

56. Tobacco-free Europe: different roads to the endgame

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



Type	Symposium
Track	Post 2015 development agenda
Topic	Other
Description	Various endgame approaches will be presented, addressing strengths and challenges. Speakers will evaluate how to build new approach for long-term success within the Finnish framework; outline investments needed to reach the ambitious goal of Tobacco-Free Ireland 2025; show how the target of generation free from tobacco by 2034 may be achieved in Scotland; and provide a general review on the tobacco control in Europe, emphasizing analytical approach to what may be achieved.
Target audience	tobacco control advocates; tobacco control policy experts and makers; researchers; educators; public health professionals.
Objectives	1. To stimulate discussion on evidence-based approaches for implementation of tobacco endgame strategies 2. To identify actions to enhance full implementation of the WHO FCTC 3. To evaluate current strategies developed in Europe to achieve a tobacco-free country
Keywords	endgame; road map; Europe; tobacco-free
Coordinator(s)	Tellervo KORHONEN (Finland)
Chair(s)	Jaakko Kaprio (Finland)
Presentations	09:00 - 09:15» Tobacco-Free Finland 2040: How to build a new approach for long-term success Tellervo KORHONEN (Finland) 09:20 - 09:30» Tobacco-Free Ireland 2025: What kinds of investments are needed? Luke CLANCY (Ireland) 09:35 - 09:50» A generation free from tobacco by 2034: Can targets change culture? David Robertson (UK), Amanda Amos (UK) 09:55 - 10:05» Advancing Tobacco Control in Europe: So many countries, so many challenges Marc Willemsen (Netherlands) 10:05 - 10:30» Moderated discussion Stan Shatenstein (Canada)