

## 27. Innovative funding strategies for global tobacco control PANEL DISCUSSION

Thursday, 19 March 2015, 16:00 - 17:30



<b>Type</b>	Symposium
<b>Track</b>	New emerging products and challenges, issues and strategies
<b>Topic</b>	Innovative funding
<b>Description</b>	At a time of heightened expectations yet increasingly limited resource, this session plays a pivotal role in shaping the future of global tobacco control. After sharing their organizations' current strategies for supporting tobacco control, panelists will engage in a provocative moderated dialog regarding ways to build a more comprehensive and sustainable funding model for the future. Diverse sectors including government, industry, philanthropy, and development agencies will be represented on the panel.
<b>Target audience</b>	All stakeholders interested in the future of tobacco control and comprehensive FCTC implementation.
<b>Objectives</b>	<ol style="list-style-type: none"> <li>1. Provide an up-to-date overview of the current funding landscape for tobacco control</li> <li>2. Identify and discuss opportunities and strategies to more efficiently and effectively fund tobacco control</li> </ol>
<b>Keywords</b>	Funding
<b>Coordinator(s)</b>	Katherine Kemper (USA)
<b>Chair(s)</b>	HRH Princess Dina Mired (Jordan), Derek Yach (USA)
<b>Presentations</b>	<p><a href="#">16:00 - 16:10»</a> Introduction to session HRH Princess Dina Mired (Jordan), Derek Yach (USA)</p> <p><a href="#">16:10 - 16:15»</a> Introductions to panel and moderated discussion Derek Yach (USA)</p> <p><a href="#">16:15 - 17:00»</a> Panelist 1 - Bloomberg Philanthropies Jennifer Ellis (USA)</p> <p><a href="#">16:15 - 17:00»</a> Panelist 2 - Cancer Research UK Alison Cox (UK)</p> <p><a href="#">16:15 - 17:00»</a> Panelist 3 - Dubai Ministry of Health Wedad Al Maidoor (United Arab Emirates)</p> <p><a href="#">16:15 - 17:00»</a> Panelist 4 - Gates Foundation Cynthia Lewis (USA)</p> <p><a href="#">16:15 - 17:00»</a> Panelist 5 - Pfizer Independent Grants for Learning and Change Jacqueline Waldrop (USA)</p> <p><a href="#">16:15 - 17:00»</a> Panelist 6: Saudi Aramco Alazmi Azmi (Saudi Arabia)</p> <p><a href="#">16:15 - 17:00»</a> Panelist 7: U.S. National Institutes of Health Mark Parascandola (USA)</p> <p><a href="#">16:15 - 17:00»</a> Panelist 8: World Bank Tim Evans (USA)</p> <p><a href="#">17:00 - 17:25»</a> Audience Q&amp;A</p> <p><a href="#">17:25 - 17:30»</a> Summary and conclusions - chairpersons</p>