

Tobacco Control 2003 Australian Supplement on Industry Documents

Methods

Searches were primarily conducted on the Master Settlement Agreement (MSA) websites of Philip Morris, RJ Reynolds, Lorillard, The Tobacco Institute, The Council for Tobacco Research, Brown & Williamson and the American Tobacco Company between May 2001 and January 2003 to collect documents concerning Australia. (see Figure 1)

To facilitate systematic document analysis, the preliminary search strategy focused on retrieving documents using key Australian geographic terms such as Australia, Australian cities and tobacco manufacturing sites truncated and entered using the appropriate site syntax.

Table 1: Examples of Key Australian Geographic Terms Researched

Broad Geographic Terms	Manufacturing / Office Sites
Austral**	Moorabbin
Sydney or Sidney	Granville
Melbourn*	Bundamba
Canberra	Raleigh Park
Brisbane	Virginia Park
Perth	Camellia
Hobart	Rosebery
Adelaide	
Queensland	Australian Company Names
QLD	WD + HO Wills Aus
New South Wales	Amatil
NSW	Philip Morris Limited
Northern Territory	Rothmans Australia
Tasmania*	

Documents retrieved by these searches were sorted into broad topic areas and evaluated according to their degree of importance. During the analysis process, researchers maintained an Excel workbook divided into 20 thematic worksheets to record interpretive information. See figure 2 for variables considered during the evaluation process.

Figure 1: Breakdown of MSA Documents Collected

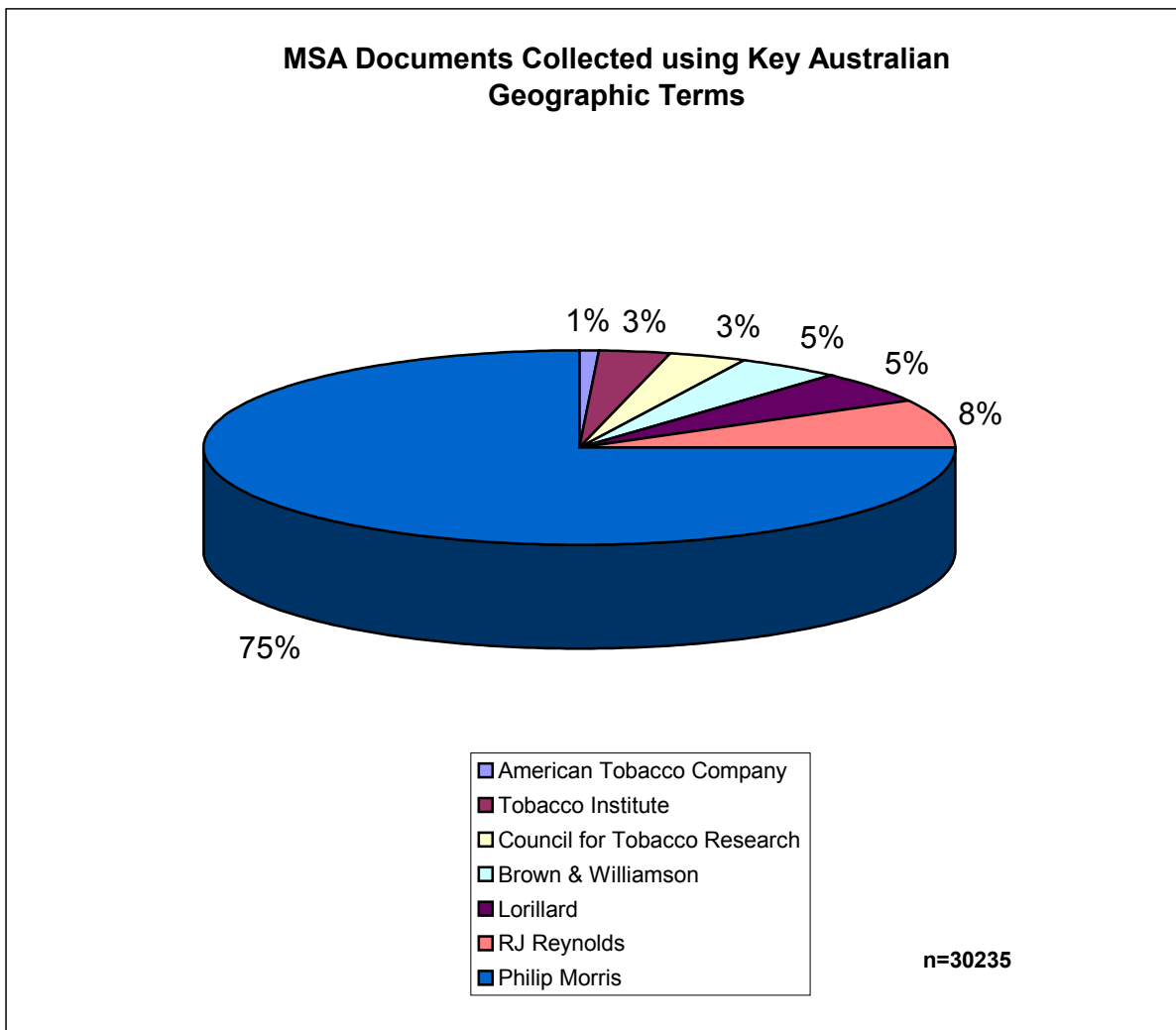


Figure 2: Variables considered during the document evaluation process

I. Thesis statement

Explain the focus of the material in one sentence or thesis statement. A thesis statement may include the goal(s) or the mission of a document.

II. Who?

Who authored the document and who is the recipient? What companies/organizations are they from? Who is named in the document? Are they industry collaborators or experts in a field of tobacco or health research?

III. Why?

Why was this document written / developed? Is it to lobby? Is it a confidential project? Is it to enlist the help of scientists for the industry's cause? What is the crux of the issue being discussed? Does the industry need to counter hype? Is there a problem to be solved?

IV. What? Use Pull Quotes

Summarise the contents of the document. Pull quotes from the document for evidence.

V. Target group

Is there a target group being observed or studied? For example: Youth, Young Adult Smokers, Employers?

VI. Time frame

If it is a project, what is the time frame of the research project?

VII. Related Documents

Are there other key documents that can be referred to?

Throughout the evaluation process, the metadata for documents considered to be of high value were screened for further clues to conduct subsequent searches.

Opportunistic searches were conducted on both the primary MSA and Secondary document collections (namely Tobacco Documents Online and other sites providing access to British American Tobacco documents) based on themes identified to be critical to pursue. Search words incorporated synonymous terms representative of the concept, acronyms, abbreviations, variations of spelling, etc.

Table 2: Examples of Organisations and Individuals Researched

Examples of Organisations Researched	
TIA (Tobacco Institute of Australia); Tobacco Inst of Aus ATRF; Australian Tobacco Research Foundation SHRF; Smoking and Health Research Foundation AHA; Australian Hotels Association NHMRC; National Health & Medical Research Council Ogilvy & Mather Bond University; Bond Univ Clayton Utz; Utz,C	Goldberg, Henry Gonczi, John Hargrave, Judy Hodgson, Reg Hunt, Blair Klotz, Stephen Lovett,Phil McAdam, Tony McGrath, Mike Mostyn, Jerome Mulcahy, Richard O'Keefe, Barry Pimblett, Ken Scott, John Simpson, Bryan Slavitt, Joshua Staunton, D; StauntonMayne, D Welch, John St Vincent Whist, Andrew White, Nerida Widdup, Harry Wilson, Brian Windholz, Eric
Examples of Individuals Researched	
Bacon, David Brady, Brendan Caldicott, Jeremy Davies, David Dollisson, John Eggleton, Glenn Fairweather, Duncan Fordyce, W Fowler, Greg Francis, Phil Gapes, Brian	

Limitations of Research

Three main limitations of research undertaken for this project include:

1. Of the volume of documents released via the MSA only a small proportion were documents created in Australia. Those thus located is not assumed to be a complete representation of all Australian documents.
2. Limited access to British American Tobacco (BAT) Documents. The MSA website provision did not apply to BAT and only a small subset of documents has been made available on the Internet by researchers who have requested documents direct from the Guildford Depository and digitized them.
3. Document destruction. Because of large scale document destruction, the documents available represent an unknown cross section of all documents ever written or circulated within the industry.

Other limitations include:

1. Inherent problems with the metadata. It is impossible to claim that the project has collected all MSA documents pertaining to Australia for two reasons: (a) The entire MSA collection is not subject indexed. (b) There are typographical errors, missing data, data mapped to wrong fields, and inconsistencies in the format of names and organizations in the document bibliographic information.
2. Redacted material. There were many documents located where sections of information were withdrawn.
3. Illegibility. A number of documents were illegible due to a poor original copy or problems with reproduction.
4. Privileged documents. A number of documents related to Australia are classified as privileged.
5. Limited opportunities for verification of content. The project has not undertaken systematic verification of the data contained in the documents.

Availability of Documents

Researcher's annotations and the accompanying documents are available for searching on the Tobacco Control Supersite's website at <http://tobacco.health.usyd.edu.au/site/gateway/docs/search.htm>

The documents are also available from the Legacy Tobacco Documents Library (<http://www.legacy.library.ucsf.edu>) and Tobacco Documents Online (<http://tobaccodocuments.org>).