

# 07. Innovative Approaches to Endgame for Tobacco

Thursday, 19 March 2015, 09:00 - 10:30



<b>Type</b>	Symposium
<b>Track</b>	New emerging products and challenges, issues and strategies
<b>Topic</b>	Innovative ways for achieving tobacco free generations: crosscutting and beyond FCTC
<b>Description</b>	The Endgame Conference 2013 built on the global tobacco endgame narrative (reducing consumption & availability of tobacco to minimal levels) through full and effective implementation of FCTC and adopting new strategies. Tobacco Control is becoming integral to the sustainable development agenda, prioritizing WHA target of 30% relative reduction in tobacco use prevalence by 2025 and swiftly moving towards eliminating tobacco use in all forms globally, by 2050. This session will assess the preparedness and progress towards viable strategies for ending tobacco related harms to health and development.
<b>Target audience</b>	Legislatures, administrators, policy makers, NGOs, youth, tobacco control researchers, tobacco control lawyers and social scientists, public health professionals and media in particular from LMICs and high burden countries.
<b>Objectives</b>	<ol style="list-style-type: none"> <li>1. To present an update of global readiness and advancement towards endgame for tobacco.</li> <li>2. Deliberate upon viable approaches and strategies for achieving endgame solutions for high and low burden countries</li> </ol>
<b>Keywords</b>	FCTC; Endgame for Tobacco; NMT21C; Tobacco Free Policies; Smoke-free Policies
<b>Coordinator(s)</b>	Amit Yadav (India), Manjusha Chatterjee (India)
<b>Chair(s)</b>	K Srinath Reddy (India), Vera Luiza Da Costa E Silva (Switzerland)
<b>Presentations</b>	<p><b>09:00 - 09:10»</b> Role of global civil society organisations and integrated networks in accelerating and advancing endgame Laurent Huber (Switzerland)</p> <p><b>09:15 - 09:25»</b> No More Tobacco in the 21st Century (NMT21C): A global youth movement against tobacco Manjusha Chatterjee (India)</p> <p><b>09:30 - 09:40»</b> Role of litigation and fixing liabilities: an imperative for full, effective and accelerated implementation of WHO-FCTC Amit Yadav (India)</p> <p><b>09:45 - 09:55»</b> The potential use of IT and mobile technology in the endgame for tobacco Vinayak Prasad (Switzerland)</p> <p><b>10:00 - 10:10»</b> Countering the tobacco industry: Active and not curative Deborah Sy (Philippines)</p> <p><b>10:15 - 10:25»</b> Options for achieving the endgame: an appraisal from developing and developed country perspectives Richard Edwards (New Zealand)</p>