

## 68. Legal strategies on tobacco control: Strategic litigation as an effective tool

Saturday, 21 March 2015, 14:00 - 15:30



**Type** Symposium

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

**Topic** Other

**Description** For years the tobacco control community has advocated for the implementation of public policies through the legislative and executive power. However, at some point these strategies might fail and requesting the judicial power to intervene to promote the enforcement or implementation of tobacco control measures (TCM) is an effective strategy. Also, the tobacco industry has changed its strategies to block the implementation of TCM by judicially challenging them. This panel will be focused in sharing different experiences of legal actions, specifically on strategic litigation on tobacco control.

**Target audience** Lawyers, tobacco control advocates, policymakers, government and NGO representatives interested in judicial actions to promote or defend TCM.

**Objectives**

1. To share experiences on legal actions used to promote or defend tobacco control measures
2. To build capacity in advocating for tobacco control measures through the judicial power

**Keywords** Legal actions; strategic litigation; tobacco industry; civil society; human rights

**Coordinator(s)** Maria Rios (Argentina)

**Chair(s)** Patricia Sosa (USA), Oscar Cabrera (USA)

**Presentations**

[14:00 - 14:15»](#) Strategic litigation to promote the enforcement of a smoke-free environments 'law in the city of Buenos Aires  
Maria Rios (Argentina)

[14:15 - 14:30»](#) The plain packaging case: Judicial case before national courts and the challenge before the WTO  
Silvina Echarte (Uruguay)

[14:30 - 14:45»](#) Legal actions in Africa  
Mary Okioma (Kenya)

[14:45 - 15:00»](#) Phillip Morris International v. Uruguay before ICSID  
Silvina Echarte (Uruguay)

[15:00 - 15:30»](#) Discussion