

59. Tobacco farming and tobacco control: Separating myth from reality

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



Type	Symposium
Track	Post 2015 development agenda
Topic	Alternative sustainable livelihoods: FCTC Art. 17, 18
Description	Tobacco farming has gained attention in recent years in global tobacco control. The tobacco industry generates controversy about the impact of FCTC implementation on tobacco growers, particularly in low- and middle-income countries. After nine years of debate at the FCTC Conference of the Parties, there is still a lack of clarity about the nature of the problem, the solutions, and the time frame for their implementation. This session will expose the myths behind tobacco industry claims, present findings from solution-oriented research and discuss policy recommendations relevant to tobacco control and sustainable development objectives.
Target audience	Advocates, policy-makers, and researchers, particularly from tobacco-growing areas.
Objectives	1. Expose the myths behind tobacco industry claims and outline recommendations that would allow farmers to improve their livelihoods. 2. Increase understanding of the factors that influence demand for tobacco leaf and the factors that can strengthen tobacco control policies 3. Discuss the intent of Article 17 and related policy recommendations
Keywords	FCTC Article 17; tobacco farming; sustainable alternative livelihoods
Coordinator(s)	Greg Hallen (Canada)
Chair(s)	Ahmed Ogwell (Congo), Greg Hallen (Canada)
Presentations	09:00 - 09:15» Brief overview of the tensions between tobacco farming and tobacco control Greg Hallen (Canada) 09:15 - 09:25» Myth busting and policy solutions Wardie Leppan (Canada), Natacha Lecours (Canada) 09:25 - 09:35» What tobacco control is not doing to the global demand for tobacco leaf Jad Chaaban (Lebanon) 09:35 - 09:45» Breaking the Dependency on Tobacco Production: Transition Strategies for Bangladesh Farida Akhter (Bangladesh) 09:45 - 09:55» Crop substitution, welfare programmes or rural policy reform: some elements of the FCTC COP debate on Article 17 Francis Thompson (Canada) 10:00 - 10:30» Audience Q&A