

Additional File 2: PDM action-based strategies and counterstrategies - References per cell for Table 3

PDM instrumental strategies / counter strategies	Exposing industry conduct and false claims	Accessing decisionmakers	Generating and using evidence	Filing a complaint/ taking legal action	Mobilising coalition and potential supporters
Direct Access and Influence	Bhatta et al. 2020a, Crosbie et al. 2016, Crosbie et al. 2018, Egbe et al. 2019, Hoe et al. 2021, Lane/ Carter 2012, Magzamen/ Glantz 2001, Nakkash et al. 2018, Tsoukalas/ Glantz 2003	Bhatta et al. 2020a, Crosbie/ Schmidt 2020, Crosbie et al. 2016, Crosbie et al. 2017, Crosbie et al. 2018, Hoe et al. 2021, Lane/ Carter 2012, Patanavanich/ Glantz 2020	Bero et al. 2001, Crosbie et al. 2016, Crosbie et al. 2017, Lane/ Carter 2012, Matthes et al. 2020, Nakkash et al. 2018,	Bailey 2004	Bhatta et al. 2020a, Crosbie/ Schmidt 2020, Crosbie et al. 2016, Uang et al. 2018
Information Management	Bhatta et al. 2020a, Bosma et al. 2021, Crosbie et al. 2011, Givel/ Glantz 2000, Goldman/ Glantz 1999, Lane/ Carter 2012, Magzamen/ Glantz 2001, Matthes et al. 2020, Sato 1999, Tsoukalas/ Glantz 2003, Uang et al. 2018	Bhatta et al. 2020a, Crosbie et al. 2016, Lane/ Carter 2012,	Bero et al. 2001, Crosbie et al. 2016, Hoe et al. 2021, Lane/ Carter 2012, Magzamen/ Glantz 2001,	Crosbie et al. 2017, Goldman/ Glantz 1999	Crosbie et al. 2016, Lane/ Carter 2012, Uang et al. 2018
Coalition Management	Bhatta et al. 2020a, Crosbie/ Schmidt 2020, Magzamen/ Glantz 2001, Lane/ Carter 2012, Nakkash et al. 2018, Patanavanich/ Glantz 2020, Tsoukalas/ Glantz 2003, Uang et al. 2018	Bhatta et al. 2020a, Crosbie et al. 2016, Lane/ Carter 2012, Patanavanich/ Glantz 2020,	Bailey 2004, Crosbie et al. 2016, Magzamen/ Glantz 2001, Lane/ Carter 2012, Nakkash et al. 2018, O'Dougherty et al. 2010,	Crosbie et al. 2017	Bhatta et al. 2020a, Crosbie et al. 2016, Uang et al. 2018
Reputation management	Charoencna et al. 2012, Egbe et al. 2019, Kusi-Ampofo 2021	Charoencna et al. 2012, Kusi-Ampofo 2021	Magzamen/ Glantz 2001	Bhatta et al. 2020b, Bhatta et al. 2020c, Hiilamo 2003, Tumwine 2011	Charoencna et al. 2012, Magzamen/ Glantz 2001
Litigation	Chantornvong/ McCargo 2003		Magzamen/ Glantz 2001	Bhatta et al. 2020a	Chantornvong/ McCargo 2003, Crosbie/ Schmidt 2020, Magzamen/ Glantz 2001
Illicit trade					