Annual Meeting in March 2025 - Dr Allen Gallagher and Dr Sophie Braznell
- Two workshops, two presentations, and nine poster presentations at The World Conference on Tobacco Control 2025 in June 2025 - TCRG Team
- A panel Session at the International Public Policy Association in July 2025 - Dr Amber van den Akker & Dr Kathrin Lauber
- A presentation to The Health Economists' study group meeting in July 2025 - Dr Andrea Serna Castano

Media, social media, newsletters and podcasts

Media

Our research is often quoted in articles across international media, appears in documentary films, and provides crucial evidence to journalists. We also connect media contacts with organisations and individuals across the tobacco control community. Examples of outlets we worked with during this period include:

BBC Business (UK), Contexte (France), Daraj Media (Lebanon), Die Zeit (Germany), El País (Spain), Financial Times (UK), Flamman (Sweden), Inside Climate News (USA), Korea Educational Broadcasting System (South Korea), Mail on Sunday (UK), Nature Magazine (UK), O Joio e o Trigo (Brazil), The BMJ (UK), The Bureau of Investigative Journalism (UK), The Guardian (UK), The Observer (UK), The Sunday Times (UK), The Telegraph (UK), and The Times (UK).

Professor Anna Gilmore appeared in a documentary in September 2024 with the Institute of Global Tobacco Control and was interviewed on CDoH by the Spanish newspaper El Pais and the MailOnline newspaper in June 2025.

The Centre is often asked to contribute blogs and op-eds to online platforms. Highlights during this period include:

- A [blog](#) on the commercial factors affecting our mental health
- An [article](#) in The Conversation on how big tobacco firms are using e-cigarettes to try to improve their image
- An [article](#) in The Conversation on threats and intimidation faced by researchers of tobacco, alcohol, and ultra-processed foods
- A [blog](#) for Tobacco Control on attempts to produce packs of cigarettes containing less than 20 cigarettes
- An [article](#) for LBC on how the tobacco industry is working to weaken the UK Tobacco and Vapes Bill
- A [blog](#) on the importance of learning from tobacco control in addressing commercially-driven health harms
- A [blog](#) on independent companies profiting from the tobacco industry
- A [blog](#) on our attendance at the British American Tobacco annual general meeting

Social media and newsletters

Social media is a key platform for the Centre to engage with individuals and organisations and share research widely. TCRG and LHGP established new social media channels, LinkedIn and Bluesky, and saw significant growth in engagement and followers during the reporting period.

Our newsletters cover published research, latest news, upcoming events and other highlights from our members activities. TCRG increased the frequency of newsletters which resulted in improved mailing list retentions and email metrics. LHGP launched a newsletter and plans were formalised for the launch of a Centre newsletter.

TCRG podcast

Following a planning and production cycle in 2024, TCRG launched the first season of the podcast [Deadly Industry: Challenging Big Tobacco](#) in January 2025. The eight episodes of the first season covered a range of topics in tobacco control including the health and societal harms caused by tobacco, policy influence, lobbying and political interference, tobacco taxation, illicit trade, tobacco marketing, environmental implications of tobacco, and the manipulation of science. Working on the podcast provided opportunities to strengthen connections across the tobacco control community and showcase our research to new audiences. It has also enabled the team to improve their interview skills and build up their confidence for working with the media.

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