

## 53. Banning flavoured tobacco products - overview of global issues and progress

Saturday, 21 March 2015, 09:00 - 10:30



**Type** Symposium

**Track** New emerging products and challenges, issues and strategies

**Topic** Other

**Description** Tobacco products with candy, fruit, menthol and other flavours are attractive, especially to youth, and increase overall tobacco use. FCTC guidelines recommend restrictions/bans on flavoured tobacco products, thus countering important tobacco industry strategies. Recent legislative developments in the EU, Brazil, the United States, Canada, and other countries have resulted in important progress despite strong tobacco industry opposition. This session will provide an international overview of rationale and experience to support legislated bans on flavoured tobacco products, including menthol.

**Target audience** The target for this session are government officials, non-government officials, academic researchers, and others involved in the development and implementation of tobacco control policy and legislation.

**Objectives**

1. To describe the detrimental effects tobacco industry marketing and sale of flavoured tobacco products
2. To describe tobacco industry opposition to legislation banning flavoured tobacco products, particularly menthol
3. To provide an global overview of legislative progress towards banning flavoured tobacco products
4. To provide detailed information on the flavoured tobacco legislative experiences in Canada, Brazil, EU and US
5. To provide an overview of FCTC guidelines for Articles 9 and 10 as they apply to flavoured tobacco products

**Keywords** flavoured tobacco; menthol; FCTC; legislation; Brazil; Canada; United States; European Union

**Coordinator(s)** Rob Cunningham (Canada)

**Chair(s)** Tih Ntiabang (Cameroon), Martina Poetschke-Langer (Germany)

**Presentations** [09:00 - 09:10» Prohibitions/Restrictions on Flavoured Tobacco Products: International Overview and the Case for Action](#)  
Rob Cunningham (Canada)

[09:15 - 09:25» The tobacco industry reaction to the additives ban in Brazil](#)  
Paula Johns (Brazil)

[09:30 - 09:40» The battle over menthol during the EU Tobacco Products Directive: Lessons Learned](#)  
Florence Berteletti (Belgium)

[09:45 - 09:55» Who Controls What is in Tobacco Products and Why it is so Important: The US Experience](#)  
Matthew Myers (USA)

[10:00 - 10:10» The campaign in Chile to ban menthol and other flavoured tobacco products](#)  
Maria Teresa Valenzuela (Chile)

[10:15 - 10:30» Audience Q&A](#)