

Institute for Global Tobacco Control

Tobacco Watcher Real-time Global Surveillance for Tobacco Control

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Rationale

- Monitoring news media can help tobacco control professionals plan strategic advocacy efforts responsive to the changing tobacco environment
- We developed Tobacco Watcher, a real-time surveillance system that monitors tobacco-focused media stories across the globe in many languages
- To demonstrate the potential value of Tobacco Watcher we completed a search of e-cigarette stories by region

Approach

Continuously search tens of thousands of websites for news articles

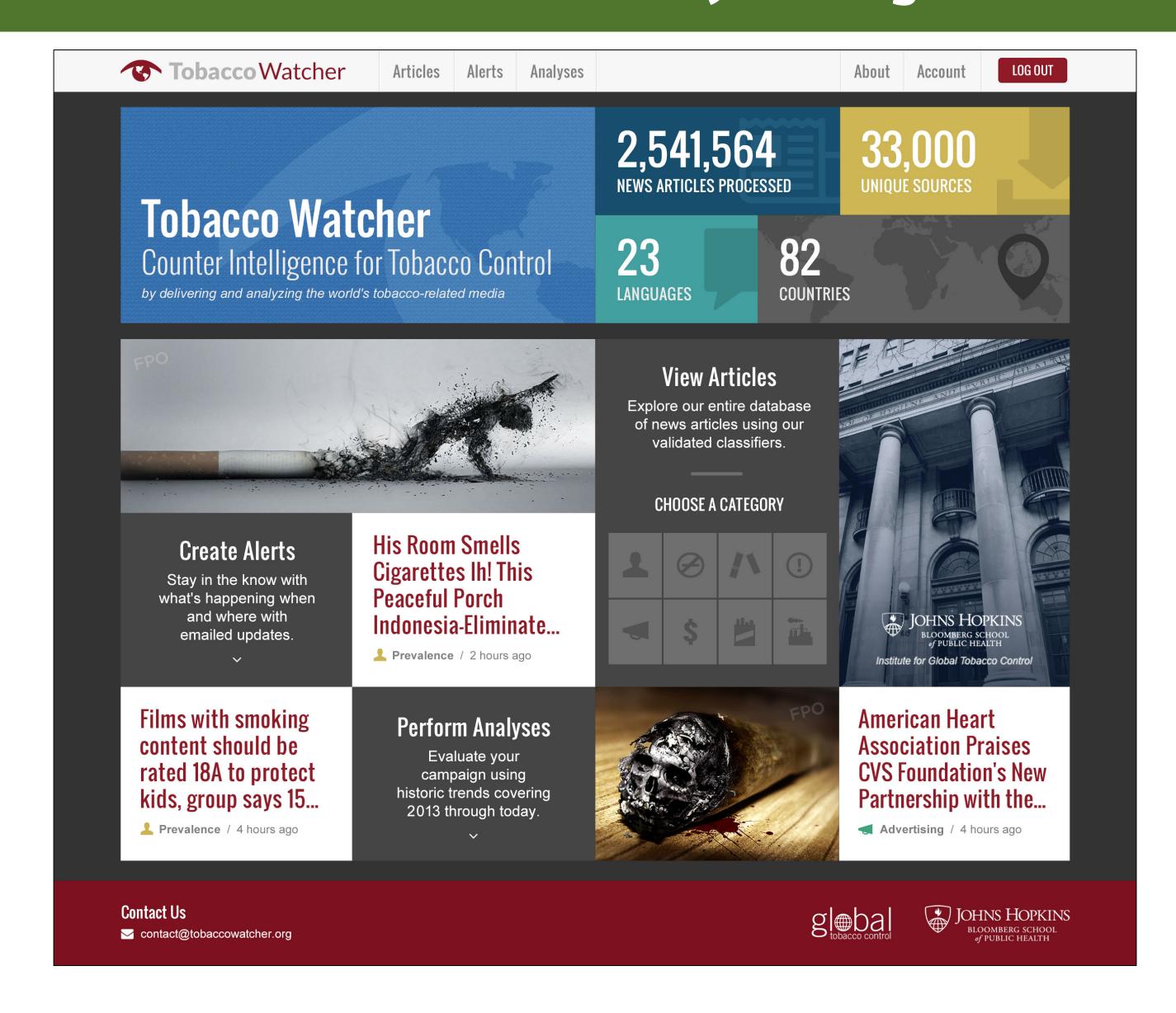
Use natural language processing, trained on human-coded data, to assess if articles are tobacco relevant

Translate to English, Automatically code articles by MPOWER-ED, determine location

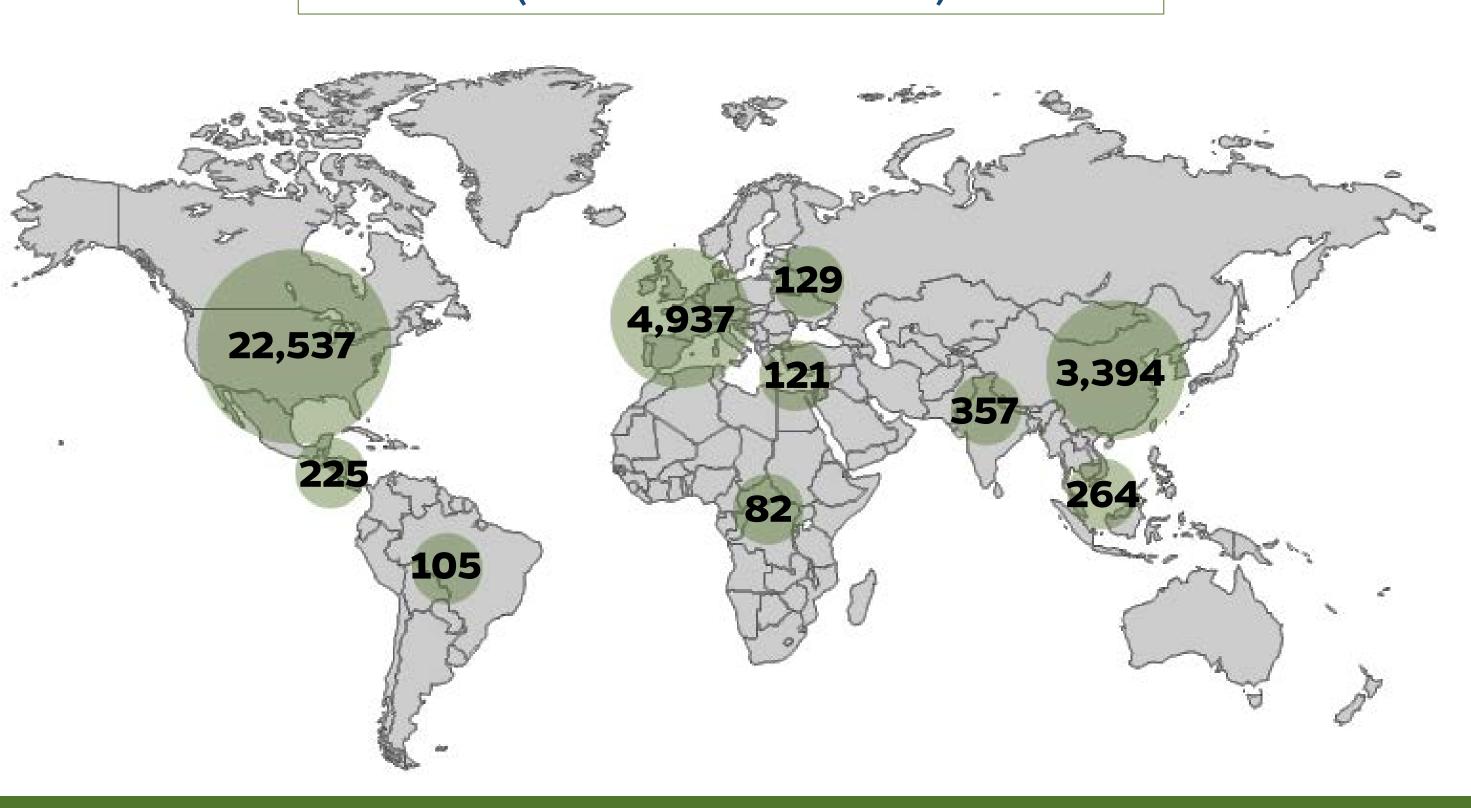
Display processed articles on Tobacco Watcher; searchable by location, language, MPOWER-ED, keywords and date



Tobacco Watcher: Preliminary Findings







News stories by MPOWER-ED theme (Dec. 2012 - Dec. 2014)

Protect against SHS

26,524

Emerging products

造 17,494

Industry

① 15,756

Warn about dangers

13,920

Offer quit help

2 8,412

Monitor prevalence

\$ 6,016

Raise tobacco taxes

2,21

Enforce TAPS bans

Conclusions

Discussions with key target audiences will inform next stage of website's development, including expansion of news sources and language, personalized email alerts and a tool for user-initiated analysis of news stories by region, keyword, language or MPOWER-ED.

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