

## 54. Tobacco Industry Monitoring and Civil Society's Actions to Reduce its Interference in LAC

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



<b>Type</b>	Symposium
<b>Track</b>	Globalisation of tobacco industry interference: FCTC Art. 5.3
<b>Topic</b>	Other
<b>Description</b>	Tobacco Industry (TI) interference has been identified as the main obstacle for the global implementation of the FCTC. Therefore, it is essential to address this issue to progress in the control of the tobacco epidemic. In 2010, a Latin American, regional, civil society initiative to monitor and respond to this interference was created. Twelve countries of this region work in this project to promote the implementation of Article 5.3 in LAC. In this session we will present civil society's experience, progress made in the systematization of monitoring actions and strategies to reduce TI interference.
<b>Target audience</b>	Tobacco control advocates, researchers, policymakers, government and NGO representatives interested in the TI strategies to block tobacco control policies in LAC and potential actions to counter this interference.
<b>Objectives</b>	<ol style="list-style-type: none"> <li>1. To expose the tobacco industry's interference strategies to block tobacco control policies.</li> <li>2. To share response actions from the civil society to counter interference.</li> </ol>
<b>Keywords</b>	Tobacco industry; civil society; interference; response
<b>Coordinator(s)</b>	Stella Aguinaga-Bialous (Brazil)
<b>Chair(s)</b>	Antonio Zavala (Mexico)
<b>Presentations</b>	<p><a href="#">09:00 - 09:15»</a> Introducing The Regional Initiative to Monitor the TI Interference and Civil Society Response in LAC Mariela Alderete (Argentina)</p> <p><a href="#">09:15 - 09:30»</a> The challenge of prohibiting tobacco additives in Brazil: Tobacco Industry Interference and Civil Society Initiatives to Counter Interference Monica Andreis (Brazil)</p> <p><a href="#">09:30 - 09:45»</a> Tobacco Industry Interference with Tax Policy in Mexico Yahaira Ochoa Ortiz (Mexico)</p> <p><a href="#">09:45 - 10:00»</a> The challenges in the prohibition of tobacco advertising, promotion and sponsorship: Interference in Law's Regulation and Civil Society Response Cinthia shammah (Argentina)</p> <p><a href="#">10:00 - 10:15»</a> Tobacco Industry Interference: a learning scenario in tobacco control Yul Francisco Dorado Mazorra (Colombia)</p> <p><a href="#">10:15 - 10:30»</a> Discussion</p>