



TobaccoUnmasked (TU) HotSpots

Ms. Chinthika Perera

Center for Combating Tobacco (CCT), Sri Lanka



What is



- Surveillance system to monitor and record the activities of TI
 - **Geographic Information System (GIS) technology**
- CDTSS – Community Driven Tobacco Surveillance System
- Totally free
- Trilingual
- Developed by CCT
- Upgraded – Alcohol, cannabis and other drug

<https://gismap.tobaccounmasked.com/>



TOBACCO UNMASKED **HOTSPOTS**



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Welcome to Tobacco Unmasked Hotspots

HOME

ABOUT US

REPORT HERE

MAP

MEDIA

DATA-PHASE 1

FAQ

About TobaccoUnmasked HotSpots

TU HotSpots is a monitoring system. What do we monitor? CCT that powers TU HotSpots is the WHO-sanctioned Tobacco Industry Observatory in Sri Lanka and region. Essentially, the TU HotSpots monitors Tobacco Industry Interference and Activities (TIIA) in public health issues. We also monitor what is happening in media in related to TIIA. You can report TIIA that you witness, for example a tobacco advertisement or promotion that you saw, to TU HotSpots, tagged with the geographical location where it happened, if relevant. For example, if it was a tobacco promotion happening in a shop or a supermarket, the location of that shop or supermarket is the location that you report. If it is an advertisement on social media, then there is no location to report.

We verify what you report and then compile them in a way that you can easily understand. The HotSpots with geographical locations reported by you are shown on our TU HotSpots Map, powered by Geographic Information System (GIS). TIIA through media reported by you can be found on our TU Media Dashboard.

This is how you become part of what we call the Community Driven Tobacco Surveillance System (CDTSS), which is the world's first people driven tobacco surveillance system, coordinated by the Centre for Combating Tobacco (CCT), Sri Lanka.

[Join CDTSS now!](#)

TU HotSpots Map

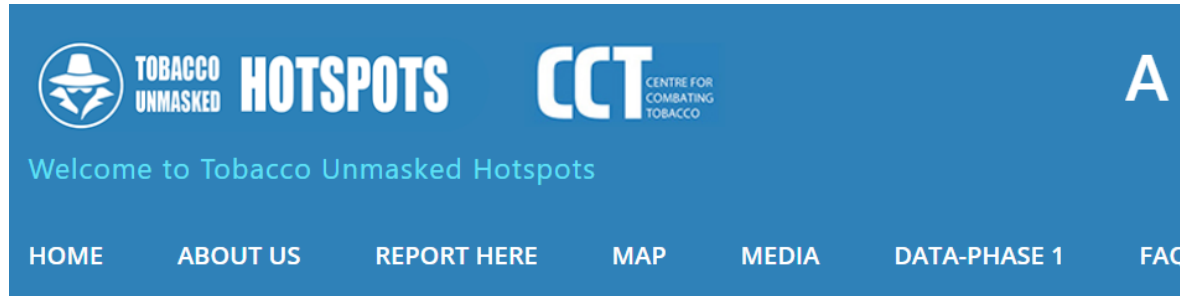


TU Media Dashboard

Category	Count	Actions
Cinema / Movies / Films	38	+

How to report?

1. Create an account and register as a user



Sign In

Enter your details to sign in

User name

Password

Login

Sign Up

Enter your details to sign up

Name

Mobile

Email

Password

Confirm Password

Sign Up

- Verification code via email
- Report!

Sign In

Enter your details to sign in

User name

Password

Login

[Forgot Password?](#)

How to report?



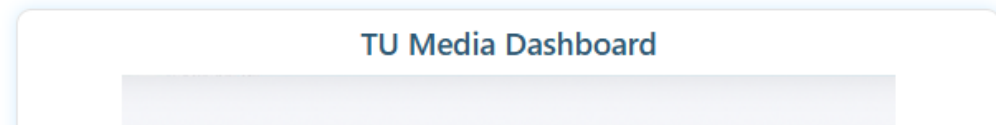
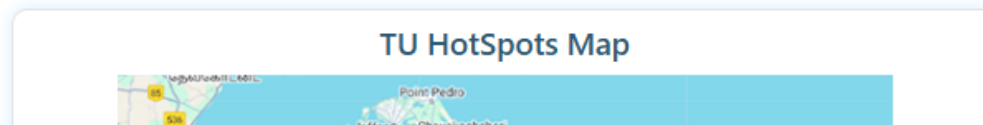
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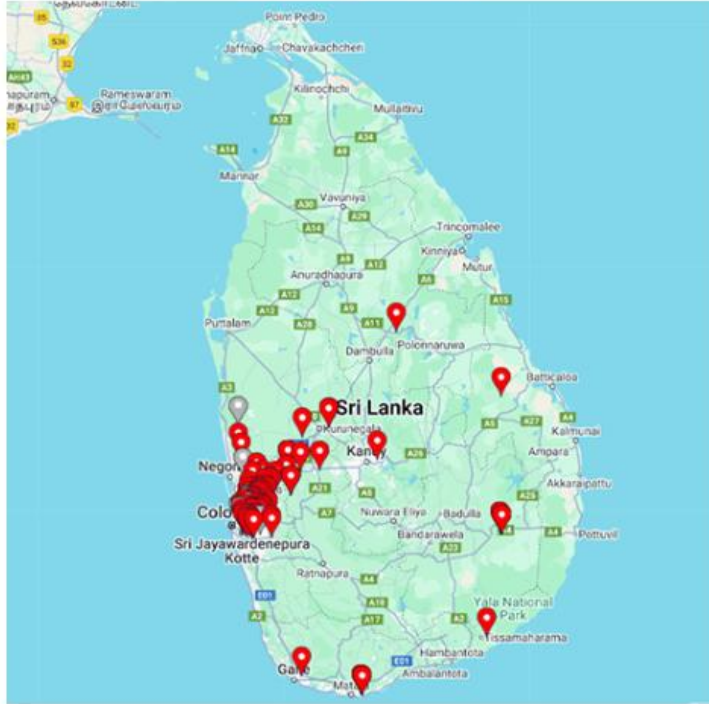
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TU HotSpots Map



TU HotSpots Map is a user-friendly interactive map of Sri Lanka, marked by GIS-based spots (HotSpots) of instances of TIIA, fed by the users via the category of HotSpots.

TU Media Dashboard

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Newspapers/ Magazines	3	+
Other	11	+
Social media (Facebook & other)	5227	+
TV	47	+
Websites	31	+
YouTube	103	+

The TU Media Dashboard is a database that features the details of TIIA in different media with images if applicable, fed by the users via the category of TU Media.

Anything to report? [Click here](#)



TOBACCO
UNMASKED **HOTSPOTS**

CCT
CENTRE FOR
COMBATING
TOBACCO

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Report

Three categories of TIIA can be reported



Report a Hotspot Here!



Report Interference through
Media Here



Report Direct
Interference Here

Hotspots

Geographical locations of TIIA including, but not limited to, tobacco industry or its agents targeting children/youth, sales to persons <21 years, Abhisheka shops, Mobile/Temporary shops selling tobacco/ cigarettes, Unlicensed/illicit trade, Influencing vendors, Free distribution, Advertisements, Display/Promotions at the shops, Sponsorships/ Promotions, Influencing political leaders, Targeting females, Interfering in tobacco control and Influencing farmers.

Media

TIIA, such as showing cigarette smoking or cigarette brand logos, which is known as product placement, in cinema, books, television, radio, newspapers, magazines, social media (e.g., Facebook, TikTok, Twitter, WhatsApp, Viber, Imo), music videos, websites, YouTube etc.

Interference

Targeting individuals by offering research grants, travel grants, gifts, tours/site visits, workshops/seminars/training and by inviting to their events. Tobacco industry may have contacted you or somebody you know of – then please make sure that it is reported here.

Reporting category -1

Category	Description	Examples
<u>HotSpots</u>	Geographical locations of Tobacco Industry Interference (TII) violating national law (NATA Act) and WHO FCTC	<ul style="list-style-type: none">• Sales to persons <21 years• Mobile/Temporary shops• Influencing vendors• Free distribution• Advertisements, Promotions, Sponsorships



1. HotSpot

Date

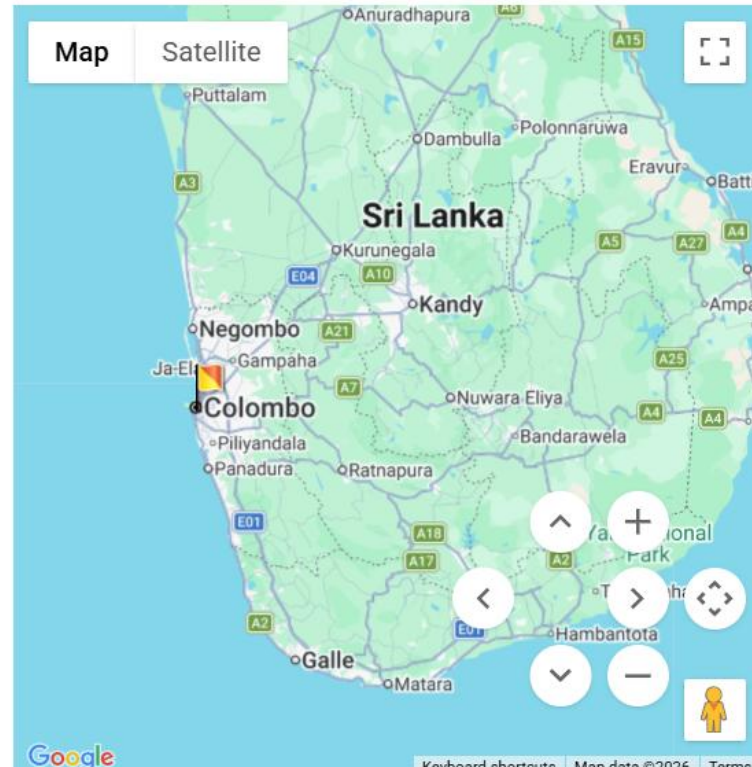
Incident

Sub Incident

- Activity
- Free distribution
 - Influencing vendors
 - Online/mobile sales
 - Other/ I don't know
 - Promotion/Advertisement/Display
 - Sales to/by minors
 - Sales/smuggling
 - Sponsorship
 - Targeting Children/Youth/Females
 - Targeting tobacco control policies/actions/officers

Image 1 No file chosen
[file format - .jpg, .png][max file size - 4Mb]

Message To Admin



Reporting Category -2

Category	Description	Examples	
Media	Promotions via different media (formal/new) violating national law and FCTC Article 13	Showing - use - products - brand logos (product placement)	Cinema /drama Books Television/ radio Newspapers/magazines Social media Music videos Websites


2. Interference through Media

Type Of Drug	<input type="checkbox"/> Cigarettes <input type="checkbox"/> Other tobacco products (e-cigarettes, shisha, beedi, chewing tobacco etc.) <input type="checkbox"/> Alcohol <input type="checkbox"/> Cannabis <input type="checkbox"/> Other Substance/Drugs
What Do You Want To Report?	<input type="checkbox"/> Promoted use <input type="checkbox"/> Promoted a product <input type="checkbox"/> Promoted a brand <input type="checkbox"/> Promoted the manufactures image <input type="checkbox"/> Counteracting control actions <input type="checkbox"/> Other
Media Event Type	<div style="border: 1px solid #ccc; padding: 2px; display: inline-block;">Cinema/ Movies/ Films ^</div> <ul style="list-style-type: none">Select an option 🗑Cinema/ Movies/ FilmsTVRadio ▼Newspapers/ Magazines ▼BooksSocial media (Facebook & other)YouTubeWebsitesOtherSMS/ MMS
Date viewed	<input type="text"/>
Title of the film	<input type="text"/>
How did you watch it?	<input type="text"/>
How many scenes?	<input type="text"/>
Actor/ Actress/ Character involved	<input type="text"/>
Upload a screenshot	<input type="text"/>
<input type="button" value="Save"/> <input type="button" value="View"/>	

Reporting Category -3

Category	Description	Examples
Interference	Attempts of influence violating FCTC Article 5.3	Targeting individuals by offering research grants, travel grants, gifts, tours/site visits, workshops/seminar/training and by inviting to their events.

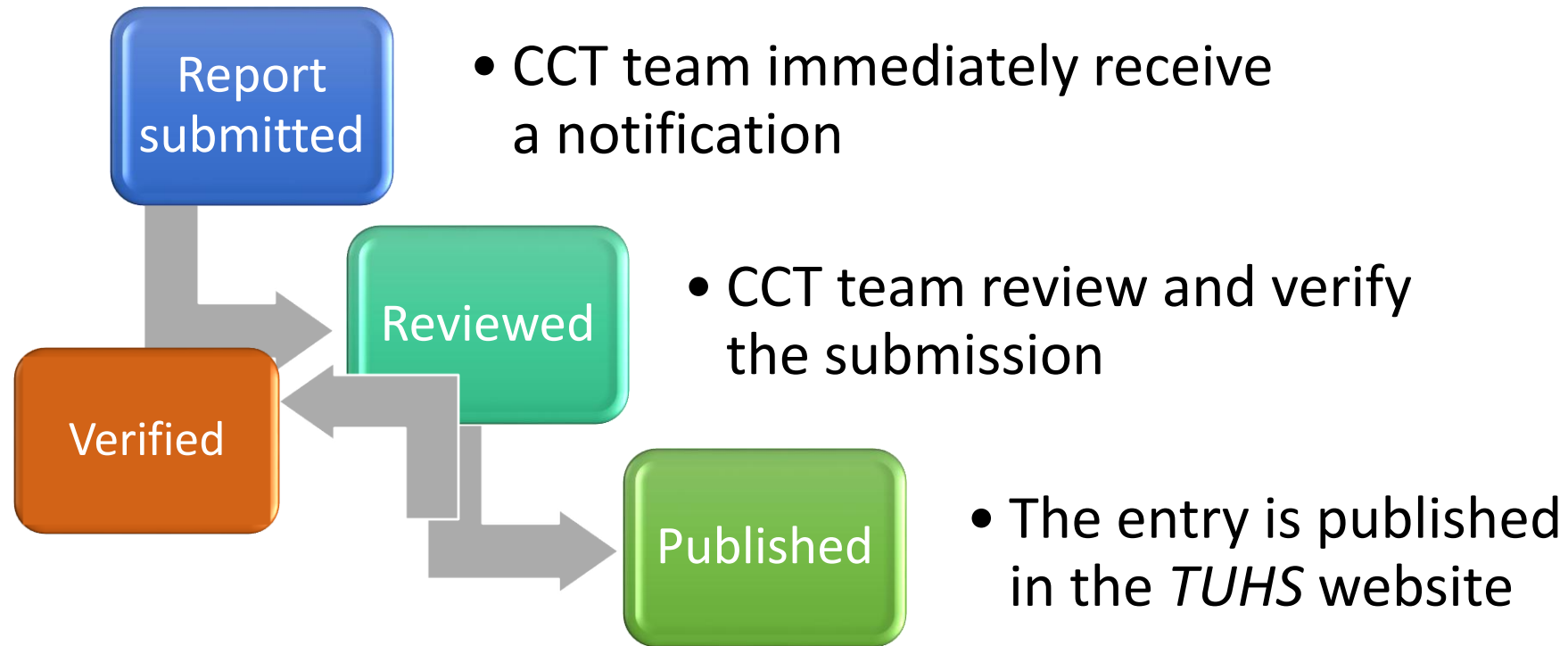
3. Direct Interference

Who contacted you	<input type="text" value="Ceylon Tobacco Company PLC (CTC)"/>
Name of the individual	<input type="text"/>
Post	<input type="text"/>
What did they want?	<input type="checkbox"/> Offered a sponsorship <input type="checkbox"/> Offered a research grant <input type="checkbox"/> Offered a travel grant <input type="checkbox"/> Offered a consultancy/contract <input type="checkbox"/> Offered a gift <input type="checkbox"/> Offered a tour/site visit <input type="checkbox"/> Invited to their event <input type="checkbox"/> Offered a workshop/seminar/training
Regarding an official matter	<input type="text"/>
Regarding a personal matter	<input type="text"/>
Requested to stop tobacco control actions	<input type="checkbox"/>
Threatened you	<input type="checkbox"/>
Other	<input type="text"/>
When?	<input type="text" value="dd/mm/yyyy"/> 
How?	<input type="radio"/> Over the phone <input type="radio"/> In person <input type="radio"/> Via e-mail/letter <input type="radio"/> Via a third person <input type="radio"/> Other
Would you like to give more details?	<input type="radio"/> Yes <input type="radio"/> No

Reporting categories

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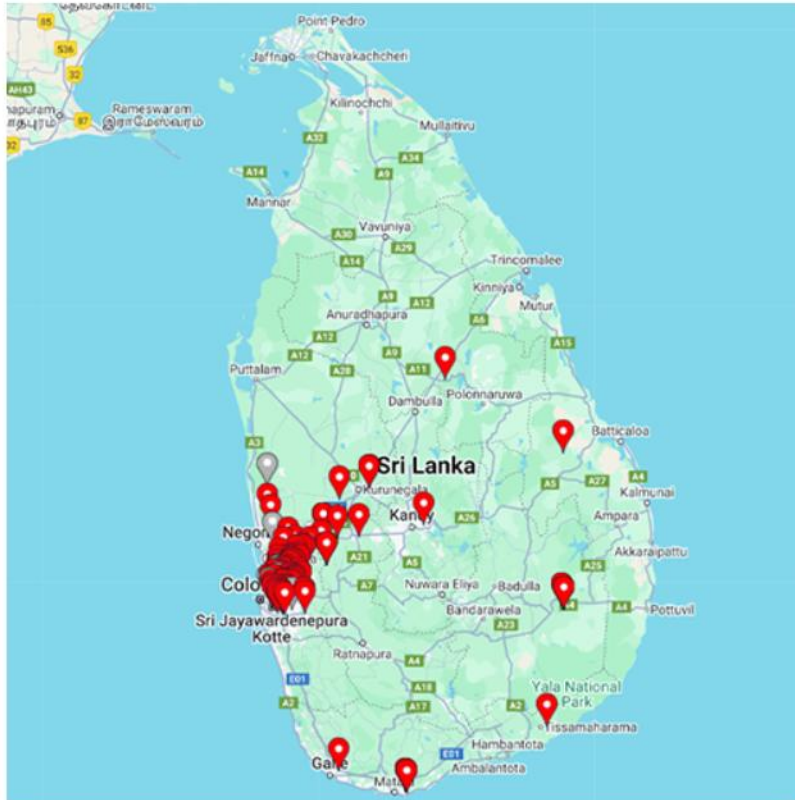
What will happen after you report?



Results



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Examples

Album BEARD Isolation..

Naween Aluthge Photography added 18 new photos.
15 Apr



19 reported to TUHS
App. Reuse of this material allowed for the purpose of highlighting promotion tactics of alcohol/tobacco/drug industries.
All rights reserved.

3 comments • 7 shares

Like Comment Share



Linestv

15 Jul at 11:30 pm

Like Page



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Like us **සුමනේ - Sumane**

69 1 Comment • 21 shares



Girls Only

1 d

Girls don't worry...
අඩේ අපිටත් තියනවා නේ 🙄🙄🙄🙄🙄
වෙලා අඩපු කාලේ ඉවරයි..... බිලා
හිතහදගන්න තියෙන්නේ 🤔🤔🤔🤔🤔



Achintha Nirmala

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11 1 Comment



Alone

24 Jul

Like Page



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ඔයලත් බොන්න එපා...



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