

18. Achieving the 25 by 25 NCD target: the role of tobacco control

Thursday, 19 March 2015, 14:00 - 15:30



Type	Symposium
Track	Post 2015 development agenda
Topic	Tobacco control: Investing in NCD prevention and control
Description	In May 2013 all WHO Member States agreed to an ambitious target of reducing premature NCD mortality by 25% by 2025 ("25 by 25"), as part of the Global Monitoring Framework (GMF) for the Global NCD Action Plan on NCDs (GAP). This joint NCD Alliance/World Heart Federation symposium situates tobacco control policy and cessation therapy within the broader framework of the GMF and the GAP. It examines how the development of national NCD plans can be leveraged to strengthen tobacco control policy and to build health system capacity to deliver effective cessation therapy.
Target audience	Governments, health advocates.
Objectives	1. Situate FCTC implementation and tobacco cessation therapy within the framework of the GAP and GMF 2. Identify ways to leverage NCD planning and implementation to strengthen tobacco control policy. 3. Identify how to leverage NCD planning and implementation to build health system capacity for tobacco cessation
Keywords	NCD; Global Action plan; FCTC
Coordinator(s)	Johanna Ralston (Switzerland)
Chair(s)	Katie Dain (UK), Johanna Ralston (Switzerland)
Presentations	14:00 - 14:10» Tobacco and the NCD mortality target Robert Beaglehole (New Zealand) 14:15 - 14:25» Strengthening health systems to deliver cessation therapy in low-income settings Dongbo Fu (Switzerland) 14:30 - 14:40» Tobacco and the Global Action plan: overview Douglas Bettcher (Switzerland) 14:45 - 14:55» Reducing tobacco prevalence by 30%: FCTC implementation Vera Luiza Da Costa E Silva (Switzerland) 15:00 - 15:10» CVD roadmap: reducing CVD mortality through tobacco control K Srinath Reddy (India) 15:10 - 15:30» Audience Q&A