

PRESS RELEASE



**TOBACCO AND
NON-COMMUNICABLE DISEASES**

Abu Dhabi United Arab Emirates
17-21 March 2015 WCTOH.org

FOR IMMEDIATE RELEASE

H.H. Sheikh Nahyan bin Mubarak Al Nahyan, Minister of Culture, Youth and Community Development to Serve as Patron, Address Delegates at Inaugural Session of 16th World Conference on Tobacco or Health

HRH Princess Dina Mired, Director General, King Hussein Cancer Foundation; South Africa Minister of Health Dr Aaron Motsoaledi; Ireland Minister for Children and Youth Affairs Dr James Reilly TD; WHO Director General Margaret Chan; US Surgeon General Vice Admiral Vivek Murthy; Michael R Bloomberg; Dr Ala Alwan WHO Regional Director, Eastern Mediterranean; Dr Vera Luiza da Costa e Silva, Head of Secretariat of the World Health Organization Framework Convention on Tobacco Control; Dr Wael A Al Mahmeed, President, WCTOH 2015; José Luis Castro, Executive Director, The International Union Against Tuberculosis and Lung Disease to address conference

Conference scientific highlights to include discussions on electronic cigarettes, tobacco industry litigation and interference, hookah bars, smoking in sub-Saharan Africa

17 March 2015, (Paris, France)—Under the patronage of H.H. Sheikh Nahayan Mabarak Al-Nahayan, Minister of Culture, Youth and Community Development, The World Conference on Tobacco or Health (WCTOH) will open today at 19:00 GST with an address by His Highness. Following will be a panel discussion on key issues in global tobacco control. HRH Princess Dina Mired of Jordan, who is the Director General of the King Hussein Cancer Foundation, will speak on the panel, which also includes United States Surgeon General Vice Admiral Vivek H Murthy; Dr Ala Alwan, WHO Regional Director, Eastern Mediterranean; Dr Vera Luiza da Costa e Silva, Head of Secretariat of the WHO FCTC; and Dr Farida Ismail Al Hosani, Acting Director of Public Health, Health Authority Abu Dhabi (HAAD). The panel will be chaired by BBC Broadcast journalist Zeinab Badawi.

WCTOH 2015 is a five-day scientific conference presenting the latest developments in tobacco control and global efforts to reduce tobacco use in all its forms. The conference is being held at Abu Dhabi National Exhibition Centre (ADNEC), 17-21 March 2015 in Abu Dhabi, capital city of the United Arab Emirates.

“Unfortunately the prevalence of tobacco use in the Arab World has reached shocking statistics and we can no longer wait one more day to fight tobacco,” said HRH. “Globally, tobacco use accounts for at least 30 per cent of all cancer deaths, causing 87 per cent of

lung cancer deaths in men, and 70 per cent of lung cancer deaths in women. If we don't take action now, we will continue to suffocate under an enormous cloud of smoke, a cloud that impairs our vision and makes us unable to see the deadly consequences of tomorrow. I am looking forward to participating in the World Conference on Tobacco or Health (WCTOH) as this conference will help us in setting the groundwork and mobilising stakeholders to create a comprehensive roadmap for a tobacco-free future for generations to come."

Awards honouring outstanding research and contributions to the tobacco control movement will also be presented at this conference. The Bloomberg Philanthropies Awards for Global Tobacco Control and the Luther L Terry Awards will celebrate the particular achievements in this field by organisations and individuals.

Tobacco use threatens to kill up to one billion people this century," said Michael R. Bloomberg. "We can't stand by and let that happen. We've made important progress in recent years, but so much more work remains. I look forward to attending the 16th World Conference on Tobacco or Health in Abu Dhabi and joining government officials, medical professionals, and advocacy leaders in advancing this life-saving work.

The WCTOH conference programme will feature plenary sessions and symposia that showcase the latest science and policy discussions across a range of global tobacco control issues. Scientific highlights from the conference's first day included:

Global burden of disease due to smokeless tobacco consumption: Analysis of surveys from 101 countries: This study will present the first-ever global estimates of the burden of disease due to smokeless tobacco consumption among adults over 15 years of age. The authors will present relative risks of various cancers as well as fatal myocardial infarction and stroke associated with smokeless tobacco use. It will also provide an evidence-based estimate for the global number deaths and disability-adjusted life years (DALYs) attributed to smokeless tobacco use. (Abstract PD-763-19)

Economic burden of tobacco-related diseases in India: Previous studies of the economic burden of tobacco-related diseases in India are out of date. This latest study projects the direct medical cost of treating tobacco related diseases, indirect costs due to tobacco-related disease, and the indirect costs of premature deaths attributable to tobacco use. (Abstract PD-602-19)

Smoking among the poor and the impact on the economy and health in Bali: Indonesia has the third-largest number of smokers of any country, after China and India. This study will provide new data on smoking patterns among people living in Bali's slums and surrounding villages, showing high household expenditures on tobacco leading to high rates of both noncommunicable and infectious diseases. (Abstract OP-209-19)

Effect of second-hand hookah smoke in hookah bar workers: Globalization is changing the face of smoking, and especially youth are turning to alternative forms of tobacco, especially hookah (waterpipes). This study will present results from an analysis of multiple measures of air pollution in the ambient air of hookah bars and the effects of such exposure on hookah bar workers in New York City. (Abstract OP-224-20)

Tobacco use and social determinants in 30 Sub-Saharan African countries: analyses of national level population-based surveys: This study will present regional estimates of the use of tobacco, smokeless tobacco, and the social determinants of tobacco use across sub-Saharan Africa, drawing from data from 30 countries. It will show how smoking trends differ among men and women and among different age groups. (Abstract OP-241-20)

The UAE Paradox: Stricter tobacco control policies, but a stronger tobacco industry: Despite having progressive tobacco control policies, the UAE has high rates of tobacco use—including high rates among youth. This study will present an analysis of the tobacco industry as it exists in the UAE, drawing from data over 15 years on tobacco manufacturers, distributors, importers, duty-free shops, and suppliers of the tobacco industry with offices in the UAE. (Abstract PD-1109-21)

Other scientific highlights to be presented include:

- The Quebec Class Action Lawsuits: A game changer for tobacco control in Canada? (Abstract PD-811-19)
- New Zealand's challenges to responding to new nicotine products (Abstract OP-205-19)
- Cigarette price differences and cross-border purchase of tobacco products across the European Union in 2012 (Abstract OP-211-19)
- Promoting cross-border shopping by preserving price differentials between countries: the tobacco industry's pricing games in Central Europe (Abstract OP-216-19)
- Conflicts of interest in tobacco control in India (Abstract OP-220-19)
- State-ownership of the tobacco industry: a "fundamental conflict of interest" or a "tremendous opportunity" for tobacco control? (Abstract OP-222-19)
- The second study on WHO MPOWER tobacco control scores in the Eastern Mediterranean Countries based on the 2013 report: improvements during two years (Abstract PD-858-20)
- Did the tobacco industry know that smoking caused cystic fibrosis-like lung disease before the scientific community? (Abstract PD-1013-20)
- Effect of hookah smoking on indoor air quality in homes (Abstract OP-225-20)
- Return on investment of tobacco control mass media campaigns in low- and middle-income countries (Abstract OP-226-20)
- Sick bedfellows: identifying and confronting allies of the global tobacco industry (Abstract OP-227-20)
- Smoking in pregnancy: an integrated model, incorporating well-being, healthy eating, body image and self-esteem (Abstract OP-228-20)
- Raising taxes on cigarettes in Brazil: the decline in prevalence is the most important result, with no proved evidence of increase in illicit trade. (Abstract PD-1020-20)
- The impact of prices on the onset of tobacco use: an individual-data study for Argentina (Abstract PD-975-20)

- Electronic cigarettes are effective for smoking cessation: evidence from a systematic review and meta-analysis (Abstract OP-234-20)
- Impacts of plain or standardised packaging among adult smokers: insights from the ITC-Australia survey (Abstract OP-244-20)
- ‘Connecting the DOTS’: tuberculosis and tobacco dependence treatment integration in Maharashtra, India (Abstract OP-246-20)
- Application of the Abridged SimSmoke Model to four Eastern Mediterranean countries (Abstract OP-247-20)
- E-cigarette use and user profile among current smokers in Finland (Abstract PD-916-20)
- Free trade agreements a challenge to FCTC Implementation: a case for tobacco exclusion (Abstract OP-251-20)
- Cigarette smoking and water pipe use epidemics in Arab world: Recognizing dual users among youth (Abstract PD-1186-21)
- E-cigarette use, product characteristics, and perceived satisfaction: Findings from the ITC Netherlands Tobacco and Nicotine Products Survey (Abstract PD-1114-2)
- Opinions and practices regarding electronic cigarette use among Romanian adolescents (Abstract PD-1115-21)

The conference theme is Tobacco and Non-communicable Diseases, recognising that tobacco use in all its forms is the greatest risk factor contributing to the occurrence of non-communicable diseases (NCDs), including cancer, cardiovascular problems, lung disease and diabetes. Tobacco use now causes one in six of all NCD deaths and up to half of current tobacco users will eventually die of a tobacco-related disease. This is the first time the WCTOH conference has focussed on this direct link between tobacco and NCDs.

For WCTOH conference updates, please visit: www.wctoh.org

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Notes for Editors:

The World Conference for Tobacco or Health (WCTOH) occurs every three years and attracts around 3,000 delegates from around the world. The 16th WCTOH is in Abu Dhabi, 17-21 March 2015.

The Role of the World Conference on Tobacco or Health (WCTOH) For four decades, the WCTOH has united thousands of the world's tobacco control professionals to effectively support comprehensive global efforts to reduce tobacco use. The genesis of the WCTOH goes back to 1967 at the 1st WCTOH in New York where public health professionals, experts in tobacco control, scientists and policy makers from the developed countries came together. This was the first time that tobacco use was recognized as a global problem with a concomitant need for a globally coordinated tobacco control agenda. Between 1967 and 2006, thirteen WCTOH were held in various parts of the world attempting to influence public policy regarding tobacco use at the sub-national, national and global level. Discussions at the 1990 conference led to the founding in 1992 of the influential international journal Tobacco Control (Studlar 2006). The conference has increasingly become much larger with active participation from the developing countries. Initially, the conference focused on the diffusion of 'best practices' tobacco regulation from the developed to the developing countries but since the 9th WCTOH in 1994, it strongly advocated an international regulatory regime to curb tobacco use. Over the years, WHO's anti-tobacco initiative, particularly the FCTC, has been strongly influenced by the WCTOH.

WCTOH 2015 is supported by: Bloomberg Philanthropies; Bill & Melinda Gates Foundation; New Venture Fund; Centers for Disease Control and Prevention; US Department of Health and Human Services (National Institutes of Health; National Cancer Institute); The International Union Against Tuberculosis and Lung Disease; American Cancer Society; Health Promotion Board Singapore; The World Health Organization; The Health Authority- Abu Dhabi; The Abu Dhabi Tourism & Culture Authority; local host The Emirates Cardiac Society; Sheikh Hamdan Bin Rashid Al Maktoum Award for Medical Sciences; Abu Dhabi National Oil Company and Dubai Health Authority.

The WHO Framework Convention on Tobacco Control (WHO FCTC) is the first international treaty negotiated under the auspices of the WHO. It was adopted by the World Health Assembly on 21 May 2003 and entered into force on 27 February 2005. It has since become one of the most rapidly and widely embraced treaties in United Nations history counting currently 179 countries and the European Region as Parties to the treaty.

WHO's Global status report on non-communicable diseases 2014

<http://www.who.int/nmh/publications/ncd-status-report-2014/en/> states that urgent government action is needed to meet global targets to reduce the burden of non-communicable diseases (NCDs) and prevent the annual toll of 16 million people dying prematurely—before the age of 70—from heart and lung diseases, stroke, cancer and diabetes.

According to the WHO <http://www.who.int/mediacentre/factsheets/fs339/en/> approximately one person dies every six seconds due to tobacco, accounting for one in 10 adult deaths. Up to half of current users will eventually die of a tobacco-related disease. Tobacco kills up to half of its users—nearly 6 million people each year. More than 5 million

of those deaths are the result of direct tobacco use, while more than 600 000 are the result of non-smokers being exposed to second-hand smoke. Unless urgent action is taken, the annual death toll could rise to more than 8 million by 2030. Nearly 80 percent of the world's one billion smokers live in low- and middle-income countries.

NCD Alliance www.ncdalliance.org: Tobacco use is the one risk factor common to the major non-communicable diseases (NCDs) like cancer, cardiovascular disease, chronic respiratory disease and diabetes. NCDs kill 35 million people yearly, of which 80 per cent are in low- and middle-income countries.