The Tobacco Industry Documents Research in Africa (TIDRA) is designed to create a pool of well-equipped tobacco control advocates with skills of documents research in the Legacy Tobacco Documents Library (LTDL) in order to enhance monitoring and countering of tobacco industry interference in Africa. The Centre for Tobacco Control in Africa (CTCA) and Marty Otañez, Assistant Professor in the University of Colorado, Denver and global expert on using tobacco industry documents research, are implementing TIDRA. LTDL is a repository of over 14 million formerly secret tobacco industry documents at the University of California, San Francisco. Global researchers and advocates use documents to make visible bad practices of the tobacco industry and increase public knowledge of industry strategies to interfere with the implementation of the WHO Framework Convention on Tobacco Control. TIDRA is a resource center for expanding a pool of health advocates and government officials in Africa to get us to effectively monitor the tobacco industry in Africa.

**GOAL:** To promote the implementation of the WHO FCTC in Africa free from tobacco industry interference through skills development and innovative use of documents research among African advocates

**OBJECTIVES**
1) Train and equip public health advocates in Africa with the techniques of how to effectively search, use and disseminate information in the Legacy Tobacco Documents Library to mitigate tobacco industry policy interference in the region; includes integration in research investment analyst reports, country data on industry or production figures, news reports and interviews

2) Mentor trained advocates to develop research protocols, obtain ethics approvals for hybrid projects that include human subjects, and produce tangibles such as academic manuscripts, blog entries and press releases with tailored information to the African context

3) Build an online and sustainable network of individuals and teams with expertise in documents research to enhance monitoring and countering of tobacco industry interference in Africa in partnership with diverse groups around the world engaged in FCTC implementation
Are your country’s experiences with Big Tobacco in Africa represented in scholarly papers that use tobacco industry documents? If not, contact TIDRA today.


TIDRA emerged after Paul Ebusu with the Center for Tobacco Control in Africa participated in an advanced training by Otanez in South Africa on using industry documents for research and policy purposes in 2013. Follow-up discussions revealed that additional work is needed to systematically train African scholars and advocates on documents research and use the documents to inform new and existing activities aimed at domesticating FCTC in Africa. Guided by a theory of change, TIDRA is in the initial phase of developing allies and identifying opportunities to use documents research to counter industry policy interference in Africa. In 2015-16, TIDRA is a game changer with its project to train a specialized team of African advocates to use documents research to mitigate industry interference and enhance implementation of the FCTC in Africa.

ADVOCACY MESSAGES

• 21st Century research and strategic communication skills focused on industry documents reduce industry health policy interference in Africa

• Industry monitoring with documents research builds baseline information and informs strategies to enforce tobacco control policies in Africa

• The Legacy Tobacco Documents Library contains data to be leveraged in coalition-building designed to counter the tobacco industry

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