



**TOBACCO AND
NON-COMMUNICABLE DISEASES**

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

DAILY PROGRAMME HIGHLIGHTS

16th World Conference on Tobacco or Health

Abu Dhabi, United Arab Emirates, 17 March - 21 March 2015

TUESDAY, 17 MARCH

11:00 – 11:45 OFFICIAL OPENING PRESS CONFERENCE

Location: Press Conference Room, Capital Suite 9, First Level

This press conference will feature inaugural session speakers and key presenters, giving journalists the opportunity to gain a preview of both the opening remarks and key science.

Speakers:

Dr Wael A Al Mahmeed, President, WCTOH 2015 (press conference chair)

Dr Tibor Szilaygi, Technical Officer, World Health Organization Framework Convention on Tobacco Control

Dr Farida Al Hosani, Director of Public Health, The Health Authority – Abu Dhabi (HAAD)

HRH Princess Dina Mired, Director General, King Hussein Cancer Foundation, Jordan

Vice Admiral Vivek H Murthy, United States Surgeon General

Harry Lando, Chair, WCTOH 2015 Scientific Program Committee

Benn McGrady, Technical Officer (Legal), Department of Prevention of Non-Communicable Disease, World Health Organization, Geneva

PMS Pradhan, Patan Academy of Health Sciences, Nepal

19:00 – 20:30 INAUGURAL CEREMONY

Location: ICC

Dr Wael A. Al Mahmeed, President, WCTOH 2015

José Luis Castro, Executive Director, The Union, Permanent Secretariat of WCTOH

Keynote Speaker: Dr Ala Alwan, WHO Regional Director, Eastern Mediterranean, *Tobacco and Non-Communicable Diseases*

Panel Discussion: Hosted by broadcaster Zeinab Badawi

HRH Princess Dina Mired, Director General, King Hussein Cancer Foundation, Jordan

Dr Ala Alwan, WHO Regional Director, Eastern Mediterranean (EMRO)

Dr Vera Luiza da Costa e Silva, Head of Secretariat of the WHO FCTC

Vice Admiral (VADM) Vivek H Murthy, United States Surgeon General

Dr Farida Al Hosani, Director of Public Health, The Health Authority – Abu Dhabi (HAAD)

WEDNESDAY, 18 MARCH

09:00 –10:30 HIGH-LEVEL MINISTERIAL PLENARY SESSION

Tobacco Control and NCDs

Location: ICC

Simultaneous English/Arabic/English translation is provided for this session.

The 2011 political declaration on the prevention and control of non-communicable diseases (NCDs) was a turning point event in the fight against NCDs. Heads of states and governments formally recognized these diseases as a major threat to health, economies and societies and placed them high on the development agenda. New data from WHO estimate that in 2011 the vast majority of the premature deaths of individuals from non-communicable diseases (85% or 11.8 million) between the ages from 30 to 70 occurred in developing countries. The probability of dying from any of the major non-communicable diseases between the ages of 30 and 70 ranges from 10% in developed countries to 60% in developing countries.

Speakers:

Zeinab Badawi – television and radio journalist (Moderator)
Dr Margaret Chan – Director-General, World Health Organization
Dr Ala Alwan – Regional Director, WHO Eastern Mediterranean Region
Mr Abdul Rahman bin Hamd Al-Owais – Minister of Health, United Arab Emirates
Dr Aaron Motsoaledi – Minister of Health, South Africa
Dr M. Muezzinoglu – Minister of Health, Turkey

11:00 – 12.30 SPECIAL SESSION

10 Years of the WHO FCTC

Location: ICC

Simultaneous English/Arabic/English translation is provided for this session.

On 27 February 2015, the Parties celebrated 10 years since entry into force of the first global public health treaty. The WHO Framework Convention on Tobacco Control (WHO FCTC) marked a milestone in public health and provided new legal dimensions for international health cooperation. So far, 180 Parties around the world have ratified the Convention and committed themselves towards its full implementation.

Achievements of the Parties to the Convention help protect the health of their citizens and are an inspiration to everyone involved in tobacco control. They are assisted in their efforts by partners, such as WHO and its regional and country offices, the observers to the Conference of the Parties, including civil society organizations, as well as donors and all other stakeholders and international partners, including the United Nations system organizations, which have not spared the technical and financial means required to assist countries in need. This session will share the vision

Speakers:

Mr Dmitry Kostennikov, Deputy Minister of Healthcare, Russian Federation
Dr Douglas Bettcher, WHO, Switzerland
Dr Douglas Webb, UNDP, USA
Laurent Huber, Framework Convention Alliance for Tobacco Control, USA

13:00 – 13:45 WORLD HEALTH ORGANISATION PRESS CONFERENCE

Location: World Health Organisation (WHO) booth, Exhibition Hall, Hall 5

Speakers:

Dr Margaret Chan, Director-General, WHO
Dr Douglas Bettcher, Director, WHO Department for the Prevention of Noncommunicable Diseases (NCDs)
Dr Vera Luiza da Costa e Silva, Head of the Convention Secretariat, WHO
Framework Convention on Tobacco Control
WHO's tobacco control leaders will detail the current state of the global tobacco epidemic, efforts to control it, and discuss new information on the use of tobacco products worldwide. The World Conference on Tobacco or Health is a timely opportunity to stress the actions taken and measure needed, including:
- the great progress in implementation of the WHO FCTC, which is celebrating its 10th anniversary on 2015;
- the pace by governments to meet the global target to reduce tobacco use by 30% by 2025;
- the continued fight against the tobacco industry, including WHO's efforts to support national implementation of plain-packaging measures;
- the need for Parties to the FCTC to ratify the Protocol on the Illicit Trade of Tobacco Products, which is the theme of WHO's World No Tobacco Day campaign in 2015.

14:00 – 15:30 TRI-PLENARY 1

Tobacco taxation: Overview, current challenges and country best practices

Location: Conference Hall A

The WHO has so far engaged with the Ministry of Finance (MoF) officials from 73 countries around the world to provide technical assistance to Member States on tobacco taxation. This plenary session will focus on country-specific experience of tobacco taxation presented by the representatives from the MoF of the participating countries – Bangladesh, Jordan and the Philippines. This session will highlight the political difficulties and how the governments overcome such hurdles to implement better tax policies.

Speakers:

Mr Mark Goodchild, WHO Tobacco Free Initiative, Switzerland
Dr Tibor Szilagyi, WHO FCTC Secretariat, Switzerland

Mr Ghulam Hussain, Chairman, National Board of Revenue, Bangladesh
Mr Krisada Chinavicharana, Director-General, Fiscal Policy Office, Thailand
Mr Jeremias Paul, Under Secretary, Department of Finance, Philippines
Mr Mod K Ceesay, Permanent Secretary, Ministry of Finance. Gambia

16: 00- 17:30 TRI-PLENARY 4

Toxicity and Health Effects of Waterpipe Tobacco Smoking: Current State-of-the-Science and Funding Opportunities

Location: Conference Hall A

Waterpipe use accounts for a significant and growing share of tobacco use globally. Its use is most prevalent in Asia, Africa and the Middle East, but it is a rapidly emerging problem in other continents, such as Europe, North America and South America. Specifically, in the US, the decreasing prevalence of cigarette smoking as a result of decades of tobacco control efforts has coincided with the emergence of relatively unregulated cigarette alternatives such as smoking flavoured tobacco via waterpipe (hookah). Similar experiences have been observed in several countries where waterpipe use has not been traditionally common.

Speakers:

Ms Gemma Vestal, WHO Tobacco Free Initiative, Switzerland
Dr Alan Shihadeh, Assistant Professor, American University of Beirut, Lebanon
Dr Pamela Clark, Department of Behavioural and Community Health, University of Maryland, USA
Dr Rachel Grana, Program Director, Tobacco Control Research Branch, Division of Cancer Control and Population Sciences, National Cancer Institute, USA
Dr Feras Hawari, Head, Tobacco Control Department, King Hussein Cancer Centre (Jordan)
Dr Tania Cavalcante, Instituto Nacional de Câncer, Brazil
Dr Jawad EL Lawati, Advisor to the Minister of Health, Oman

16:00 – 17:30 : TRI-PLENARY 6

Electronic Nicotine Delivery Systems (ENDS)

Location: ICC

Simultaneous English/Arabic/English translation is provided for this session

With their increasing popularity, experts, media and governments have raised many questions about their risks and benefits, including their potential to help quit smoking and reduce smoking-attributable diseases, and their potential to re-normalize or resocialize smoking or their potential to prolong smoker's dependence of tobacco. Recently, the Conference of the Parties of the WHO FCTC discussed possible avenues for the regulation of such devices in order to maximize its benefits and minimize their risks.

Speakers:

Dr Armando Peruga, WHO Tobacco Free Initiative, Switzerland
Ana Claudia De Andrade ANVISA, Brazil
Prof K Srinath Reddy, President, Public Health Foundation of India, India

Prof Jean Francois Etter, University of Geneva, Switzerland
Dr Reina Roa, Ministry of Health, Panama
Mr Martin Seychell, DG SANTE, European Commission, Belgium

19:00 – 20:00 BLOOMBERG PHILANTHROPIES GLOBAL TOBACCO CONTROL AWARDS CEREMONY

Location: Al Maa'ed Hall

The Bloomberg Philanthropies Awards were created to recognize governments and non-governmental organizations demonstrating excellent progress or achievement in the implementation of MPOWER measures in low- and middle-income countries. MPOWER, established by the World Health Organization and consistent with the WHO FCTC, describes six of the most effective tobacco control measures: MPOWER, established by the World Health Organization and consistent with the WHO FCTC, describes six of the most effective tobacco control measures: **M**onitoring the epidemic and prevention policies; **P**rotecting people from second-hand smoke; **O**ffering help to people who want to quit; **W**arning about the dangers of tobacco; **E**nforcing bans on advertising, promotion and sponsorship; and **R**aising taxes and prices. A panel of global tobacco control experts selected the awardees.

Speakers:

Michael R Bloomberg

THURSDAY, 19 MARCH

09:00 –10:30 SPONSORED CORE SYMPOSIUM 1

Tobacco Cessation in TB and HIV Patients – ‘a Low Hanging Fruit’

Location: Conference Hall AC

Tobacco use, TB, and HIV/AIDS together causes more than eight million deaths/year worldwide. The evidence suggests that tobacco use leads to adverse outcomes in TB and HIV/AIDS patients. On the other hand, integrating tobacco control interventions within TB and HIV/AIDS control programmes offers a great opportunity to reduce their interactive disease burden. However, these colliding epidemics have so far been addressed entirely independently through separate programmes. This symposium is an attempt to collaborate and develop integrated research and intervention approaches to these epidemics.

Speakers:

Thomas Novotny, USA
Ellen Gritz, USA
Kamran Siddiqi, UK,
Erica Pool, UK
Ryan Lindsay, USA
Omara Dogar, UK
Olalekan Ayo-Yusuf, South Africa

09:00 – 10.30 SYMPOSIUM 3

Tobacco control in low-resource settings: sharing experiences from sub-Saharan Africa

Location: Capital Suite 5

Sub-Saharan Africa (SSA) has low tobacco use prevalence, but fast increasing consumption rates. The related need for policy action based on scientific evidence leads to a demand for data on the scope & consequences of tobacco use in SSA. The Global Adult Tobacco Survey (GATS) was implemented in five SSA countries between 2012 & 2015. Using GATS data from Cameroon, Kenya, Nigeria & Uganda, the symposium will present distinct policy experiences with a focus on data and surveillance. Highlights from a landmark study on Smoking-Attributable Mortality in South Africa will also be presented.

Speakers:

Sheila Ndyabangi, Uganda
Pascal Awono, Cameroon
Dorcas Kiptui, Kenya
Freddy Sitas, Australia
Pam Groenewald, South Africa
Jeremy Morton, USA
Rachna Chandora, USA

10:00 – 11:00 TOBACCO ATLAS FIFTH EDITION MEDIA LAUNCH

Tobacco Atlas Fifth Edition

Location: Press Conference Room, Capital Suite 9, First Level

The Atlas graphically details the scale of the tobacco epidemic, progress that has been made in tobacco control, and the latest products and tactics being deployed by the tobacco industry to grow its profits and delay or derail tobacco control legislation. New for the Fifth Edition is a more detailed analysis of the links between the tobacco industry, poverty and environmental degradation and a call for stakeholders in the economic, development and environmental communities to join the fight against tobacco in pursuit of their own agendas.

Speakers:

John R. Seffrin, Chief Executive Officer, American Cancer Society
Dr Neil Schluger, Chief Scientific Officer, World Lung Foundation
Michael Eriksen, Professor and Founding Director of the Institute of Public Health at Georgia State University
Dr Judith Mackay, Senior Advisor, World Lung Foundation
Jeffrey Drope, Managing Director, Economic and Health Policy Research, American Cancer Society

11:00 - 12:30 PLENARY SESSION

Globalisation of standardised tobacco packaging –which countries are next?

Location: ICC

This plenary will present the latest evidence on the early effects of standardised tobacco packaging, and its evaluation by experts in Australia – as well as the important lessons for other countries and their governments.

Speakers:

Dr James Reilly TD, Minister for Children and Youth Affairs, Ireland
Mr Nathan Smyth, First Assistant Secretary, Population Health Division, Australian Government Department of Health, Australia
Prof Melanie Wakefield, Director, Centre for Behavioural Research in Cancer, Cancer Council Victoria, Australia
Dr Michelle Scollo, Co-Director of the VicHealth Centre for Tobacco Control, Australia
Mr Andrew Black, Tobacco Control Manager, Department of Health, UK
Prof Richard Edwards, Head of Dept of Public Health, University of Otago, New Zealand
Ms Anne Lise Ryel, Secretary General, Norwegian Cancer Society, Norway
Dr Cevdet Erdöl, Member of Grand National Assembly of Turkey, Turkey

12:30-14:00 WORLD HEART FEDERATION LAUNCH

Roadmap for reducing premature CVD mortality through tobacco control

Location: Capital Suite 4

The World Heart Federation Roadmap, which accompanies similar tools on raised blood pressure and treatment of heart disease and stroke, is based on the FCTC and developed within the framework of the Global Action Plan on NCDs (GAP). It is intended to serve as a framework for developing coordinated multi sectoral action to reduce premature CVD mortality by 25% by 2025.

14:00-15:30 SYMPOSIUM 17

Tobacco packaging and labelling: A global perspective

Location: Conference Hall AA

Tobacco packaging is a critical communications tool for the tobacco industry and also for governments. This symposium will consider international trends in tobacco packaging and labelling, the importance of health warning design, and the need for innovation with respect to using the packaging to communicate health messages. We will also explore consumer and stakeholders' perceptions of plain packaging. This will include presenting the only existing plain packaging studies from Asia and Africa, and a panel study from Australia conducted before and after the introduction of plain packaging.

Speakers:

Olalekan Ayo-Yusuf, South Africa

David Hammond, Canada

Olivia Maynard, UK

Crawford Moodie, UK

James Thrasher, USA

Monika Arora, India

09:00 - 10:30 SYMPOSIUM 34

TAPS in drama in EMR during the month of Ramadan

Location: Capital Suite 13

Enforcing a total ban on tobacco advertising, promotion and sponsorship (TAPS) is a key policy of the WHO Framework Convention on Tobacco Control (FCTC) and the MPOWER policy package. The TAPS ban includes a comprehensive ban on all forms. However, in the Eastern Mediterranean Region, it has been repeatedly documented that drama, including movies and TV series especially during the month of Ramadan are extensively used to advertise and promote different types of tobacco use. This practice is a clear breach of the total ban on TAPS that jeopardizes all tobacco control efforts at all levels.

Speakers:

Mona Yassin, Egypt
Nisreen Abdellatif, Egypt
Nyo Nyo Kyaing, India
Toker Eguder, Turkey
Stephen Hamill, USA

11:00 – 12.30 PLENARY SESSION

New tricks or just a new mask? What can be learned from the tobacco industry interference with public health?

Location: ICC

The plenary session will present and discuss the new forms of tobacco industry interference with policy making and will bring to the discussion how other industries (for example, sugar and alcohol) are using similar interference tactics. It will then discuss what lessons can be learned from countering tobacco industry interference and what is next in the public health agenda related to tobacco and to NCDs.

Speakers:

Rima Nakkash, American University of Beirut, Lebanon
Dr Stella Aguinaga Bialous, President, Tobacco Policy International, Brazil
Paula Johns, Director, Alliance for the Control of Tobacco Use, USA
Alejandro Cavillo, Consumer Power, Mexico
Prof Jeff Collin, School of Social and Political Science, University of Edinburgh, UK

14:00 – 15:30 SYMPOSIUM 43

Can e-cigarettes be used to eliminate cigarettes?

Location: Conference Hall AA

A forum from scientists who see potential benefits of e-cigarettes to discuss ways in which e-cigarettes might contribute to more rapidly getting rid of smoking, indeed doing so within a time frame that is unimaginable using other methods. It provides a scientific analysis of the potential harms of vaping, canvasses what we know about the vaping phenomenon, provides early data on population-level impacts, discusses

what level of regulation is needed for these products, and the need for further regulating smoked tobacco, and of strategies to do this in ways that also minimises the risks.

Speakers:

John Britton, UK
Jean-Francois Etter, Switzerland
Konstantinos Farsalinos, Greece
Martin Dockrell, UK
Ron Borland, Australia
Ken Warner, USA
Deborah Arnott, UK

14:00 – 15:30 SYMPOSIUM 44 RICHARD DOLL MEMORIAL

New findings from large prospective studies in many countries

Location: Conference Hall AB

Major prospective studies in China, India, Europe, and North and South America are monitoring the changing hazards of smoking and benefits of stopping.

Speakers:

Zhengming Chen, China
Vendhan Gajalakshmi, India
Pablo Kuri Morale, Mexico
Kirstin Pirie, UK
David Zaridze, Russian Federation
Michael Thun, USA

16:00 – 17:30 SYMPOSIUM 48

Solutions to Control Tobacco in Impoverished Communities

Location: Capital Suite 7

The prevalence and negative impact of tobacco use is increasing in impoverished and marginalised communities around the globe. In high-income countries, despite a fall in smoking rates, it remains stubbornly high in lower socio-economic and certain minority ethnic groups.

Speakers: Monika Arora, India

William Lea, UK
Kamran Siddiqi, UK
E Vidhubala, India
Amanda Amos, UK

16:00 – 17:30 SYMPOSIUM 52

Measuring the Impact of the FCTC: Findings from the International Tobacco Control Policy Evaluation Project

Location: Conference Hall AB

In the decade since the FCTC came into force on 27 Feb 2005, the International Tobacco Control Policy Evaluation (ITC) Project has conducted evaluation studies of the impact of FCTC policies to build the evidence base for the FCTC. Through its scientific articles and national and policy reports. The ITC Project is currently engaged in an extensive effort to compare FCTC impact across 22 countries, inhabited by over 50% of the world's population and 70% of the world's tobacco users. This symposium will present key ITC findings on health warnings, smoke-free laws, cessation, and taxation.

Speakers:

David Hammond, Canada

Cristina Pere, Brazil

Geoffrey Fong, Canada

Yuan Jiang, China

Ron Borland, Australia

Frank Chaloupka, USA

Nigar Nargis, Switzerland

Judith Mackay, Hong Kong

SATURDAY, 21 MARCH

09:00–10:30 SYMPOSIUM 55

Location: Capital Suite 5

Economic Aspects of Tobacco Control: A Global Perspective

Article 20 of the Framework Convention for Tobacco Control (FCTC) emphasizes the need for research on tobacco use and control at the national, regional, and global levels. In particular, more research is needed to assess the impact of tax and price policies; to assess the economic impact of tobacco use and control; and on the nexus between tobacco use and poverty. This session offers a global perspective by presenting evidence from five studies relating to these aspects from a number of countries.

Speakers:

Frank Chaloupka, USA
Anne-Marie Perucic, Switzerland
Evan Blecher, USA
Muhammad Husain, USA
Jeremias Paul, Philippines

09:00–10:30 SYMPOSIUM 56

Tobacco-Free Europe: Different Roads to the Endgame

Location: Capital Suite 7

Various endgame approaches will be presented, addressing strengths and challenges. Speakers will evaluate how to build new approach for long-term success within the Finnish framework; outline investments needed to reach the ambitious goal of Tobacco-Free Ireland 2025; show how the target of generation free from tobacco by 2034 may be achieved in Scotland.

Speakers:

Tellervo Korhonen, Finland
Luke Clancy, Ireland
David Robertson, UK
Amanda Amos, UK
Marc Willemsen, Netherlands
Stan Shatenstein, Canada

09:00–10:30 SYMPOSIUM 60

Eliminating Investments in Tobacco Companies

Location: Conference Hall AB

Easy access to public funds and private investments ensures that tobacco industry can expand into new markets and profit from existing ones. Despite tobacco control efforts, tobacco industry remains profitable. Can responsible investing deter investments in tobacco companies? This symposium will review the current

investments in the tobacco industry with the view to impact the easy access of funds for the industry, efforts made thus far to deter investments, and how restricting funding can directly halt and reverse the tobacco epidemic.

11:00–12:30 PLENARY SESSION

Tobacco and NCDs: 2025 and Beyond

Location: ICC

This session will broadly aim to emphasize on need to prioritise tobacco control to achieve NCD targets by 2025. Speakers will discuss the acceleration of tobacco control policy and health systems interventions to achieve significant reduction in NCD burden across the globe; broaden tobacco control agenda to integrate and synergise with sustainable development goals and to move towards tobacco endgame; highlight the role of health systems and civil society in further strengthening the tobacco control movement and aligning it with universal health coverage;

Speakers:

Dr Édouard Tursan D'Espaignet, Comprehensive Information, Switzerland
Prof K Srinath Reddy, President, Public Health Foundation of India (PHFI), India
Dr Susan Mercado, Director of NCDs, WPRO, Philippines
Ms Katie Dain, Executive Director, NCD Alliance, United Kingdom
Mr Cary Adams, CEO, Union for International Cancer Control, Switzerland
Dr Michael Engelgau, Deputy Director, National Institutes of Health, USA

14:00–15:30 SYMPOSIUM 62

Standardised Packaging: Tobacco Industry Counter Campaign in Australia, UK and Ireland

Location: Capital Suite 1

The tobacco companies know standardised packaging will be effective so they are fighting to overturn the first such policy introduced in Australia in December 2012, and running multi-million dollar campaigns to block similar measures from being introduced in Ireland, UK and New Zealand. This symposium will use 3 case studies to analyse their counter-campaigns and share lessons learnt. It will focus on how strategies familiar from other campaigns are being used: front groups; casting doubt on the evidence; using the threat of illicit trade; and the threat of legal action.

Speakers:

Kylie Lindorff, Australia
Deborah Arnott, UK
Andy Rowell, UK
Donal Buggy, Ireland
Kylie Lindorff, Australia