

Strengthening FCTC-compliant Tobacco Policies in the ASEAN region in Vietnam

End of Project Report

December 2018

Prepared by HealthBridge Vietnam

To

Bill & Melinda Gates Foundation through SEATCA

Objective 1 – Tobacco Taxation

OUTCOMES

1.6 Improved tobacco tax system by improving mechanism of calculating taxable price and improved readiness for further tax increase.

NOTE: Short- to medium-term changes in technologies, systems, populations or behaviors that need to be achieved to realize the primary outcome(s) the investment is working towards; (this category of outcome may not be needed for all investments).

OUTPUTS:

1. 6. 1 A new mechanism of calculating taxable price proposed by the Ministry of Finance and approved by the government in the Decree on Guideline for Implementation of the new Excise Tax Law

1. 6. 2 Evidence on the impact of 2014 excise tax revision released to decision-makers; the political will of policymaker on further tax reform improved

NOTE: The goods, services, events, or deliverables produced during an investment.

2016-18 TARGET/MILESTONES:

NOTE: The specific value of a variable/indicator to be achieved within a particular time frame.

1. Ministry of Finance (MOF) made a proposal for revision of excise tax rate

CURRENT STATUS:

Indicate whether achieved, ongoing, delayed or changed.

NOTE: The specific value of a variable/indicator that is actually achieved within a particular time frame (as compared to the target set during investment design).

The output is achieved and the proposal is in the progress to submit to higher authorities for approval.

In Apr 2017, the Government approved for MOF to develop the Law to revise 5 Tax Laws (after that add one more Law into Law to revise 6 Laws) and Excise Tax Law (ET Law) is one of them. The Department of Tax Policy (DTP) of

END-YEAR VARIANCE:

Provide short narrative and specify which indicators/data sources support your status.

NOTE: Quantitative or qualitative indication of the difference between the target and actual result for the specified period.

Ministry of Finance of Vietnam is the focal point to develop the proposal.

MOF publicized the draft of Law on MOF's website for public comments in Aug 2017. HealthBridge sent a comment letter on the Draft of Law to MOF in Sep 2017 and also worked with Vietnam Non Communicable Disease Prevention Alliance (NCDs – VN) to send their comment letter at the same time.

The draft of Law has been submitted to the Ministry of Justice (MOJ) for review and assessment. The assessment meeting was held on Dec 14th 2017. The MOJ assessing Committee agreed that the draft of Law could be submitted by the Government Office (GO) to the National Assembly (NA) for adding into the NA 2018's legislative development agenda.

Dr. Nguyen Trong An from NCDs-VN was invited to join the MOJ assessment Committee for the Law. HealthBridge supported Dr. Nguyen Trong An to prepare the assessment paper for submitting to MOJ. Ms. Le Thi Thu, Senior Project Manager also attended as an observer at this assessment meeting.

HealthBridge worked with local partners to provide support and conducted advocacy activities including workshops (workshops organized by Women Union and MOF) and media activities (responses to media interview on VTV – the national television, newspapers, and The Voice of Vietnam – the national radio).

However, in May 2018, NA requested MOF to split the six-law combination proposed for revision into separate proposals due to the complexity of the original draft. The ET Law which includes tobacco tax among those was chosen to be submitted to NA first. Their plan in May 2018 was:

- The draft of revised ET Law was expected to be submitted by GO for NA agenda approval in October 2018 NA session.
- The draft of law revision is expected to be voted by NA in May 2019 session.

Again, MOF delayed its process to submit the proposal to the Government. Currently, the official schedule to submit the proposal hasn't been released yet.

Our understanding from DTP is that DTP is submitting to the Minister of MOF and waiting for Minister to approve before it is going to be submitted to GO.

ACTIVITIES:	STATUS:	INDICATORS:	DATA SOURCES:
<i>List down activities indicated in your annual work plan.</i>	<i>Indicate status whether achieved, ongoing, delayed or changed.</i>	<i>Provide short narrative and specify which data sources support your status.</i>	<i>Provide and list down your supporting documents and attach separately with this report.</i>
<i>NOTE: The specific value of a variable/indicator to be achieved within a particular time frame.</i>		<i>NOTE: A quantitative or qualitative variable against which progress can be assessed or comparisons made. You may apply multiple indicators where applicable.</i>	<i>NOTE: The people, documents, datasets, activities, events or records from which data are obtained.</i>
1. Support MOF to conduct the research on impacts of 2016 tax increase on retail price, production, government revenue and projection for year 2017-2020, including the tobacco retail survey.	<u>This activity was completed and reported in past reporting periods.</u>	N/A	
2. Youth opinion survey on tobacco tax	<u>The activity was completed and reported in the last reporting period.</u> <u>In this reporting period:</u> The findings of this survey were presented in the workshop for journalists in September 2018. There were 110 participants from national and local newspapers, national television and communication centers joint the workshop. Information from the workshop was widely distributed in the mass media following the	N/A	- PowerPoint Presentation (in Vietnamese) (2.1).

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event. After one day following the workshop, there were about 79 articles and news that distributed information from the workshop and provided supportive voice tobacco tax hike proposal. The workshop was organized in collaboration with Ministry of Information and Communication under TFK funded project.

3. Disseminate the findings of the modeling (impacts of 2016 tax increases) in the workshop of MOF

This activity was completed and reported in the last reporting period. N/A

In this reporting period: The findings was included in the Question and Answer booklet which has been distributed to policy makers through workshops and meetings. Further, it was used by other partners (Ministry of Health, World Health Organization, and University of Trade) and HealthBridge in their presentations targeted to policy makers and the responses to media interviews and other media programs.

- Q & A booklet on tobacco tax (in Vietnamese) (3.1)

4. Update the factsheet on tobacco tax in Vietnam

This activity was completed in the last reporting period. N/A

5. Media campaign for tobacco tax

This activity was completed in this reporting period. N/A

In this reporting period: We conducted the following activities:

- HealthBridge worked with journalists from

- List of three articles on tobacco tax increasing:
+ Article titled ""Increase tobacco tax would reduce

three newspapers including “Dan Tri”, Vnexpress, and “Suc khoe va Doi song” – Health and Lifestyle; in which “Dan tri” and Vnexpress have been considered as the most popular digital newspapers in Vietnam. Three articles on the need to increase tobacco tax have been published.

- Social media campaign: HealthBridge collaborated with the Centre for Media in Educating Community (MEC) to organize a campaign on social media. From Jul to Dec 2018, the activities were performed including:

(1). Shared information in the format of *articles, video, questions for discussion, and news* in two main social media platforms of MEC including GTV channel (11,707 followers), and Journalist and Public Opinion Forum (62,065 members) and raised discussion among forum’s members. Most of comments supported for tobacco tax raising and tobacco control. The cost was shared with the project funded by TFK.

(2). Cooperated with famous Facebookers to promote supporting voice for tobacco tax raising. A famous journalist (Mr. Hoang Tu Giang) and a hot facebooker (Ms. Bach Hoan) were contacted and they agreed to

smokers” on Dan Tri Newspaper, 27 September 2018.
<https://dantri.com.vn/suc-khoe/gia-thuoc-cao-se-ngan-chan-nguoi-hut-thuoc-20180927062056058.htm>

- + Article titled "Most Vietnamese support rising prices and tobacco taxes", on VnExpress Newspaper, 25 Sept 2018.

<https://vnexpress.net/suc-khoe/da-so-nguoi-viet-ung-ho-tang-gia-va-thue-thuoc-la-3815102.html>

- + Article titled "Cigarette tax needs to increase by 5000 Dong", on Suc khoe doi song Newspaper, 30 Sept 2018.

<https://suckhoedoisong.vn/thu-5000d-bao-thuoc-la-moi-du-manh-n148996.html>

- Recorded activities in social media platforms of MEC from Jul to Dec 2018 (5.1)

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provide the supporting voice for tobacco tax raising in their own Facebook. During Jul-Dec, 1 post from Mr. Hoang Tu Giang was made (415 like, 26 share, 112 comments), the others will be continued in 2019.

(3). Further, some other kinds of interactive media products were produced: 03 video clips on tobacco and poverty, why we need to increase tobacco tax, and the public support on tobacco tax raising; a live talk-show; and caricatures. These products have been produced and are planned to be published on social media platforms (Facebook and youtube) in 2019 to support for the tobacco tax law revision process.

6. Update the information of Art 6 Index, TI interference index, Art 8 Index

This activity was completed in the last reporting period. N/A

7. Developed and submitted four abstracts to 17th WCTOH

This activity was completed in the last reporting period. N/A

8. Updated the study on impact of tobacco tax on outputs and employment

This activity was completed in this reporting period.
Dr. Nguyen Thu Hien from the University of Trade was sub-contracted to update the study on impact of tobacco tax on outputs and employment. The updated study uses

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2016 I-O table and employment by sectors 2016. Preliminary findings of this study were presented at the eleventh Vietnam economist annual meeting (VEAM 2018) in Jun 11-12, 2018 and shared with VINACOSH and other partners on the technical meetings.

In this reporting period: The study report was developed and reviewed by HealthBridge for finalization.

9. Provide supports to National Assembly to raise awareness of NA deputies on the benefit of tobacco tax increase in reducing consumption

This activity is on-going.

Two activities were planned targeting NA deputies including two workshops on sharing the international and country experience on tobacco tax. However, due to the delay of Law revision process, these activities were delayed to 2019. Further, as requested by Committee of Budget and Finance of National Assembly one study visit to Philippines will be replaced one planned workshop. The proposed timeline for these two activities is the following:

- Workshop on sharing the international experience on tobacco tax. The contract and payment has been made in Dec 2018 and the workshop will be organized in Feb 25, 2019 in Hoa Binh province.
- A study visit for NA deputies to Philippines to study the experience on tobacco tax. This activity is planned to be organized in the period from June – August 2019. This activity will be carried

- The study report (in Vietnamese) (8.1)

- The tentative agenda for the tobacco tax workshop in Feb 25, 2019. (9.1)

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over to the new investment in 2019.

10. Develop a short video of interviews of selected youth on tobacco tax reform in Vietnam.

This activity is on-going and will be completed by end Jan 2019.

This activity was not in the country original plan. However, we recognized the need of this video for our tobacco tax advocacy so we entered an agreement with the regional team to develop this video for Vietnam as a part of the regional activity. Currently, we already recorded the interview of all 10 youth in Hai Duong province and Hochiminh city. We are working on compiling the video and adding subtitles. We plan to have the final product at the end of Jan 2019. This video will be used in the tobacco tax advocacy workshops targeting policy makers in 2019.

The regional tax program manager, Ms. Sophapan has provided the country team very detailed and useful guidelines for making the video.

- The recording of 10 youth interview. (10.1)

CUMULATIVE TARGETS/MILESTONES:

New mechanism of taxable price released

Proposal for revision of the excise tax rate by the Ministry of Finance

NOTE: For reference, these are the country targets/milestones to be achieved at the end of the investment.

Objective 2 – FCTC Implementation (SFE, PHW, TAPS Ban, Tobacco Industry De-normalization)

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OUTCOMES

2.15 Effective implementation of Tobacco Control Law, in particular provisions for Smoke-Free Environments and Tobacco Advertising, Promotion, and Sponsorship (TAPS) ban.

SEATCA and partners provide evidence, advocacy, media work, training, and technical assistance for effective implementation.

NOTE: Short- to medium-term changes in technologies, systems, populations or behaviors that need to be achieved to realize the primary outcome(s) the investment is working towards; (this category of outcome may not be needed for all investments).

OUTPUTS:

2. 15. 1 Comprehensive monitoring and reporting system on Tobacco Control Law implementation adopted by the Committee of Social Affairs of National Assembly, which will be informed by SEATCA and partners

2. 15. 2 More active involvement of civil society into Tobacco Control Implementation

2. 15. 3 Increased awareness of law violation and the tactics of tobacco industry increased among policymakers and public

NOTE: The goods, services, events, or deliverables produced during an investment.

2016-17 TARGET/MILESTONES:

CURRENT STATUS:

MID-YEAR VARIANCE:

Indicate whether achieved, ongoing, delayed or changed.

Provide short narrative and specify which indicators/data sources support your status.

NOTE: The specific value of a variable/indicator to be achieved within a particular time frame.

NOTE: The specific value of a variable/indicator that is actually achieved within a particular time frame (as compared to the target set during investment design).

NOTE: Quantitative or qualitative indication of the difference between the target and actual result for the specified period.

1. System to monitor compliance of Tobacco Control Law in place and level of commitment and compliance of provincial government and ministries increased

[This output was achieved and reported in the last reporting period.](#)

The toolkit to provide the guidelines for monitoring the implementation of Tobacco Control Law was finalized after the workshop in the South in June 2016 and then printed by Committee of Social Affairs of National Assembly. The printed toolkit has been distributed to the Committee members for their future TC Law monitoring. We were invited to join two monitoring trips with Committee of Social Affairs of NA: 1) The monitoring trip in Ca Mau province

and Hochiminh city in Mar 2017; and 2) The monitoring trip in Hanoi Department of Health in 2017.

– Evaluation’s plan of TC Law issued by Ministry of Health (in English) (11.1)

In this reporting period: Based on the country’s need to evaluate 5 year implementation of Tobacco Control Law and and tobacco related provisions in Decree #176, we have provided support to Department of Legislatives, Ministry of Health to conduct this evaluation. This activity was not done in this reporting period original plan but was added to respond to the need of the Ministry of Health.

The aim of this evaluation is to understand the progress, impacts, challenges of TC Law implementation, and recommendations for future policy changes and actions, specifically the development of tobacco control national strategy in the period of 2021- 2030. The work has been in progress and the report is expected to be availalbe in June 2019. This activity is co-funded with TFK.

2. Improved capacity of civil society in tobacco control and increased number of local NGOs active in tobacco control

This output is achieved.

In the last reporting period:

- More CSOs joined NCDs-VN, such as National Nutrition Association and the Vietnam Public Health Association, and showed their interest in working on NCDs and its risk factors including tobacco use.
- Got more involvement and coordination of NCDs-VN into tobacco control work: 1) The Chairman (Dr. Tran Tuan) and one key member (Prof. Le Vu Anh) of NCDs-VN joined the SEATCA advisory committee; 2) With technical support from HealthBridge, NCDs-VN submitted and got a grant from BI on countering TI interference, from 2017- March 2019.
- Increased involvement of the Alliance for Tax Justice, which includes civil society groups and organizations working on tax justice in tobacco tax campaign through the first seminar on tobacco tax in May 2018 for the

Alliance’s members.

In this reporting period:

- A concept note was submitted by NCDs-VN for BI Round 25 in Dec 2018 on countering TI interference in the tobacco excise tax Law revision. HealthBridge provided support to NCDs-VN to develop this concept note.
- The Child Rights Working Group which is comprised of international NGOs working in Vietnam, local NGOs and other Vietnamese community groups was convinced to add tobacco as one of the emerging issues in their country complementary report on implementation of the Convention on the Rights of Child for the period of 2012-2017. The report will be submitted to the UN Committee on the Rights of the Child in 2019. Together with the report from UN agencies in Vietnam, this report plays a vital role in the UN monitoring the implementation of the Convention on the Rights of the Child in Vietnam. Furthermore, the group has committed to provide commenting letter(s) on excise tax Law to the related authorities.
- The draft of the complementary report on implementation of CRC period 2012-2017 (in Vietnamese) (12.1)

3. Monitoring and reporting system of SFE, CSR violation established

This output was achieved.

In the last reporting period:

Media surveillance was in place and conducted by HealthBridge until the end of Jun 2017. All printed and online newspapers were screened daily for selection of articles related to tobacco and tobacco control, and were added to the database. Since Jun 2017, TQPR, a communication agency funded by TFK, has carried out the media surveillance. Hence, HealthBridge utilizes their daily media monitoring report to synthesize information for updating our media database.

- The database (excel file) of media surveillance on tobacco control from Jan to Dec 2018 (in Vietnamese) (13.1).

For reporting violations, alert letters were sent to Tobacco Control Working Group (TCWG) and Government agencies when we found any burning issues

needing attention or actions from our partners.

In this reporting period:

The Dispatch on directing the press agency to intensify communication on implementation of the Tobacco Control Law (TC Law) and implementing FCTC article on tobacco advertising, promotion and sponsorship was issued by the Ministry of Communication and Information (MOIC).

The media workshop to disseminate this Dispatch to journalists and media agencies was organized by MOIC and NCDs-VN with technical inputs from HealthBridge.

– The Dispatch of MOIC on intensify communication on implementation of the Tobacco Control Law and implementing FCTC related to tobacco advertising, promotion and sponsorship (in Vietnamese) (13.2).

ACTIVITIES:	STATUS:	INDICATORS:	DATA SOURCES:
<p>List down activities indicated in your annual work plan.</p>	<p>Indicate status whether achieved, ongoing, delayed or changed.</p>	<p>Provide short narrative and specify which data sources support your status.</p>	<p>Provide and list down your supporting documents and attach separately with this report.</p>
<p><i>NOTE: The specific value of a variable/indicator to be achieved within a particular time frame.</i></p>		<p><i>NOTE: A quantitative or qualitative variable against which progress can be assessed or comparisons made. You may apply multiple indicators where applicable.</i></p>	<p><i>NOTE: The people, documents, datasets, activities, events or records from which data are obtained.</i></p>
<p>1. Organize the training for NA member on monitoring tools.</p>	<p><u>This activity was completed and reported in the last reporting period.</u></p>	<p>N/A</p>	
<p>2. Maintain the surveillance system of tobacco industry and reporting of law breaking.</p>	<p><u>This activity is completed.</u> – Since Jul 2017, Campaign for Tobacco Free Kids (TFK) hired TQPR (a media company) to do media surveillance; therefore, HealthBridge only reviews</p>	<p>N/A</p>	

their daily monitoring report, points out burning issues that need to inform and send alert letters to TCWG and Government agencies. According to the surveillance report, from Jul to Dec 2018, there were 1,494 articles on tobacco and tobacco control. Articles were categorized by 9 topics: 1) Tobacco and health: 520; 2) Smoke free: 303; 3) TAPS: 4; 4) Packaging & labeling: 4; (5) Tax & price: 147; 6) Tobacco Industry: 48; 7) Smuggling & illicit trade: 143; 8) TI CSR: 1; 9) Other: 324.

- The alert letters were sent to TCWG and other Government agencies during the reporting period focused on tobacco related information such as tobacco production, interests; news that supports/opposes tobacco tax increases; news on tobacco illicit trade and its uses as an excuse for not opposing the tax increase, and other relevant issues.
- HealthBridge provided technical support to RTCCD, NCDs-VN and the Ministry of Communication and Information (MOIC) to develop the Dispatch on directing the press agency to intensify communication on implementation of the Tobacco Control Law (TC Law) and implementing FCTC's article on tobacco advertising, promotion and sponsorship. The dispatch was issued on Dec 21st 2018 and its main content focused on: (1) Requesting media agencies to comply with TAPS regulations in TC Law (do not perform tobacco advertisement and announcing TI'CSR on the press); (2) Enhancing communication on the FCTC and the TC Law. In Dec 27th 2018, the MOIC in collaboration with RTCCD/NCDs-VN organized a

- Photos of the media workshop (14.1)
- The PWP presentation “FCTC and regulations related to TAPS ban” at the workshop. (14.2)

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media workshop to disseminate this Dispatch to journalists and media agencies, HealthBridge also provided technical support for the workshop and delivered a presentation on “FCTC and regulations related to TAPS ban”.

3. Regular update the policymakers of the tactics and law violation of TI via workshops and media	<p><u>This activity is completed.</u></p> <ul style="list-style-type: none"> - Information on the tactics and violations of tobacco industry in advertisement, promotion and sponsorship in Vietnam were shared at a workshop organized by the Hanoi School of Public Health on “Advocacy and support the implementation of regulations related to TAPS ban at POS in Vietnam” in Nov 2018. - Evidence to counter TI’s argument/tactics opposing tax increase were shared in the media workshop for journalists in September 25th 2018 and the tobacco tax workshop in Dec 7th 2018 (these workshops was funded by TFK). 	N/A	<ul style="list-style-type: none"> - The PWPs on the tactics and violations of TAPs shared with HSPH workshop (in Vietnamese) (15.1) - The PWPs of these two workshops on impact of tobacco tax increase and tobacco smuggling, impact of tobacco tax on employments (in Vietnamese) (15.2-15.3)
4. Develop TI CSR report	<p><u>This activity was completed and reported in the last reporting period.</u></p>	N/A	
5. Translate 3 rd edition of ASEAN Tobacco Control Atlas into Vietnamese	<p><u>This activity is completed.</u></p> <ul style="list-style-type: none"> - The 3rd edition of ASEAN tobacco control Atlas was translated into Vietnamese and sent to TCF for printing. However, due to budget constraints TCF was unable to print this version. - As suggested by SEATCA, we translated and printed the 4th edition. 	N/A	<ul style="list-style-type: none"> - The 4th edition of Atlas in Vietnamese (16.4)

6. Training for local NGOs on tobacco control on tobacco tax issues, writing articles on tobacco tax issues, share experience in conducting media campaign/article writing

This activity is completed.

N/A

During the reporting period:

- Responding to World No Tobacco Day in May 2018, HealthBridge collaborated with RTCCD and MEC to launch a media contest on tobacco control focusing on tobacco tax and tobacco industry interference. This contest aims to promote and encourage journalists to write articles on this topic. Selected good articles were disseminated on Citizen and Journalism Perspective forum (62,065 members) for voting in order to select the 15 best articles. The awarding workshop was organized by NCDs-VN/MEC/HealthBridge on November 28th 2018 to give awards for these 15 best articles. After the awarding workshop, there were 7 articles disseminated about the contest and awarding workshop. The cost of this activity was shared with the project of RTCCD which was funded by TFK.
- We arranged a presentation on the regular meeting of the Child Rights Working Group (CRWG) on November 19th 2018. CRWG is comprised of international NGOs working in Vietnam, local NGOs and other Vietnamese community groups working to advance children's rights. The presentation focused on tobacco/alcohol use in youth, the impact of tobacco/alcohol uses on youth, and the tactics of

- Video introduced the contest: the video showed the whole process of the media contest from launching contest, skill training and awarding.

<https://drive.google.com/drive/folders/1Q-Jj1LbRdAhY3LVwpGXAiKEkiLXDGqaS>

- List of 15 articles were awarded:
<https://drive.google.com/file/d/12yLOR777KtNUqRadb-jrAlXWwfGXPJ5f/view?usp=sharing>

- List of 7 articles publishing information on the contest:
<https://phapluatxahoi.vn/trao-giai-bao-chi-vanh-khuyen-xanh-2018-ve-phong-chong-tac-hai-thuoc-la-128812.html>

<http://www.moitruongvadothi.vn/moi-truong/tin-nhanh-moi-truong/le-trao-giai-vanh-khuyen-xanh-2018-phong-chong-tac-hai-cua-thuoc-la-a37573.html>

<http://www.thiduakhenthuongvn.org.vn/chinh-tri-xa-hoi/trao-giai-bao-chi-vanh-khuyen-xanh-ve-phong-chong-tac-hai-cua-thuoc-la>

<https://vnanet.vn/vi/tin-tuc/suc-khoe-7/vietnamplus-doat-2-giai-vanh-khuyen-ve-phong-chong-tac-hai-thuoc-la-3602613.html>

<http://baodansinh.vn/le-trao-giai-vanh->

industry to target youth. CRWG had a common agreement that the tobacco/alcohol issue with children and youth will be added as one of the emerging issues in the country complementary report on implementation of the Convention on the Rights of Child for the period of 2012-2017. The report will be submitted to the UN Committee on the Rights of the Child in 2019. Further, the group has committed to provide commenting letter(s) on excise tax Law to the related authorities when this chance arrives.

khuyen-xanh-d33812.html

<https://www.vietnamplus.vn/vietnamplus-doat-2-giai-vanh-khuyen-ve-phong-chong-tac-hai-thuoc-la/537369.vnp>

<http://songkhoe.vn/thuoc-la-gay-ra-hon-40000-ca-tu-vong-moi-nam-o-viet-nam-s2961-0-578758.html>

7. Disseminate the law violation and the tactics of tobacco industry in the international workshops and events.

This activity is not in the original plan but were added when we found the opportunities to disseminate the project outputs.

We have tried to disseminate the project outputs in other international workshops/conferences, specifically:

1. We submitted one abstract titled “Fault Corporate Social Responsibility (CSR) of tobacco industry undermines meaningful advertisement ban in Vietnam” to the 12th AFACT and were accepted for an oral presentation with full scholarship supported by AFACT. Ms. Nguyen Hanh Nguyen, project officer, made the presentation at 12th AFACT in Sep 2018.
2. Dr. Pham Thi Hoang Anh was invited by the AFACT Secretariat to make a presentation on “Partial Restrictions in Tobacco related CSR: Vietnam’s Experience in Enforcement” at the 12th AFACT in Sep 2018.
3. Ms. Le Thi Thu was invited by Johns Hopkins 2018

- Abstract titled “Fault Corporate Social Responsibility (CSR) of tobacco industry undermines meaningful advertisement ban in Vietnam” (in English) (17.1)
- Abstract titled “Partial Restrictions in Tobacco related CSR: Vietnam’s Experience in Enforcement” (in English) (17.2)
- Two presentations at 2018 John Hopkins Training Program (in English) (17.3 & 17.4)

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Asia-Pacific Tobacco Control Leadership Training Program as a panelist to deliver two presentations: i) Countering tobacco industry interference in tobacco control in Vietnam; and ii) Tobacco Advertisement, Promotion and Sponsorship (TAPS) policies and implementation in Vietnam. The training was taken in Bali from Nov 4-9, 2018.

CUMULATIVE TARGETS/MILESTONES:

System to monitor compliance of Tobacco Control Law in place and level of commitment and compliance among provincial government and ministries increased

Improved capacity of civil society in tobacco control and increased number of local NGOs active in tobacco control

System to monitor compliance of Tobacco Control Law in place and level of compliance increased

NOTE: For reference, these are the country targets/milestones to be achieved at the end of the investment.

Besides the activities HealthBridge conducted under this project, HealthBridge was invited by the media to speak on tobacco control in general and tobacco tax in particular.

- May 30th 2018, on the occasion of World No Tobacco Day, Dr. Hoang Anh was invited by the Voice of Vietnam (VOV) to join the voice talk show on smoke-free environments on the program named “Your specialist” (Chuyên gia của bạn).
<http://vov1.vov.vn/chuyen-gia-cua-ban/xay-dung-mot-to-am-khong-khoi-thuoc-262018-c25-41711.aspx>
- Aug 2018, Live talk with Dr. Pham Thi Hoang Anh on “The role of tax measure in tobacco control” in VOV1 from 15h15-15h45, 18/08/2018, on the program named “Your specialist” (Chuyên gia của bạn).
- Oct 2018, Mrs. Le Thi Thu gave answer to the interview of VTV1 for a TV reportage on tobacco tax.
- Oct 2018, Dr. Pham Thi Hoang Anh provided answer to the interview of VTC for a TV reportage program on tobacco tax
- Oct 2018, Dr. Pham Thi Hoang Anh provided answer to the interview of VTV for a TV reportage program on tobacco and alcohol control.
- Dec 2018, Mrs. Le Thi Thu was invited by the VTC6 to participate in two TV panel discussion programs on tobacco tax increase.

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<https://www.youtube.com/watch?v=IIavGXrQoPY>

<https://www.youtube.com/watch?v=ANYCkEBwqPk>

- Dec 20th 2018, Mrs. Le Thi Thu was invited by VTC to join the talk show program on health issues. The content of the program focused on tobacco and poverty.
- Aug 2018, Dr. Pham Thi Hoang Anh was interviewed by Infonet Newspaper. Two articles titled “Tobacco taxes and prices in Vietnam are at the lowest level compared to other countries” and “Tobacco industry’s interference challenges tobacco control in Vietnam” were published in Infonet Newspaper on 24 Aug 2018 and 26 Aug 2018 as a result of the interview.

<https://infonet.vn/thue-va-gia-thuoc-la-o-viet-nam-lai-dang-o-muc-thap-nhat-so-voi-cac-nuoc-post272984.info>

<https://infonet.vn/can-thiep-cua-nganh-cong-nghiep-thuoc-la-gay-kho-khan-cho-cong-tac-pcthctl-post272982.info>

- Sept 2018, Dr. Pham Thi Hoang Anh gave interview for Radio France International (RFI). The content focused on current situation and challenge in tobacco control in Vietnam.

<http://vi.rfi.fr/viet-nam/20181001-chong-thuoc-la-o-viet-nam-cuoc-chien-dang-dai>