New Nicotine Alliance UK

Registered charity in England and Wales – number 1160481

For the attention of The Editor-in-Chief
Sage Journals
By email to publication_ethics@sagepub.com

21 February 2025

Dear Sir/Madam

Our attention has been drawn to research published in your journal by Silver et al entitled *"Twitter (X) and the Commercial Determinants of Health: Characterizing the Most Amplified, Influential, and Connected Voices Driving Twitter Discourse About Tobacco Regulatory Policy From September 2019 to July 2021" [Link]*

The authors included a paragraph referring to our charity which promoted invalid and baseless misinformation:

"For example, the International Network of Nicotine Consumer Organizations (INNCO), and its member organizations including The Consumer Advocates for Smoke-Free Alternatives Association (CASAA), and the New Nicotine Alliance (NNA), are funded by Foundation for a Smoke-Free World (FSFW), a 501c(3) established in full by tobacco giant Phillip Morris International."

As Chair of the New Nicotine Alliance, may I refer you to our website, which states categorically that *"The NNA is completely independent of commercial interests in relevant industries (e-cigarettes, tobacco, pharmaceutical companies, etc). It operates on a not-for-profit basis and is free from commercial bias."*

The NNA has never received funding from relevant industries, nor ever will; nor has it ever even contemplated accepting funding from the Foundation for a Smokefree World and never will. The NNA has also never received a single penny from INNCO, and we have not been a part of that organisation since July 2019. I am puzzled as to why the research authors included such blatant untruths. The authors could have easily discounted such a theory as the Foundation publishes lists of its grantees publicly on the internet. We are not one of them and never will be.

I would politely ask that the research text be amended to remove this groundless and incorrect speculation with immediate effect and for a public apology to be issued.

Thank you in advance for your cooperation.

Yours sincerely

Bernice Evans
Chair
New Nicotine Alliance