

52. Measuring the impact of the FCTC: findings from the international tobacco control policy evaluation project

Friday, 20 March 2015, 16:00 - 17:30



Type Symposium

Track Demand side: FCTC Art. 6 14, Art. 20

Topic Other

Description In the decade since the FCTC came into force on 27 Feb 2005, the International Tobacco Control Policy Evaluation (ITC) Project has conducted evaluation studies of the impact of FCTC policies to build the evidence base for the FCTC. through its scientific articles and national and policy reports. The ITC Project is currently engaged in an extensive effort to compare FCTC impact across 22 countries, inhabited by over 50% of the world's population and 70% of the world's tobacco users. This symposium will present key ITC findings on health warnings, smoke-free laws, cessation, and taxation.

Target audience All conference attendees.

Objectives

1. To learn about the importance of evaluation of FCTC policies in the progression of the FCTC
2. To learn about the design and methods that the ITC Project uses in its work on FCTC impact assessment
3. To learn about ITC findings on effectiveness on health warnings, smoke-free laws, cessation, and taxation
4. To learn about the implications of ITC Project findings for strengthening FCTC implementation and impact

Keywords Policy; FCTC; evaluation; impact assessment; dissemination

Coordinator(s) Anne C.K. Quah (Canada)

Chair(s) Fastone Goma (Zambia), Michael Cummings (USA)

Presentations [16:00 - 16:15»](#) What we know about health warnings: Survey and experimental findings from the ITC Project
David Hammond (Canada), Cristina Perez (Brazil)

[16:15 - 16:30»](#) Smoke-free policies: Cross-country comparisons and key components of effectiveness from the ITC Project
Geoffrey Fong (Canada), Yuan Jiang (China)

[16:30 - 16:45»](#) Cessation policies and methods across ITC countries: From medication to e-cigarettes
Ron Borland (Australia)

[16:45 - 17:00»](#) The importance of tax structure and affordability on the impact of tobacco taxation policies
Frank Chaloupka (USA), Nigar Nargis (Switzerland)

[17:00 - 17:10»](#) The need for scientific evidence in strengthening the FCTC
Judith Mackay (Hong Kong)

[17:10 - 17:30»](#) Discussion