

UPDATE ON WHO FCTC AND MPOWER

Date: 18 March 2015

Time: 16:00-17:30

Room: Conference Hall B

Tri-plenary 5 Title: The potential of mobile phones to provide cessation services at scale

Description: A 90-minutes session discussing lessons learnt from mCessation techniques, how to scale these up in national programs, and opportunities and challenges in mass scale adoption of mCessation in all countries for reducing global tobacco prevalence.

Objectives of the tri-plenary:

- Objective 1: To discuss the potential of mobile phones to provide cessation services population wide level;
- Objective 2: To share recent experience of implementing mobile health interventions for tobacco cessation at national scale;
- Objective 3: To showcase the multi-sectoral approach for prevention, treatment and control of Noncommunicable diseases (NCDs) in mobilizing resource for capacity building and for sharing of innovations and best practices; and
- Objective 4: To share information about the WHO/ITU mHealth initiative "Be He@lthy Be Mobile".

Chair 1: Mr C.K. Mishra, Additional Secretary, Ministry of Health & Family Welfare, Government of India

Chair 2: Dr Vinayak Prasad, World Health Organisation Tobacco Free Initiative, Switzerland

16:00-16:15

Presentation 1: mCessation: evidence for action

Speaker 1: Dr Eric Auguston, Program Director Tobacco Control Research Branch, National Cancer Institute, USA

16:15-16:30

Presentation 2: Country perspective: Using Apps and sms for cessation: examples from the UK

Speaker 2: To be confirmed

16:30-16:45

Presentation 3: How to setup a national level mCessation program and policy implications

Speaker 3: Mr Hani Eskandar, ICT Applications Coordinator, ITU, Switzerland

16:45-17:00

Presentation 4: Country perspective: Lessons learnt in setting up a national NCD program (Weqaya)

Speaker 4: To be confirmed

Speaker 5: Dr Angela Pratt, International Professional Officer, WHO China

17:00-17:25

Moderated discussion panel

Discussant 1: Dr Dongbo Fu, World Health Organisation Tobacco Free Initiative, Switzerland
Tools, technology and social media for Cessation

Discussant 2: To be confirmed
Country perspective: mCessation results and lessons learnt

Discussant 3: To be confirmed
Country perspective: mCessation results and lessons learnt

17:25-17:30

Summary and conclusions from Mr C.K. Mishra and Dr Vinyak Prasad