

34. TAPS in drama in EMR during the month of Ramadan

Friday, 20 March 2015, 09:00 - 10:30



Type	Symposium
Track	Demand side: FCTC Art. 6 14, Art. 20
Topic	TAPS
Description	Enforcing a total ban on tobacco advertising, promotion and sponsorship (TAPS) is a keypolicy of the WHO Framework Convention on Tobacco Control (FCTC) and the MPOWERpolicy 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.
Target audience	The session will focus on tobacco advertising in drama, and attempt to respond to a number of questions: What is the status? How can it be controlled? Who is to be involved? What actions are needed?
Objectives	1. Present situation analyses 2. Identify the different aspects of the problem 3. Agree on solutions and way forward
Keywords	TAPS; WHO FCTC; Article 13
Coordinator(s)	Nisreen Abdellatif (Egypt)
Chair(s)	Stephen Hamill (USA)
Presentations	09:00 - 09:10» Ramadan drama and tobacco products: situation analyses Mona Yassin (Egypt) 09:10 - 09:20» Moving forward in banning TAPS in drama in the EMR Nisreen Abdellatif (Egypt) 09:20 - 09:30» International best practices in controlling TAPS in Drama: the Indian experience Nyo Nyo Kyaing (India) 09:30 - 09:40» Regulating TAPS in Drama: the Turkish experience Toker Eguder (Turkey) 09:40 - 09:50» Challenges to control TAPS in drama Stephen Hamill (USA) 09:50 - 10:30» Discussion