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Title: How efficient are we in fighting with the killer industry?

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Body: Tobacco is the leading cause nearly for all respiratory diseases, yet it is still marketed and promoted by an industry. Tobacco consumption can only be reduced by counteracting the industry strategies, complying with framework convention on tobacco control (FCTC), implementing and enforcing the control policies and increasing public awareness. AIM: This study attempted to monitor a) the previously reported tobacco industry strategies/activities in Turkey and investigate the compliance with local laws b) the legislative, implementation and enforcement activities. METHODS: Monitorization was carried out between June and August 2012 through monitoring of media and the websites of national and international organizations related with the tobacco industry or control of their products. The presence of violation of smokefree, advertising and promotion bans; interference in government relations, misinformation and manipulation, image creation, intimidation and legal challenges carried out by the industry were investigated. FINDINGS: In this period 7 incidences of smokefree and advertising violations, 2 incidences of interference of public policy, 10 incidences of misinformation, 12 image creation, 3 cases of legal challenges were found. During the study period 9 legislation were enacted. However, 11.4 new products were licenced per month. Tobacco retail permits were renewed against the tobacco retailing by-law. Two sanctioning and court ruling was recorded. CONCLUSION: In Turkey, multinational tobacco industry performs illegal activities similar to previously reported. Tobacco industry activities must be monitored to penalize their illegal activities and to safeguard tobacco control best practice.