

Review of "The Foundation for a Smoke-Free World after two years: can it be trusted?"

Gerry Stimson¹

¹ Imperial College London

The article has a serious methodological flaw. It attempts to assess the integrity of the FSFW without having any independent measure or standard by which to assess the organisation. What for example would be best practice or the gold standard for evaluating a not-for-profit public body? How does FSFW stand on various measures of integrity when compared with other institutions, including for example, the author's? As the article is currently written, the only comparator is the author's implicit judgement of what the standard should be, and the author's personal assumptions about how organisations should be measured. There is no link in the article to the organisational evaluation and performance literature, of which there is a lot! As a result we don't know (a) how well the FSFW actually performs and (b) the article adds little to our understanding of how we measure organisational performance.

My comments are made as a social scientist with some experience in evaluation studies.

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