



INSTRUCTIONS FOR COMPLETING THIS REPORT:

- This report must be submitted in English and approved by your organization's primary contact person for this project.
- Please report on activities conducted and results achieved during this reporting period as specified in your Grant Agreement.
- The information provided in the report must correspond to the financial information from the financial reports.
- Incomplete reports will not be accepted and may lead to a delay in disbursement of funds.
- Please do not insert photos in this narrative report. If you wish to submit photos, please send them as an attached addendum to this report. PDF attachments are preferable to links for any communications and media outputs.
- **Please ensure you have the following documents ready before you submit this report. Please submit all these documents together to grants@tobaccofreekids.org and copy your Program and Financial Compliance Officer.**
 - Updated work plan reflecting progress. If you are requesting significant changes to your work plan, please submit a revised work plan and modified budget.
 - Completed Financial Report
 - Any appendices or supporting documentation
- Toward the end of this report, please verify that no funds were used to support or oppose a candidate for elected office.
- At the end of the report, simply **TYPE** your name and current date to verify the accuracy of the information in this report. Signature is not required.



**Campaign for Tobacco-Free Kids (CTFK), Tobacco-Free Kids Action Fund (TFKAF),
Global Health Advocacy Incubator (GHAI)**

NARRATIVE REPORT

Please check report type: Interim Final

GRANT INFORMATION			
Project ID	GRANTLANDIA-02-03		
Organization's legal name	The National Institute for Consumer Rights and Protections (NICRP)		
Project Title	Supporting a Federal Ban on flavored tobacco products		
Specific Objectives: (Please include all objectives in your grant; if you have more than four objectives, please add them in the box to the right)	<ol style="list-style-type: none"> 1. Increase political and bureaucratic commitment for stronger tobacco control policy adoption and enforcement. 2. Strengthen technical support to enhance current federal TC regulations and policies to include a federal ban on flavored tobacco and electronic nicotine delivery systems (ENDS). 		
Project Duration (Dates and # of months)	02/01/2020 – 01/31/2021 12 months	Grant Amount: (in U.S. dollars)	\$80,000
Reporting Period (mm/dd/yy – mm/dd/yy)	02/01/2020 – 05/31/2020	Interim Report #	1
REPORT PREPARER			
Title (Dr / Ms / Mr)	Dr	First Name	Michael
Family Name	Mouse	Position	Project Manager
Direct email	mickeymouse@nicrp.org		
Skype ID (if applicable)	mmouse113		

Section Two: Executive Summary

Briefly describe the overall progress made during this reporting period (no more than 300 words).

During this reporting period, NICRP secured the verbal commitment of the Grantlandia FDA Principal Deputy Commissioner to sign the order that would require a lengthy waiting period before any new flavours for tobacco products and ENDS could be approved for sale. While an outright ban is the ideal, this waiting period is to prevent the development of new flavours since the manufacturers should be preparing to submit applications for Grantlandia FDA testing, not inventing new flavouring products. Once the order is signed, our litigation team will be closely monitoring the industry to ensure they comply, and will prepare cease and desist letters, if necessary.



Section Three: Activities and Progress on Work Plan

Using the table below, report on activities outlined in your work plan for this reporting period

- Under 'Progress', please state what has been accomplished under this activity for this reporting period. Please refer to outputs and outcomes from the approved final narrative proposal.
- Describe any changes made to the activities and include reasons for these changes in the 'Explain any Changes' column.
- Please add extra tables if you have more than four objectives.
- You may add additional lines if you have more than four activities for any objective.

Activities and Progress on Work Plan

Objective 1: Seek high-level political support for stronger tobacco control policy adoption and enforcement.

Activity	Progress	Explain any Changes
<p>1.1 Organize a meeting with the Grantlandian FDA Commissioner to sensitize him about the strengths and weaknesses of the current federal TC policies.</p>	<p>On April 6th, 2020 we met with the Principal Deputy Commissioner for 2 hours. The presentation was mainly about the e-cigarette industry's deceptive marketing practices and how they target teens. This went over well with the Principal Deputy Commissioner because she is a mother to three teens.</p>	<p>This meeting was originally to be held with the Commissioner but he resigned and thus the new acting commissioner was too busy with on boarding and requested the Principal Deputy Commissioner meet with us instead.</p>
<p>1.2 Write and send the Grantlandian FDA Commissioner a letter detailing the strengths and weaknesses of the current federal TC policies and adding a call to action (stricter regulations on flavoured tobacco and ENDS).</p>	<p>This letter was written in February and circulated for signage to partners that support stricter TC policies. In March, we sent the letter to the outgoing Grantlandia FDA commissioner and it was signed by: the American Cancer Society, American Heart Association, the American Lung Association and the Parents Against Vaping E-Cigarettes groups.</p>	<p>N/A</p>
<p>1.3 Initiate social media campaign to sensitize the public about the strengths and weaknesses of the current federal TC policies, focusing on how the weaknesses are allowing the Industry to target teens.</p>	<p>In March, we hired a new Social Media Consultant and in April, we began the campaign on Twitter and Instagram. Post #1 on April 4th, 2020 was titled "What are current TC policies?" and it reached 4,051 people on Twitter and 178 likes on Instagram. Post #2</p>	<p>N/A</p>



	on April 25 th , 2020 was titled “How are e-cigarettes harming our kids?” and it reached 38,000 people on Twitter because it was re-tweeted by the official Grantlandian FDA account. It received 192 likes on Instagram.	
1.4 Use earned media to publicize the need to strengthen the current TC policies in order to keep children safe	Will begin with coverage of the order that will require a lengthy waiting period before any new flavours for tobacco products and ENDS could be approved for sale.	One of two press conferences was cancelled. We propose to use the remaining funds to invite more journalists for activity 1.5.
1.5 Host a journalist workshop to sensitize them about the strengths and weaknesses of the current federal TC policies and to share with them the potential next steps in improving federal TC policies.	This activity is planned for June 2020. The agenda and materials have been finalized. We await your approval to invite additional journalists.	N/A
1.5a Conduct a supplemental seminar with a group of investigative reporters to focus on Industry monitoring and exposure.	Not yet started	N/A

Objective 2: Using technical support to enhance current federal TC regulations and policies to include a ban on flavored tobacco or electronic nicotine delivery systems (ENDS).

Activity	Progress	Explain any Changes
2.1 Conduct desktop research and provide results on comprehensive TC policies in other countries to stakeholders within the FDA	This research was done in February and March and compiled to be presented in the April meeting with the Principal Deputy Commissioner	N/A
2.1a Compile a list of recommendations and a suggested timeline based on desktop research and the FCTC	This list was written in March and included in the letter that NICRP sent to the outgoing Grantlandian FDA Commissioner.	This list was also presented to the Principal Deputy Commissioner during the April meetings
2.3 Monitor Grantlandian FDA rule publications and	Ongoing	N/A



take legal action, if necessary		
2.4 Monitor Industry adherence to published FDA rules and if in violation, report to the Grantlandian FDA so that a cease and desist might be given	Ongoing, but especially important once the Principal Deputy Commissioner signs the order for a waiting period	N/A

Objective 3:		
Activity	Progress	Explain any Changes
3.1		
3.2		
3.3		
3.4		

Objective 4:		
Activity	Progress	Explain any Changes
4.1		
4.2		
4.3		

Section Four: Significant Achievements and/or Opportunities this Reporting Period
<p><i>List up to three major achievements, opportunities, and/or partnerships that resulted from activities implemented during this period. Please specify if these achievements and/or opportunities were the result of activities funded by this project</i></p> <ul style="list-style-type: none"> •The verbal commitment from the Principal Deputy Commissioner to sign the order was a win we did not expect so early. Now, many follow-up activities will begin to monitor industry, help inform the Grantlandian FDA about the dangers of e-cigarettes and generate more media attention on the harms of e-cigarettes. •The letter sent to the outgoing Commissioner was well-received and he passed it along to the new acting Commissioner and Principal Deputy Commissioner. This was a foundation upon which we were able to conduct the meeting with the Principal Deputy Commissioner. •The retweet by the Grantlandian FDA Twitter account directed many new followers to our social media accounts, so it will be easier to spread messages in the future.

Section Five: Obstacles to Project Success
<p><i>Detail what obstacles you may have encountered and detail their impact on the achievement of project targets. Please explain how you plan to overcome these obstacles.</i></p> <p>We were hoping for an outright ban of e-cigarettes but Industry groups found out about our meeting and letter and scheduled a meeting, as well. They were successful in securing a meeting with the acting Commissioner and</p>



convincing him to push for his Principal Deputy Commissioner to enact the waiting period. To overcome this obstacle, we intend to continue advocating for a ban and counter the Industry arguments.

Section Six: Request for significant changes to the Grant Agreement

Significant changes of over 10% to any budget line item (i.e. Project goal, project objectives and project activities) require prior approval from CTFK/TFKAF/GHAI. Any payments of over \$10,000 to third parties (sub-contractors, consultants, agencies, etc.) that are not included in the original budget must be pre-approved by the PO/FCO. Please justify your proposed changes (including request for a No-Cost Extension) and reference any discussions had with your PO/FCO. Please include with the report the new proposed work plan and budget highlighting the changes.

On February 15 we sought approval from the PO/FCO to increase the budget amount and time allotted for a social media consultant in order to launch our social media campaign. This was approved and we reduced the litigation consultant time and budget to cover the increased costs for the new social media consultant.

Section Seven: Financial Statement

The Financial Report template must be completed and submitted with this report. Please note changes made to the budget during the reporting period, including details about staff and/or consultants that joined or left the project. Please also update the Staff List tab on the work plan.

See attached. Staff changes include the late hiring of a social media consultant

Section Eight: Technical Support & Feedback

List the following:

1. **Technical support requested** to assist with completion of the project objectives (legal, research, communications or grants assistance).

We request legal/research assistance to ensure that our team is up to date with the steps taken by other countries to enact ENDS bans.

2. **Technical support received** during the reporting period.

While looking for a Social Media consultant, the communications team at CTFK helped to outline a social media strategy that could be enacted upon her hiring.

3. **Feedback for CTFK/TFKAF/GHAI staff**, including recommendations for improving the program and grants management process.

We appreciate the budget flexibility that CTFK provided when we hired a new social media consultant.

Please confirm that you have not used CTFK/TFKAF/GHAI funds to support or oppose candidates for elected office by checking the following box:

No funds were used to support or oppose candidates for elected office.

Please type your full name and current date to declare that the information provided in this report is true and accurate.

Name:	Date:
Michael Mouse	06/14/2019

