

16th World Conference on

Tobacco **OR Health**

TOBACCO AND NON-COMMUNICABLE DISEASES

Final Programme

Abu Dhabi United Arab Emirates 17–21 March 2015 **WCTOH.org**

The Union

Permanent Secretariat
World Conference on Tobacco or Health
secretariat@wctoh.org | wctoh.org



Bloomberg Philanthropies

Welcomes you to the
16th World Conference
on Tobacco or Health

and cordially invites you to the

2015 Bloomberg Philanthropies Awards for Global Tobacco Control

Wednesday, 18 March 2015

17:45 Reception

19:00 Ceremony

Al Maa'red Hall

Abu Dhabi National Exhibitions Company (ADNEC)

WELCOME TO THE 16TH WORLD CONFERENCE ON TOBACCO OR HEALTH

On behalf of the Organising Committee and Emirates Cardiac Society, we are honoured to invite you to the 16th World Conference on Tobacco or Health (WCTOH) which will be held from 17 to 21 March 2015 in Abu Dhabi, the capital city of the United Arab Emirates (UAE). The Conference is a call for a collective resolution to fight tobacco by working together and integrating tobacco control into two broad agendas for achievement of our common health and development goals.

The Conference theme of "Tobacco and Non-Communicable Diseases" highlights the fact that tobacco use is the most alarming risk factor for diseases causing millions of deaths every year and contributing to the enormous burden of NCDs all over the world. Through the implementation of the WHO Framework Convention on Tobacco Control (FCTC) and MPOWER, considerable progress has been made since the WCTOH 2012 in Singapore, but many challenges remain.

The Conference format will include panel discussions, symposia, posters, workshops and post-graduate courses on the many aspects of the tobacco epidemic and will highlight the efforts being made to control it through the WHO FCTC and MPOWER. Tracks on «New Emerging Products and Challenges, the Post-2015 Development Agenda, the Supply and Demand Side of the Tobacco Industry and the Globalisation of Tobacco Industry Interference» will give all participants the opportunity to discuss the current situation and come up with proposals on how to accelerate tobacco control in all countries.

With UAE making efforts towards ending the tobacco epidemic by banning smokeless tobacco and introducing strict tobacco control laws, we recognise this Conference as an outstanding opportunity to evaluate current global strategies to fight tobacco and to develop a way forward collaboratively.

It is imperative that tobacco control efforts be stepped up further with progressive, groundbreaking and radical international measures moving towards a tobacco-free world. Although success in tobacco control efforts has been regionally skewed, there are a number of positive developments and activities in our global tobacco control movement that can be replicated as best practice.

We look forward to learning from your experiences and insights pertaining to various facets of tobacco control including governance, policy, advocacy and research. Your participation will contribute immensely to the success of the 2015 World Conference on Tobacco or Health. We look forward to welcoming you to Abu Dhabi, where you will find both constructive discussions at the Conference and warm UAE hospitality.



Dr Wael A. Al Mahmeed
President, WCTOH 2015



Prof Harry Lando
Chair, Scientific Programme Committee

Conference Permanent Secretariat

International Union Against Tuberculosis
and Lung Disease (The Union)
68 boulevard Saint-Michel,
75006 Paris, France
Tel: (+33) 1 44 32 03 60 |
Fax: (+33) 1 43 29 90 87
www.wctoh.org

Conference Venue

Abu Dhabi National Exhibition
Centre (ADNEC)
Khaleej Al Arabi Street, P.O. Box 5546
Abu Dhabi, United Arab Emirates
Tel: +971 (0) 2 444 6900
Fax: +971 (0) 2 444 6135
www.adnec.ae

U.S. National Cancer Institute

Tobacco Control Research Branch tobaccocontrol.cancer.gov

The Tobacco Control Research Branch (TCRB), part of NCI's Behavioral Research Program (BRP), works towards a world free of tobacco use and related cancer and suffering. TCRB supports research efforts to understand patterns of tobacco use, the impact of tobacco control policies, and the effectiveness of prevention and cessation interventions in diverse settings. TCRB also collaborates with a range of partners in building the evidence base needed to support global tobacco control and prevention.

Details about NCI-supported grants around the world can be found at maps.cancer.gov/overview/map/index.jsp.

TCRB Highlights

- Web and mobile tools that give free, evidence-based smoking cessation information and on-demand support to smokers who want to quit. Available at smokefree.gov.
- Smokeless Tobacco and Public Health: A Global Perspective (2014) – A new report from NCI and CDC documenting the impact of smokeless tobacco use by 300 million people in over 70 countries.
- Tobacco and Health Research and Capacity Building Program – A grants initiative supporting transdisciplinary research and capacity-building projects in low-income and middle-income nations, launched in 2002 by the NIH Fogarty International Center.
- Partnerships with NCI's **Center for Global Health** to support training and incorporate tobacco control as a key element in cancer control planning and implementation efforts. See cancer.gov/globalhealth.
- Tobacco Control Monograph Series – Established in 1991, these reports (available online) review the state of the science on current and emerging issues in tobacco control.
- The Tobacco Use Supplement to the U.S. Census Bureau's Current Population Survey (TUS-CPS) has served since 1992 as a key source of national and sub-national data on tobacco use behavior, attitudes, and policies in the U.S. See appliedresearch.cancer.gov/tus-cps.
- Health Information National Trends Survey (HINTS) – A collaborative effort of TCRB and BRP, HINTS collects nationally representative data on Americans' use of cancer-related information, including information on tobacco use and public attitudes toward tobacco. See hints.cancer.gov.



tobaccocontrol.cancer.gov
smokefree.gov



Dr Margaret Chan
Director-General



WELCOME MESSAGE DR MARGARET CHAN

I send my best wishes to participants at this 16th World Conference on Tobacco or Health. WHO is especially delighted to be a technical sponsor, as this year marks the 10th anniversary of the WHO Framework Convention on Tobacco Control.

Among the many items on the agenda, this event will be documenting the impact of tobacco use on cardiovascular disease, stroke, cancer, diabetes, and chronic lung disease. That impact is already enormous, and growing. WHO estimates that one out of every six deaths from these diseases can be attributed to tobacco use.

Without question, full implementation of the WHO Framework Convention, and the related MPOWER best-buy measures, would deal the greatest single preventive blow to this group of noncommunicable diseases. Evidence that the measures set out in these instruments reduce tobacco use is overwhelming.

This is an opportunity that must not be missed. Since the start of this century, noncommunicable diseases have overtaken infectious diseases as the leading cause of premature mortality worldwide, with 82% of these deaths now occurring in low- and middle-income countries.

All of these diseases are costly as well as deadly. The fact that the burden of NCDs is heaviest in the countries least able to manage – and pay for – their multiple complications is another compelling reason to unite behind the power of prevention through tobacco control.

We have highly effective instruments for doing so. We also have experience on our side. Several countries have been successfully reducing tobacco use for decades, using both supply and demand reduction measures.

Their populations are well informed about the hazards of tobacco use. In a growing number of countries, smoking in indoor public places has been denormalized. Legislators have raised taxes on tobacco products and been rewarded with more money in public coffers and fewer young people getting addicted to nicotine. The banning of advertising, promotion, and sponsorship of tobacco has also had a measurable impact.

Great progress in implementing the MPOWER best-buy measures for reducing demand has been made despite opposition from the tobacco industry, but much remains to be done.

Experience tells us another thing: the most effective measures are the ones most vehemently – and viciously – fought by the tobacco industry. I am personally encouraged to see more and more countries taking a stand against this industry, supported by the voice of an articulate and determined civil society.

When we look at tobacco or health in the context of preventing NCDs, we gain a host of new arguments, data, and statistics on trends and their costs that can build even greater momentum. Although our efforts to reduce tobacco use face a powerful opponent, the scientific evidence you will be presenting during this conference is a power that must ultimately prevail.

I thank the many agencies, sponsors, and foundations that are supporting this conference, including the Health Authority, Abu Dhabi, and wish you a most successful event.

A handwritten signature in black ink, reading "M. Chan".

Dr Margaret Chan
Director-General, World Health Organization

What

is the **No.1**

source for science, statistics, and sound information?

CDC.gov/tips

**TIPS FROM
FORMER
SMOKERS**

CDC.gov/tobacco



Visit Booths 13/14

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NO SMOKING CONFERENCE

Participants are reminded that no smoking will be permitted on the Conference premises or at Conference functions. Please also note that e-cigarettes are banned in the United Arab Emirates.



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GENERAL INFORMATION

REGISTRATION

On-site registration will open on Monday, 16 March 2015 at 14:00.

REGISTRATION FEES: ON-SITE

CATEGORY	ON-SITE FEES
Registration Fee	700 USD / 2570 AED
Students (in training)*	350 USD / 1285 AED
Nurses [^]	350 USD / 1285 AED
One-Day Registration**	250 USD / 920 AED
Two-Day Registration**	500 USD / 1840 AED
Accompanying Person	150 USD / 550 AED
Post-Graduate Course or Workshop only	250 USD / 920 AED

EXPLANATION OF REGISTRATION CATEGORIES

*Student (in training) Discount: Delegates registering with the student discount must show valid student identification at the Registration Desk when collecting their registration pack at the conference.

[^]Nurses' Discount: Nurses taking advantage of this discount will be required to bring a letter from their employer confirming they are engaged as nurses when collecting their registration pack at the conference. There is no age restriction.

**One- and Two-Day Registrations are valid from Wednesday, 18 March-Saturday 21 March only.

WORKSHOP/ POST-GRADUATE COURSE REGISTRATION ONLY:

All post-graduate courses and workshops are complimentary for registered delegates (under any registration category). If you wish to attend only the workshops/courses, the cost is equivalent to a one-day registration. All workshops/courses will take place in parallel on Tuesday, 17 March. Consequently, you may either choose one full-day course/workshop, or a combination of one morning course/workshop and one afternoon course/workshop.

GENERAL INFORMATION

- Online registration will remain open until Sunday, 15 March 2015 at the regular fee. After this date, only onsite registration is possible.
- Onsite registration will open on Monday, 16 March at 14:00.
- Registration for the Conference includes participation in all scientific sessions, workshops and post-graduate courses (pre-registration required) access to the exhibition area and the scientific poster exhibition, an invitation to the Welcome Reception on Tuesday, 17 March 2015, coffee breaks and the conference delegate bag.
- Registered accompanying persons are entitled to attend the Welcome Reception on Tuesday, 17 March 2015 and coffee breaks, and will have access to the exhibition area. However, they are not permitted to attend scientific sessions.

CONFERENCE REGISTRATION DESK OPENING HOURS:

Monday, 16 March	14:00–18:00
Tuesday, 17 March	07:00–19:00
Wednesday, 18 March	07:30–18:00
Thursday, 19 March	07:00–18:00
Friday, 20 March	07:00–18:00
Saturday, 21 March	07:30–16:00

CONDITIONS OF PAYMENT

All registration forms must be accompanied by the necessary payments in USD. This includes registration and/or course fees and fees for accompanying persons. Registrations will be processed only upon receipt of payment.

MEANS OF PAYMENT

- International credit cards accepted: Visa, Eurocard, Mastercard, American Express
- Cash: US Dollars, Emirati Dirham (AED)
- Travellers Cheques

DECLARATION OF INTEREST

Individuals who are supported or employed by any entity directly involved in the production, manufacture, distribution or sale of tobacco products are requested not to register or participate in this Conference. If nevertheless they do so, their registration may be cancelled by the organisers without refund.

If you plan to register onsite, please request a copy of the Declaration of Interest BEFORE registering. If needed, you may also obtain a Conflict of Interest form at the Registration Desk.

TRANSFERRING A REGISTRATION

COST: USD \$80 / 300 AED

It is possible to transfer an existing registration to another person if you are not able to attend the conference. The transfer fee is USD \$80. Requests to transfer a registration must be sent to the WCTOH secretariat in writing to registration@wctoh.org.

Please send the existing registration name and registration ID number (which is on your receipt) along with a completed offline registration form for the person to whom the registration is being transferred.

LOST CONFERENCE BADGES

COST: USD \$50 / 200 AED

Please report lost badges to the Registration Desk immediately. Identification must be provided in order to receive a replacement badge. Replacement badges are subject to a USD \$50 administrative fee.

CERTIFICATE OF ATTENDANCE

A certificate of attendance will be given to delegates upon collection of their registration badge at the registration desk. Delegates wishing to include the title of the session they have attended or contributed to in their certificate of attendance should send their request to scientific@wctoh.org after the conference.

ACKNOWLEDGEMENTS

Supporters

The WCTOH Organising Committee extends its gratitude to the following for their support in making this Conference successful:

FINANCIAL DONORS

- Bloomberg Philanthropies
- New Venture Fund
- Centers for Disease Control and Prevention (CDC)
- US Department of Health and Human Services – National Institutes of Health, National Cancer Institute
- American Cancer Society
- International Union Against Tuberculosis and Lung Disease (The Union)
- Emirates Cardiac Society
- Health Promotion Board Singapore

TECHNICAL SPONSOR

- World Health Organization

SUPPORTED BY

- The Bill & Melinda Gates Foundation
- Abu Dhabi Tourism and Culture Authority
- The Health Authority – Abu Dhabi (HAAD)
- Dubai Health Authority

HOSTED BY

- Emirates Cardiac Society

EXHIBITORS

Please visit the exhibition in Hall 5 to learn more about the products and services offered by our exhibitors:

EXHIBITOR	BOOTH
American Cancer Society	05–06
Bloomberg Philanthropies	21–22
Centers for Disease Control and Prevention (CDC)	13–14
Centre for Tobacco Control in Africa (CTCA)	27
Forum of International Respiratory Societies	24
The Health Authority – Abu Dhabi (HAAD)	15–16–17–18
Institute for Global Tobacco Control, Johns Hopkins University	23
International Union Against Tuberculosis and Lung Disease (The Union)	07–08
Society for Research on Nicotine and Tobacco (SRNT)	04
World Health Organization	25–26–28
Youth Corner	01–02

EXHIBITION HOURS

The Exhibition Area will be open during the following hours:

Wednesday, 18 March	12:00–17:00
Thursday, 19 March	10:00–17:00
Friday, 20 March	10:00–17:00
Saturday, 21 March	10:00–14:00

TOBACCO OR HEALTH TV

The World Conference for Tobacco or Health (WCTOH) 2015 is partnering with the international film and broadcasting company, WebsEdge, to bring 'Tobacco OR Health TV' to the 16th WCTOH.

'Tobacco OR Health TV' will be an onsite conference television channel featuring a new episode daily, screened around the venue, as well as in selected guest hotel rooms and online.

This venture serves to raise the visibility of the hard work of advocates, policymakers, researchers, public health and clinical experts in tobacco control, and it provides an opportunity to learn about programmes and initiatives that are making a difference.

Each daily programme has two features: "Thought Leadership" and "Conference News." Thought Leadership pieces are five-minute sponsored film segments highlighting best practices and research in the field. Conference News is a daily programme of conference highlights, featuring "behind the scenes" interviews, coverage of conference events, and reactions to the day from attendees.

www.websedge.com



PRESS INFORMATION

Press Registration

All working journalists may request press credentials to attend the conference. They should first register at the Press Desk in the main registration area, where they will be issued a conference bag and their press badge. Journalists are welcome to attend all sessions except closed meetings.

Press Room

Registered journalists at the conference are invited to use the Press Room located in Capital Suite 11. There they will find a quiet place to work, with Internet access and resources such as a schedule of press-oriented events at the Conference.

OPENING HOURS:

Tuesday, 17 March to Saturday, 21 March, from 08:00 to 18:00.

Press Conferences

All press conferences will take place in Capital Suite 9 unless otherwise noted in the press pack.

J2J Programme: Tobacco's Global Impact

Sunday, 15 March – Tuesday, 17 March in Capital Suite 14. The National Press Foundation and WCTOH are offering training for journalists on Tobacco's Global Impact at the Conference. The programme runs from Sunday through Tuesday, then the journalists participate in the Conference. The 20 J2J Fellows, competitively selected from close to 300 applicants, participate in sessions with leading experts on the industry; regulation; the diseases; new products such as e-cigarettes; old products such as shisha; and the latest policy research. Sessions also cover the latest research, solutions and innovations that are in the pipeline.

MEETING TYPE:

Closed meeting

COORDINATORS:

Sandy Johnson and Linda Streitfeld, National Press Foundation (USA); Paul Jensen, The Union (USA) and Jo Waters, WCTOH (UK).

Conference Embargo Policy

In the case of the 16th World Conference on Tobacco or Health, as with most scientific/medical conferences, all conference abstracts are released to delegates and media under a strict embargo policy. A detailed breakdown of the embargo variations for different types of abstracts is available below. All regular delegates, presenters and media are asked to respect this policy.

ORAL PRESENTATIONS

Information about the oral presentation abstracts may not be published or presented before the start of the session in which the abstract is being presented at this Conference.

POSTER DISCUSSION SESSIONS

Information about the poster discussion abstracts may not be published or presented before 08:00 (Gulf Time Zone) on Thursday, 19 March 2015.

Embargo Breaks for Presenters

A committee will analyse potential cases of embargo break by presenters. These will be studied on a case-by-case basis and as an ultimate consequence it could lead to the abstract being withdrawn from the conference.

Authors may publish the fact that their abstract has been selected for inclusion in the WCTOH programme, but may not publish the results of the study before the lifting of the embargo (as detailed above).

If you have any questions, please contact press@wctoh.org

Embargo Breaks for Media Reporters

As well as having access to the materials detailed above, the media is also given prior access to the speakers' slides. However access is only granted to media onsite at the conference, and the same embargo rules apply – meaning the information in speaker slides cannot be referenced or published before the start of the presentation.

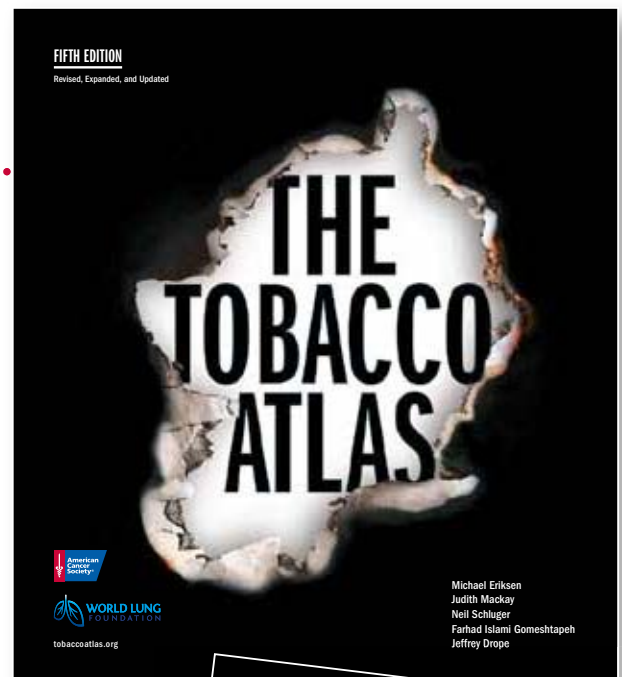
Breaking of the embargo policy by a reporter will lead to one or more of the following measures:

- Immediate suspension of the reporter's media conference credentials
- Immediate barring of the reporter from the meeting premises
- Removal of the reporter's name from WCTOH Media Distribution List for two years
- No access to the next WCTOH Conference

Any breaches in the embargo by media will be brought to the attention of the Media Embargo Committee. If you have questions, please contact the WCTOH communications team at press@wctoh.org

The Tobacco Atlas, Fifth Edition

The Tobacco Atlas, Fifth Edition, aims to be the most comprehensive, informative, and accessible resource on important and current issues in the evolving tobacco epidemic. The new edition tackles some of the field's most pressing issues including tobacco's role in noncommunicable diseases, gender inequality, environmental devastation, and the rapidly growing use of e-cigarettes and waterpipes. Moreover, the *Atlas* presents solutions and illustrates how governments' relatively small investments in tobacco control reap enormous rewards for societies. Visit us, too, at the *Atlas*' exciting companion website, tobaccoatlas.org, for more new and timely content and resources.



Participate in the special *Tobacco Atlas* session, where the authors will highlight key findings and advocacy opportunities for making tobacco control a global health and development priority.

March 18, 2015 | 12:45 - 1:45 p.m.
ICC (International Convention Center)

tobaccoatlas.org



GENERAL INFORMATION

Social Programme

WELCOME RECEPTION

The WCTOH Organising Committee invites all registered delegates and accompanying persons to attend the Inaugural Ceremony on Tuesday, 17 March in the ICC and a welcome reception from 20:30 to 21:30 in front of the ICC.

AWARDS CEREMONIES

The 2015 Bloomberg Philanthropies Awards for Global Tobacco Control will be presented on Wednesday, 18 March in the Al Maa'ed Hall. A reception at 17:45 will precede the awards ceremony, which will begin promptly at 19:00.

The Luther L Terry Awards are presented by the American Cancer Society in recognition of outstanding achievement in the field of tobacco control. The awards ceremony, followed by a reception, will be held at 19:00 on Thursday, 19 March in the ICC.

CLOSING CEREMONY AND RECEPTION

A Closing Ceremony and Reception will be held on Saturday, 21 March from 16:00–17:00 in the ICC. The WCTOH Organising Committee invites all registered delegates and accompanying persons to attend this culminating event at which the resolutions of the WCTOH 2015 will be presented.

Catering and Coffee Breaks

Coffee breaks will be served to registered delegates and registered accompanying persons at the following times:

Tuesday, 17 March	10:45–11:15	15:45–16:15
Wednesday, 18 March	10:30–11:00	15:30–16:00
Thursday, 19 March	10:30–11:00	15:30–16:00
Friday, 20 March	10:30–11:00	15:30–16:00
Saturday, 21 March	10:30–11:00	

No official lunches will be provided, but a box lunch will be offered to those who attend the launch of The Tobacco Atlas on 18 March (12:45–13:45, ICC). Lunch facilities, where you may purchase food at your own expense, are provided in the conference centre.

Prayer Locations/Times

Prayer rooms for the use of Conference delegates and accompanying persons are located in ADNEC between Capital Suite 7 and 8. To check the prayer times in Abu Dhabi during the week of the Conference, please refer to the Visit Abu Dhabi site at <http://visitabudhabi.ae/en/travel/essential.info/prayer.times.aspx>.

First Aid

The First Aid point is located between Halls 7 and 8. To contact First Aid, please call Ext 4444 (or +971 02 406 444) from a mobile or external phone. A medical service will be available during the conference. In case of emergency, the delegate will be transferred to the nearest hospital. Delegates must cover their own medical/hospital expenses. All medical problems should be reported to the security staff or to the hosts/hostesses.

Cloakroom

A free cloakroom in the conference venue will be at the disposal of registered delegates. Opening hours will be posted on-site.

Photography

As a registered delegate, you hereby authorise the WCTOH's official photographers and videographer, as well as attending media, to photograph you within the framework of the 16th World Conference on Tobacco or Health for subsequent use in the Conference's internal and external promotional material.

PRESS

Other registered press representatives will also be taking photographs and videotaping portions of the Conference.

OTHER PHOTOGRAPHY

Delegates are entitled to take photographs of the Conference for their own personal, educational and/or advocacy purposes. The WCTOH will not be liable if delegates object to being photographed in these circumstances.

However, kindly observe the following local protocols:

- Always ask permission before taking photos of UAE nationals, especially women.
- Be advised that many veiled women will not want to be photographed. Try to avoid them in your photos.
- Photography of certain government buildings and military installations is not allowed. If in doubt, ask first.

Internet Area

An Internet Area located in the Exhibition Area is available free of charge to all registered delegates. It will be open Wednesday, 18 March through Saturday, 21 March 2015. The opening hours are the same as for the exhibition. Please do not exceed 15 minutes online so as to allow a maximum number of delegates to benefit from this service.

Wifi Access

Delegates can benefit from free Wifi access in most of the areas within ADNEC used by WCTOH. The username is WCTOH and the password is WCTOH2015. The WLAN (network) name will be WCTOH.

Social Media

Please tweet and follow the Conference on Twitter at [@wctoh2015](https://twitter.com/wctoh2015) and use hashtag #wctoh2015. You can also like us on Facebook on WCTOH2015 for news, photos and comments.

WCTOH.org

Be sure to visit the conference website at www.wctoh.org for daily news, photos, videos and updates throughout the week!

INFORMATION FOR PRESENTERS

Preview Room

All presentations will be uploaded via the Speakers Preview Room by technical staff, who will be at the disposal of presenters. Presenters must go to the Speakers Preview Room in Capital Suite 6 at least two hours before their session to upload and review their presentations. They should follow the guidelines sent by the conference secretariat prior to the conference.

OPENING HOURS:

Monday, 16 March	14:00- 18:00
Tuesday, 17 March	07:30-19:00
Wednesday, 18 March	07:00-19:00
Thursday, 19 March	07:00-19:00
Friday, 20 March	07:00-19:00
Saturday, 21 March	07:00-16:00

Poster Desk

The poster desk will be located in the Poster Area in Hall 6. Staff will be present daily during the official opening hours to provide assistance.

SET-UP

You may set up your poster as of 08:00 on Thursday, 19 March. If you are presenting on Thursday, 19 March, please make sure that your abstract is posted before 12:30 as the session will start at 12:45.

TAKE-DOWN

All posters must be removed between 14:00 and 16:00 on Saturday, 21 March.

IMPORTANT NOTE

Presenters are liable for their posters and are advised not to leave them unattended before they are set up. Posters should be set up on the assigned board in the Poster Area and not on any other board.

CME CREDITS



The Health Authority of Abu Dhabi (HAAD)

Accreditation Review Committee designates the 16th World Conference on Tobacco or Health for a maximum of 32.5 hours in the Category 1 credit of HAAD Designation. Each health professional must claim only those credits that he/she actually spent in the activity.

Delegates will receive the CME application form together with their badge at the Registration Desk. This form should be duly filled in with information on the sessions attended if delegates wish to be awarded CME credits.

The form can be left at the Registration Desk or sent through the mail by 12 April 2015 to the WCTOH Secretariat at 68 boulevard St Michel, 75006 Paris, France. The form must be postmarked by this date to be eligible for credit.

ABSTRACT BOOK

The Abstract Book will be available online for registered delegates and the media during the Conference. Details on how to access the abstracts via a special password will be provided in the Conference bag. At the close of the Conference on 21 March, the Abstract Book will become accessible to the public at www.wctoh.org.

ABSTRACT E-PRINT ZONE

The Abstract E-Print Zone is in the Poster Area in Hall 6 and will be clearly indicated. Computers and printers will be available in this area to enable registered delegates to access all Conference abstracts and print out any pages that they need.

Sessions may be accessed as follows:

- 1) By day and session: Once you have identified the session you are interested in from the Final Programme, select the day and session number (or title) from the bookmark in the left-hand column.
- 2) You can drill through to a single abstract.
- 3) Search function: Alternatively, you can search for any session by session number or author using the Find function.

LIVESTREAMING / WEBCASTS

Webcasts of the main sessions (Inaugural Ceremony, plenary sessions, symposia and oral abstract presentations) will be available on the Conference website www.wctoh.org after the Conference.

The Inaugural Ceremony, plenary sessions on Thursday–Saturday (19–21 March), and Closing Ceremony will be livestreamed over the Internet during the Conference. In addition, livestreaming will be provided for all of the sessions (plenaries and tri-plenaries) organised by WHO on 18 March in the ICC, Conference Hall A and B – including the Tobacco Atlas Launch.

ACCOMMODATION / TRANSPORTATION

Hotel

MCI Middle East LLC has been appointed as the official housing bureau of the 16th World Conference on Tobacco or Health and offers you the opportunity to book accommodation in a selection of Abu Dhabi's hotels at negotiated rates.

As part of the WCTOH hotel package, hotel rooms booked via the accommodation system will be non-smoking rooms. Some hotels are also taking steps to make other hotel spaces smokefree for the duration of the conference. Prices offered are inclusive of taxes, breakfast and Wi-Fi. You will receive excellent hotel deals designed for a range of budgets, with choices from 5-star to 2-star.

You will need your WCTOH registration confirmation number to view and book a hotel room. Due to the popularity of the Hyatt Capital Gate, this hotel is already pre-booked and unavailable to participants. The hotel will not take direct bookings for the WCTOH.

Email: wctoh2015@mci-group.com

PRICE RANGES (INCLUDING BREAKFAST, WIFI AND TAXES)

2 Star Hotel - USD \$103 – 119
3 Star hotel - USD \$89 – \$159
4 Star Hotel - USD \$119 – \$191
5 Star Hotel - USD \$123 – \$365

TERMS AND CONDITIONS

In order to complete the booking process, the full accommodation charge will be charged to a credit card provided. All rates are per room, per night in USD and include breakfast and a 10% service charge and 6% tourism fee.

Rates have been negotiated for the time of the Conference. Should your preferred arrival and/or departure date not be available, please contact MCI Middle East LLC to arrange additional nights.

GROUP BOOKING

For group bookings (10 or more rooms), separate arrangements can be discussed with the Secretariat and MCI Middle East LLC. Please contact wctoh2015@mci-group.com

CANCELLATIONS, CHANGES AND NO-SHOWS FOR INDIVIDUAL BOOKINGS

- 100% refund – cancellation up to 45 days prior the event date with a deduction of administrative fee of USD 100.
- No refund – 100% cancellation fee will be charged for any cancellation less than 45 days prior to the event date.

Please note that all booking changes, including cancellations, must be sent in writing to wctoh2015@mci-group.com, not to the hotels.

HOTEL ACCOMMODATION DESK

The Hotel Desk will be located in the Registration Area from 09:00–17:00 daily.

Local Transportation

To travel around the city, there are four major means of transportation available; taxi, bus, tour, and rental cars or private cars. There is a good network of roads into the city with few traffic jams even at peak times.

Shuttle Bus Service for WCTOH 2015

A free shuttle bus service will be operating between the Abu Dhabi International Airport and ADNEC. For details, please visit the Conference website at www.wctoh.org

Abu Dhabi Airport Check-In

ADNEC offers an airport check-in service for certain airlines along the concourse near Aloft Hotel. Take the stress out of travelling by checking in and dropping your bags up to 24 hours in advance of your flight (when using check-in facility at ADNEC, a charge of AED 30 per adult and AED 20 per child applies.

AIRLINE	CHECK-IN OPENING TIME	CHECK-IN CLOSING TIME
Air Berlin	24 hrs	4 hrs
Air India / Air India Express	12 hrs	4 hrs
Egypt Air	24 hrs	4 hrs
Etihad Airways	24 hrs	4 hrs
Jet Airways	20 hrs	4 hrs
Kenyan Airways	24 hrs	4 hrs
Pakistan Intl Airlines	24 hrs	4 hrs

Useful Numbers

Emergency Services

Police	999
Ambulance	998
Fire Brigade/Civil Defence	997

ADNEC +971 (0) 2 444 6900

Abu Dhabi International Airport +971 (0) 2 505 5555

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For further questions please see the Customer Service desk in ADNEC.

46TH UNION WORLD CONFERENCE ON LUNG HEALTH

2-6 DECEMBER 2015

CAPE TOWN INTERNATIONAL CONVENTION CENTRE

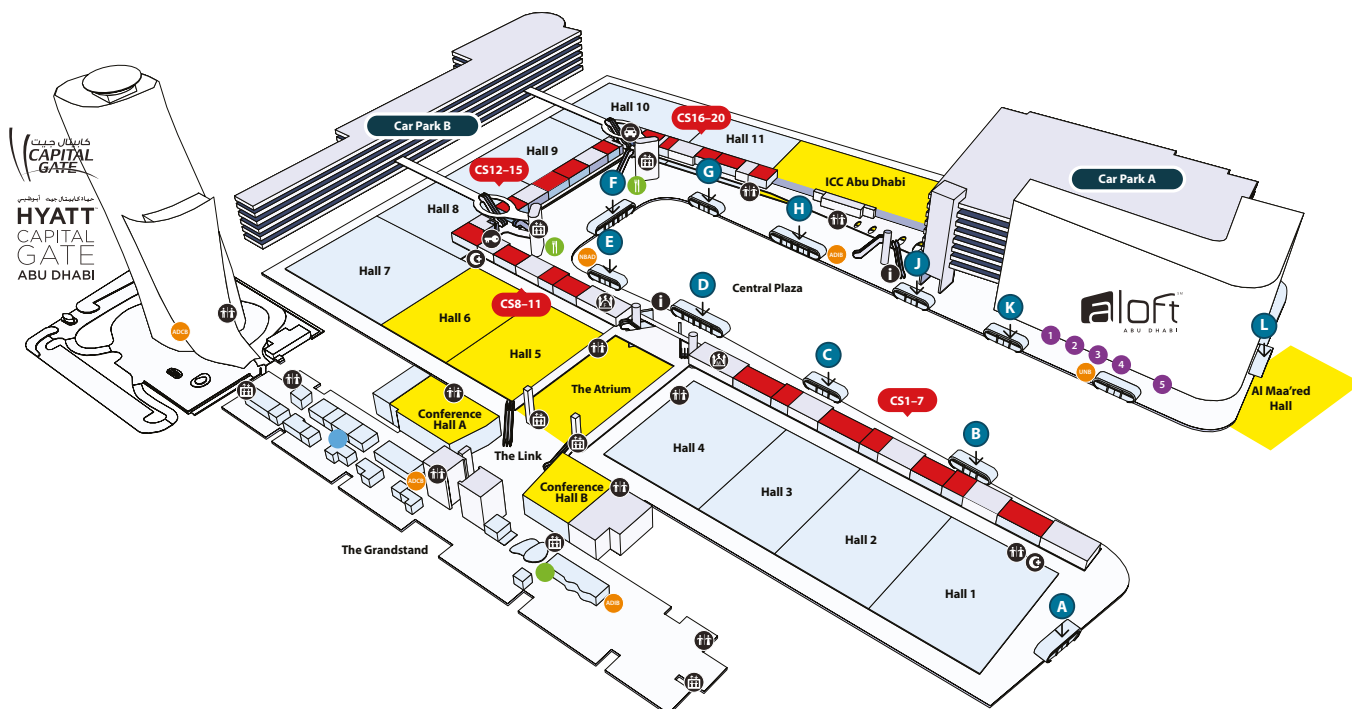
CAPE TOWN,
SOUTH AFRICA



**A new agenda:
lung health beyond 2015**

The Union

International Union Against
Tuberculosis and Lung Disease
Health solutions for the poor



World Conference on Tobacco or Health

GROUND FLOOR LOCATIONS

- **REGISTRATION/INFORMATION (ATRIUM)**
- **EXHIBITION AREA/REFRESHMENTS/COFFEE BREAKS (HALL 5)**
- **POSTER AREA/POSTER DESK/E-PRINT ZONE (HALL 6)**
- **CONFERENCE SESSIONS (CONFERENCE HALLS A AND B, ICC)**
- **SPECIAL EVENTS (AL MAA'RED HALL)**

FIRST LEVEL LOCATIONS

- **CONFERENCE SESSIONS (CAPITAL SUITES 1-20)**
- **PREVIEW ROOM (CAPITAL SUITE 6)**
- **PRESS ROOM (CAPITAL SUITE 11)**
- **PRESS CONFERENCE ROOM (CAPITAL SUITE 9)**

OTHER LOCATIONS OF INTEREST




- **GRANDSTAND SHOPS**
- **GRANDSTAND EATERIES**
- **AIRPORT CHECK-IN**




SCHEDULE AT-A-GLANCE

	Plenary Sessions
	Post-Graduate Courses
	Workshops
	Youth Pre-conference workshop
	FCTC and MPOWER Day
	Awards Ceremonies
	Meet the Expert Sessions
	Poster Discussion Sessions
	Oral Poster Presentation Sessions
	Symposium
	Sponsored Core Symposium
	Sponsored Satellite Symposium




Tuesday, 17 March 2015			
09:00-18:00	Youth Pre-Conference workshop Capital Suite 05 and breakout rooms		
09:00-18:00	Post-Graduate Courses Conference Hall AB	Workshops Capital Suites 01-20, Conference Hall A and B	
19:00-20:30	Inaugural Ceremony ICC Keynote Speaker Dr Ala Alwan, WHO Regional Director, Eastern Mediterranean World No Tobacco Day (WNTD) Award presentation Youth delegate from the Youth Pre-Conference Workshop Panel Discussion chaired by journalist Zeinab Badawi with Her Royal Highness Princess Dina Mired, Dr Vera Luiza da Costa e Silva, Dr Ala Alwan, Vice Admiral Vivek H Murthy and H.E. Professor Maha Taysir Barakat		
20:30-21:30	Welcome Reception Concourse outside ICC		
Wednesday, 18 March 2015			
09:00-17:00	Youth Pre-Conference workshop Capital Suite 05		
09:00-10:30	FCTC and MPOWER Day Main Plenary 1: High level Ministerial session - tobacco control and NCDs ICC		
11:00-12:30	FCTC and MPOWER Day Main Plenary 2: 10 years of the WHO FCTC ICC		
12:45-13:45	Tobacco Atlas Launch ICC		
14:00-15:30	FCTC and MPOWER Day Tri-Plenary 1: Tobacco taxation: Overview, current challenges and country best practices Conference Hall A	FCTC and MPOWER Day Tri-Plenary 2: Trade and tobacco issues relevant to the WHO FCTC Conference Hall B	FCTC and MPOWER Day Tri-Plenary 3: The Protocol to Eliminate Illicit Trade in Tobacco Products - next steps for entry into force ICC
16:00-17:30	FCTC and MPOWER Day Tri-Plenary 4: Toxicity and Health Effects of Waterpipe Tobacco Smoking: Current State-of-the-Science and Funding Opportunities Conference Hall A	FCTC and MPOWER Day Tri-Plenary 5: The potential of mobile phones to provide cessation services at scale Conference Hall B	FCTC and MPOWER Day Tri-Plenary 6: Electronic Nicotine Delivery Systems (ENDS) ICC
17:45-18:45	Reception for the Bloomberg Philanthropies Awards for Global Tobacco Control Al Maa're'd Hall, ADNEC		
19:00-20:00	Bloomberg Philanthropies Awards for Global Tobacco Control Ceremony Al Maa're'd Hall, ADNEC		




	Capital Suite 1	Capital Suite 3	Capital Suite 5	Capital Suite 7	Capital Suite 10	
Thursday, 19 March 2015						
08:00-08:45		Meet the Expert 1	Meet the Expert 2	Meet the Expert 3	Meet the Expert 4	
09:00-10:30	01. FCTC Research Priorities in Low and Middle Income Countries	02. Voice of Tobacco Victims (VoTV) – a campaign for policy change	03. Tobacco control in low-resource settings: sharing experiences from sub-Saharan Africa	04. Do international trade treaties protect health of citizens? Examples, challenges and global evidences CANCELLED	05. Alternative Tobacco products: Evidence base for interventions to prevent or control waterpipe tobacco use	
11:00-12:30	Plenary 1 - Globalisation of standardised tobacco packaging - which countries are next? - ICC					
12:45-13:45	Poster Discussion sessions 1-21 - Hall 6					
12:45-13:45	01. Innovative ways for achieving tobacco free generations, ENDS	02. Post 2015 development agenda, economic arguments	03. Illicit trade, access by minors	04. Globalisation of tobacco interface		
14:00-15:30	10. Building regional research capacity to guide policy for waterpipe smoking	11. Innovative communicational strategies to promote tobacco control policies	12. Coordinated global action: Challenging PMI's youth-targeted "Be Marlboro" ad campaign	13. Smokefree environments from the Human Rights perspective	14. Mentoring and training in tobacco control - a roadmap for building capacity, sustainability and future leaders in LMICs	
16:00-17:30	20. Building national level capacity for tobacco control – The case of Africa	21. Global Challenges in the Regulation of Tobacco Products	22. Social Marketing to Change Behavior in Non-Communicable Diseases	23. Recent perspectives on the economics of Tobacco Control	24. Regional Collaboration and an enabling legal framework – Driving forces behind Latin American countries record adoption of FCTC policies	
19:00-21:00	Luther L Terry Awards - ICC					
Friday, 20 March 2015						
08:00-08:45	Meet the Expert 5	Meet the Expert 6	Meet the Expert 7	Meet the Expert 8	Meet the Expert 9	
09:00-10:30	30. Innovative Financing for FCTC Implementation	31. When quitting is not an option - tobacco dependence treatment in severe and serious cases of lung disease	32. Recent Achievements and Developments of Tobacco Control Mass Media Campaigns	02. Public Health-Led Global Standardized Testing of Tobacco Products	33. Tobacco Control in Eastern European Countries	
11:00-12:30	Plenary 2 - New tricks or just a new mask? What can be learned from tobacco industry interference with public health - ICC					
12:45-13:45	Poster Discussion sessions 22-42 – Hall 6					
12:45-13:45	05. Innovative ways for achieving tobacco free generations	06. Illicit trade, access by minors	07. Cessation, health warnings	08. Smokefree environments	09. Standardised packaging, taxes	
14:00-15:30		03. Investing in developing Tobacco Control Capacity for Africa	39. Role of AQM and community-based compliance assessment tools as methods to promote compliance for SFE	40. Gender, Tobacco Control and the FCTC: 12 years on	41. The role of supply-side measures in tobacco control in setting the stage for endgame	
16:00-17:30	46. Tobacco product analysis and public health implication	04. Science to Inform Tobacco Regulatory Decisions: the U.S. as a Case Study	47. Implementation of the WHO FCTC: implications for women and tobacco	48. Solutions to control tobacco in impoverished communities	49. Treatment of tobacco in 21st Century trade and investment rules	
17:35-19:05	01. Applied tobacco control policy research: Case studies from low-and middle- income countries – Conference Hall AA					
Saturday, 21 March 2015						
08:00-08:45		Meet the Expert 11	Meet the Expert 12	Meet the Expert 13	Meet the Expert 14	
09:00-10:30	53. Banning flavoured tobacco products - overview of global issues and progress	54. Tobacco Industry (TI) Monitoring and Civil Society's Actions to Reduce its Interference in LAC	55. Economic Aspects of Tobacco Control: A Global Perspective	56. Tobacco-free Europe: different roads to the endgame	57. Pictorial Health Warnings: The best buy public health intervention in sustaining community participation	
11:00-12:30	Plenary 3 - Tobacco and NCDs: 2025 and beyond – ICC					
12:45-13:45	Poster Discussion sessions 43-65 – Hall 6					
14:00-15:30	62. Standardised Packaging: tobacco industry counter campaigns in Australia, UK and Ireland	63. Human Rights Based Approach to Tobacco Control	64. The implications of the FCTC Article 14 guidelines for treatment policy	65. Global Smokeless Tobacco and Public Health: Policy and Regulatory Challenges	66. National and regional experience in setting up Tobacco Industry Monitoring Teams in Sub-Saharan Africa	
16:00-17:00	Closing Ceremony - ICC					

 **Plenary Sessions**
 **Post-Graduate Courses**
 **Workshops**

 **Meet the Expert Sessions**
 **Poster Discussion Sessions**
 **Oral Poster Presentation Sessions**

	Capital Suite 13	Capital Suite 14	Conference Hall AA	Conference Hall AB	Conference Hall AC
	06. Tobacco Product Regulation – Science & Evaluation	07. Innovative Approaches to Endgame for Tobacco	08. Is tobacco control being crowded out or reinforced by the new emphasis on NCDs? Some national experience	09. Smoking Attributable Mortality: Establishing Reliable Global and National Estimates	01. Tobacco cessation in TB and HIV patients – ‘a low hanging fruit’
	15. New Conversations from the Tobacco Free Generation 2000 proposal	16. Implementation of Article 5.3 – Best practices, challenges, lessons learned from country-level experiences	17. Tobacco packaging and labelling: A global perspective	18. Achieving the 25 by 25 NCD target: the role of tobacco control	19. The WHO FCTC in the EMR Region and tobacco control: 10 years in existence, what is needed?
	25. Implementing the FCTC's Illicit Trade Protocol - challenges and successes	26. What do multi-country studies tell us about the tobacco epidemic and smoking cessation?	27. Funding Strategies for Global Tobacco Control	28. Tobacco Industry Interference: Same intention, new strategies	29. Can Tobacco Executives Be Held Criminally Responsible for the Tobacco-Related Deaths of their Customers?
	Meet the Expert 10				
	34. TAPS in drama in EMR during the month of Ramadan	35. Harmonizing tobacco information and strengthening national capacity for surveillance in the Americas	36. Integrating Tobacco Control and NCDs in the Sustainable Development Framework	37. Implementation and evaluation of Australia's plain packaging policy	38. Towards implementing effective tobacco tax strategies: success stories and best practices
	10. Globalisation of tobacco interference				
	42. The Effects of International Economic Policymaking on Tobacco Control		43. Can e-cigarettes be used to eliminate cigarettes?	44. Richard Doll memorial symposium on new findings from large prospective studies in many countries	45. Tobacco Industry Interference at Intergovernmental/ International Level
	50. Tobacco consumption taxes: Regional experiences, advances, challenges in Latin America and the Caribbean (LAC)		51. Framing NCDs for action: Insight and innovation from the next generation of public health leaders	52. Measuring the impact of the FCTC: findings from the international tobacco control policy evaluation project	
	Meet the Expert 15				
	58. The FCTC: a treaty for all ministries, not only Health		59. Tobacco farming and tobacco control: Separating myth from reality	60. Eliminating investments in tobacco companies	61. Increasing Reach and Effectiveness of Tobacco Cessation Services Via Quitlines and Provider Training
	67. Reproductive Health and Tobacco: Considerations for Pregnant Women and Women of Childbearing Age		68. Legal strategies on tobacco control: Strategic litigation as an effective tool	69. Smoking cessation among populations with chronic disease: Cancer, HIV and substance use disorder	

 Youth Pre-conference workshop
 FCTC and MPOWER Day
 Awards Ceremonies

 Symposium
 Sponsored Core Symposium
 Sponsored Satellite Symposium



TUESDAY, 17 MARCH

YOUTH PRE-CONFERENCE WORKSHOP

17–18 March 2015 • Capital Suite 5

A two-day programme for young tobacco control advocates

DAY 1 09:00–18:00

08:30–09:00 Registration

09:00–10:00 Introductions and Expectations

10:00–11:00 **PLENARY**

Scouting for Replacement Smokers: Why Youth Are Still the Targets of the Tobacco Industry?

CHAIRS

HRH Princess Dina Mired (Jordan); Wael A Al Mahmeed (UAE); Skander Essafi, International Federation of Medical Students' Associations

SPEAKERS

The global tobacco epidemic and the world's response to it (WHO FCTC & NCD Global Monitoring Framework)

Vinayak Prasad, World Health Organization (Switzerland)

Stubbing it out for good: The TFG2000 movement in Tasmania

Edward Lim, University of Tasmania (Australia)

New youth-led approaches to tobacco control: moving towards an endgame

Monika Arora, HRIDAY (India)

Use of social media for tobacco promotions and tobacco control advocacy campaigns

Mego Lien, World Lung Foundation (USA)

11:00–11:15 **BREAK**

11:15–12:15 **PANEL DISCUSSION**

Are We Doing Enough to Protect Youth from Tobacco?

The evidence and urgent need to translate evidence into action

CHAIRS

Dr Rima Nakkash (Lebanon); Dr Rita Akoth (Kenya)

SPEAKERS:

Surveillance Data: how to use it and build youth engagement

Dr Samira Asma, Centers for Disease Control and Prevention (USA)

Patterns and Trends in Use of Water Pipe and Smokeless Tobacco:

Recommendations for action

Nathalie Malek, American University of Beirut (Lebanon)

The growing threat of e-cigarette use among youth

Maciej Goniewicz, Roswell Park Cancer Institute (USA)

WHO recommendations on Electronic Nicotine Delivery Systems (ENDS)

Gemma Vestal, World Health Organisation (Switzerland)

12:15–13:15 **FILM SCREENING**

Addition Incorporated, followed by Q&A

Richelle Duque, Uppsala University (Sweden)

13:15–14:00 **LUNCH BREAK**

14:00–16:00 SMALL GROUP SESSIONS (CONCURRENT)

See rooms below

GROUP 1: YOUTH-LED COUNTER CAMPAIGNS: MOVING TOWARDS NMT 21C

Facilitators: *Manjusha Chatterjee; Abhinav Bassi (HRIDAY)*

Capital Suite 4

GROUP 2: COUNTERING TOBACCO INDUSTRY INTERFERENCE

Facilitators: *Genevieve Bois; Skander Essafi (IFMSA);*

Taposh Roy (HRIDAY)

Capital Suite 5

GROUP 3: ROLE OF MEDICAL STUDENTS IN TOBACCO CONTROL

Facilitators: *Alaa Ibrahim, Hani Hafez, (IFMSA), Manu Mathur (PHFI)*

Capital Suite 8

GROUP 4: EMERGING TOBACCO TRENDS: INNOVATIVE APPROACHES TO COUNTER THEM

Facilitators: *Mariana Jaafar (AUB), Rahul Dwivedi (CNS) ;*

Radhika Shrivastav (HRIDAY)

Capital Suite 15

GROUP 5: ADVOCATING FOR COMPREHENSIVE BANS ON TAPS

Facilitators: *Shalini Bassi, Kanika Kishore (HRIDAY)*

Capital Suite 20

16:00–16:15 BREAK**16:15–17:15 SKILL BUILDING WORKSHOP**

Developing a communication strategy for the NMT 21C campaign

Facilitator: *Rebecca Perl, World Lung Foundation (USA)*

17:15–18:00 YOUTH NETWORKING / GROUP PHOTO

This programme continues on Wednesday 18, see page 54

INAUGURAL CEREMONY

19:00–20:30 • ICC

The Inaugural Ceremony will bring together all delegates of the 16th World Conference on Tobacco or Health for a session that officially opens the conference and lays the foundations of the week to come.

WELCOME

Dr Wael A. Al Mahmeed, President, WCTOH 2015

José Luis Castro, Executive Director, The Union, Permanent Secretariat of WCTOH

KEYNOTE SPEAKER

Dr Ala Alwan, WHO Regional Director, Eastern Mediterranean

“Tobacco and Non-Communicable Diseases”

THE WHO WORLD NO TOBACCO DAY (WNTD) AWARDS PRESENTATION

Every year the WHO presents WNTD awards to key people and/or organisations to mark excellence in tobacco control and to acknowledge valuable contributions to curbing the tobacco epidemic.

In 2014, one of the honorees was HH Sheikh Dr Sultan Bin Muhammad Al Qasimi. The award was granted by the WHO Director-General for the remarkable and unique efforts of His Highness in controlling waterpipe usage.

THE YOUTH PRE-CONFERENCE WORKSHOP

A youth delegate from the Youth Pre-Conference Workshop will speak about No More Tobacco in the 21st Century.

PANEL DISCUSSION

We are honoured to be able to host a panel discussion as part of the Inaugural Ceremony, during which leading experts will explore key tobacco control issues.

CHAIR

Zeinab Badawi, television and radio journalist

Zeinab has extensive experience in television and radio, working on a range of programmes. She is one of the best known broadcast journalists working in the field today. In 2009 she was awarded International TV Personality of the Year by the Association of International Broadcasters, and she has twice been named in Powerlist 2012 and 2015 (published by Powerful Media Ltd) as one of Britain's top 100 most influential members of the black community.

PANEL



HRH Princess Dina Mired

*Director General, King Hussein Cancer Foundation,
Honorary Chairperson of the Jordan Breast Cancer Program*

HRH Princess Dina Mired has led the King Hussein Cancer Foundation (KHCF) in Jordan as Director General since 2002. In her capacity as Director and mother of a cancer survivor, she developed the fundraising and development function and programmes at KHCF, making it the largest source of non-profit funds dedicated to the fight against cancer. In September 2011, HRH delivered the keynote speech on behalf of all civil society (social, civic and voluntary organizations) on opening of the United Nations General Assembly High-Level Meeting on Non-Communicable Diseases (NCDs), the first-ever High-Level Meeting on NCDs; and she is currently an Ambassador for the Global Smoke-free Worksite Challenge Initiative.



Dr Ala Alwan

WHO Regional Director, Eastern Mediterranean (EMRO)

Dr Alwan's remarkable career in the field of non-communicable disease management is second to none. He has held major positions with WHO in Oman and Jordan and has served as Minister of Education and Minister of Health in the Government of Iraq. From 2005 to January 2008, he was Representative of the Director-General and Assistant Director-General for Health Action in Crises and Assistant Director-General for Non-communicable Diseases and Mental Health from February 2008 until the end of 2011. He took up his current position in 2012.



Dr Vera Luiza da Costa e Silva, MD, PhD
Head of Secretariat of the WHO FCTC

Dr da Costa e Silva is medical doctor, with a PhD in Public Health and Epidemiology and a Masters in Business Administration for the Health Sector. For 16 years she coordinated the department of epidemiology and cancer prevention at Brazil's National Cancer Institute and led national legislative, economic, surveillance and regulatory tobacco-control measures. From 2001–2005, she worked as director of the Tobacco Free Initiative at WHO and oversaw the Secretariat's work during the negotiations of the WHO FCTC. Since then she has worked as a senior international public health consultant and coordinated the Center for Studies on Tobacco and Health at Fiocruz, Brazil. From mid-2014, Dr da Costa e Silva has been the Head of the Convention Secretariat.



Vice Admiral (VADM) Vivek H Murthy, MD, MBA
United States Surgeon General

Dr Murthy was confirmed on December 15, 2014 as the 19th United States Surgeon General. As America's Doctor, Dr. Murthy is responsible for communicating the best available scientific information to the public regarding ways to improve personal health and the health of the nation. He also oversees the operations of the U.S. Public Health Service (USPHS) Commissioned Corps, comprised of approximately 6,700 uniformed health officers who serve in locations around the world to promote, protect, and advance the health and safety of the United States.



H.E. Professor Maha Taysir Barakat, OBE, PhD, FRCP
Director General, The Health Authority Abu Dhabi (HAAD)

H.E. Professor Maha Taysir Barakat is the Director General of The Health Authority Abu Dhabi. Previously, she was Medical & Research Director and Consultant Endocrinologist at the Imperial College London Diabetes Centre (ICLDC) in Abu Dhabi, and Reader at Imperial College London from where she was on secondment. In 2013, she became a Visiting Professor at Imperial College London. Professor Maha is on the Board of Trustees of the Family Development Foundation, and member of the Board of Directors of Shelters for Women and Children (Ewaa). For her work for the community in the UAE, she was appointed an Officer of the Order of the British Empire in 2010, was awarded the Abu Dhabi Prize in 2011, and given the Imperial College Medal in 2013.

Delegates will be able to enjoy cultural demonstrations – including cooking and folkloric dance – on the concourse and at the entrance as they arrive and depart.

WELCOME RECEPTION

20:30–21:30 • ICC

All registered delegates and accompanying persons are invited to the Welcome Reception immediately following the Inaugural Ceremony along the concourse outside the ICC.

POST-GRADUATE COURSES

Key to Tracks

Track A New emerging products and challenges, issues and strategies
Track B Post-2015 development agenda
Track C Supply side: FCTC Art. 15, 16, 17
Track D Demand side: FCTC Art. 6-14, Art. 20
Track E Globalisation of tobacco industry interference: FCTC Art. 5.3
Track F Civil Society

	TIME	TRACK	COORDINATOR(S)	ROOM	PAGE
01.	Meeting NCD Targets: Analysis and Application of Data for Research and Policy (half-day, 09:00–13:00)	B	Lauren Bartell (USA), Muhammad Husain (USA)	Conference Hall AB	30
02.	Project Management (half-day, 14:00–18:00)	A	Marianne Gaye-Ayrault (USA)	Conference Hall AB	31

WORKSHOPS

	TIME	TRACK	COORDINATOR(S)	ROOM	PAGE
01.	Tobacco Quitlines: Optimising Reach and Effectiveness (full day, 09:00–16:30)	D	Ken Wassum (USA)	Capital Suite 10	32
02.	Sustainable Funding for Tobacco Control and Innovative Financing in Health and Beyond (half-day, 09:00–13:00)	A	Guangyuan Liu (Switzerland), Vinayak Prasad (Switzerland)	Capital Suite 1	33
03.	Building Support for and Compliance with Smoke-free Worksite Policies in the Middle East (full day, 09:00–16:30)	D	Karen Gutierrez (USA), Rasha Bader (Jordan)	Capital Suite 3	34
04.	Implementing FCTC Article 19: Prospects and Perils of Suing Tobacco Companies (half-day, 09:00–13:00)	E	Neil Collishaw (Canada), Richard Daynard (USA)	Conference Hall BA	35
05.	Research Priorities to Advance the FCTC: Research-to-Policy in Low and Middle Income Countries (full day, 09:00–18:00)	A	Scott Leischow (USA), Olalekan Ayo-Yusuf (South Africa)	Capital Suite 7	36
06.	Creating Hard-Hitting Health Consequences Media Campaigns That Motivate Smokers to Quit (full day, 09:00–16:30)	D	Karen Gutierrez (USA), Jane Mitchko (USA)	Capital Suite 2	37
07.	Social Media for Tobacco Control and NCDs Prevention in LMICs (full day, 09:00–18:00)	D	Alexey Kotov (USA)	Conference Hall AC	38
08.	Beyond Analysis: Using Data to Accelerate Tobacco Control Policy (half-day, 09:00–13:00)	B	Emily Ridgway (USA)	Conference Hall BB	39
09.	mCessation (half-day, 09:00–13:00)	D	Virginia Arnold (Switzerland)	Capital Suite 19	40
10.	Comprehensive Bans on Tobacco Advertising, Promotion and Sponsorship – TAPS Bans (half-day, 14:00–18:00)	D	Luminita Sanda (Switzerland), Tibor Szilagyi (Switzerland)	Conference Hall AD	41

WORKSHOPS, continued

	TIME	TRACK	COORDINATOR(S)	ROOM	PAGE
11.	Instituting Tobacco Use and Non-Communicable Disease Surveillance Systems (full day, 09:00–18:00)	A	Lazarous Mbulo (USA), Edouard Tursan D'Espaignet (Switzerland)	Capital Suite 16	42
12.	Tobacco Control and Trade: Overview, Current Challenges and Minimising Risk (half-day, 09:00–13:00)	C	Benn McGrady (USA), Ulrike Schwerdtfeger (Switzerland)	Conference Hall BC	43
13.	Tobacco Taxes (half-day, 14:00–18:00)	D	Nigar Nargis (Switzerland), Tibor Szilagyi (Switzerland)	Conference Hall BC	44
14.	Economically Viable Alternatives to Tobacco Growing (half-day, 09:00–13:00)	C	Tânia Cavalcante (Brazil), Anne Marie Perucic (Switzerland)	Conference Hall AD	45
15.	Towards the Implementation of the Protocol to Eliminate Illicit Trade in Tobacco Products (half-day, 14:00–18:00)	C	Vinayak Prasad (Switzerland), Ulrike Schwerdtfeger (Switzerland)	Capital Suite 1	46
16.	Youthful Conversations from the Tobacco Free Generation 2000 Proposal (half-day, 09:00–13:00)	A	Heng-Nung Koong (Singapore)	Capital Suite 13	47
17.	Waterpipe Tobacco smoking (half-day, 14:00–18:00)	A	Gemma Vestal (Switzerland), Guangyuan Liu (Switzerland)	Conference Hall BA	48
18.	Safeguarding Health from Big Tobacco: An Article 5.3 Implementation Workshop (half-day, 14:00–18:00)	E	Stella Aguinaga-Bialous (Brazil), Cloe Franko (USA)	Conference Hall BB	49
19.	Sustaining Gains and Addressing Setbacks in Tobacco Control for Countries in Transition (half-day, 14:00–18:00)	D	Fatimah El-Awa (Egypt), Luminita Sanda (Switzerland)	Capital Suite 19	50

Meeting NCD Targets: Analysis and Application of Data for Research and Policy

TYPE

Post-graduate Course

TRACK

Post-2015
development agenda

TOPIC

Tobacco control:
Investing in NCD
prevention and control

DURATION

Half-day

MAX ATTENDEES

60

COORDINATORS

Lauren Bartell
(USA)
Muhammad Husain
(USA)

CHAIRS

Lucinda England
(USA)
Geoffrey Fong
(Canada)

DESCRIPTION

Data generated from standardised tobacco surveillance and monitoring measures the tobacco epidemic, assesses the need for key tobacco control measures, and can track NCD targets. This course introduces participants to the Global Tobacco Surveillance System (GTSS) and other sources of data (e.g., the ITC Project), equipping them with the tools to locate, analyse and translate global tobacco control data for tobacco and NCD research and policy action. Participants will examine best practices in surveillance and use available resources to analyse tobacco control policies and economic indicators.

TARGET AUDIENCE

Participants with a background in epidemiology, surveillance, statistics and/or public health. The workshop will focus on surveillance and monitoring and is relevant for both experienced and novice tobacco control professionals.

KEY WORDS

NCD prevention and control; Tobacco surveillance and monitoring; Economics; Data utilisation

OBJECTIVES

- Access and analyse data (i.e. GTSS) for local and national tobacco control and NCD policy
- Strengthen analytic skills and recognise the relevance of using GTSS data in inter-disciplinary research
- Describe best practices for comprehensive tobacco control
- Network with international experts and colleagues involved in tobacco and NCDs

PRESENTATIONS

1. Tracking NCD Targets
Heba Fouad (Egypt)
2. Data Mining for Research
Dhirendra Sinha (India)
3. MPOWER Data Analysis and Translation Using Country Examples: Epi Info
Lazarous Mbulo (USA), Candace Kirksey Jones (USA)
4. Expert Panel Session on TQS Integration: Lessons Learned from PAHO (Part 1)
Roberta de Betania Caixeta (USA), Enver Tasti (Turkey)
5. Expert Panel Session on TQS Integration: Lessons Learned from PAHO (Part 2)
Rizwan Bashir (USA), Daniel Kadobera (Uganda)
6. Economics of Tobacco Control: An Inter-Disciplinary Exercise
Muhammad Husain (USA)
7. Data to Action: Implementing Best Practices for Comprehensive Tobacco Control
Karla Sneegas (USA), Lauren Bartell (USA)

Project Management

TYPE

Post-graduate Course

TRACK

New emerging products and challenges, issues and strategies

TOPIC

Other

DURATION

Half-day

MAX ATTENDEES

40

COORDINATOR

Marianne Gaye-Ayrault (France)

CHAIRS

Gihan El Nahas (Egypt)

Christine Hunt (USA)

DESCRIPTION

The success of a health project is most often determined by how well a project was planned during its inception. Anyone in charge of managing aspects of a health initiative finds that they must tackle key elements concerning the project, such as identifying project stakeholders, determining the core objectives and drafting a budget. Participants will engage in practical exercises that will build their capacity in international donor applications as well as strengthening their project management abilities.

TARGET AUDIENCE

Junior- to senior-level managers working in public health, as well as managers who oversee personnel across multiple levels, divisions and locations

KEY WORDS

Project management; course; planning; monitoring and evaluation; performance based project management

OBJECTIVES

- To acquire skills to assess projects to identify elements that contribute to desired outcomes
- To acquire skills to use Logical Framework Analysis tools to develop model projects
- To acquire skills to create monitoring and evaluation plans to measure project success

PRESENTATIONS

1. Welcome, course overview and introductions
Marianne Gaye-Ayrault (France)
2. Introduction to Project Management
Marianne Gaye-Ayrault (France)
3. Logical Framework Approach: Stakeholder Analysis / Exercise:
Stakeholder Analysis
Marianne Gaye-Ayrault (France)
4. Logical Framework Approach: Problem Tree and Objective Tree / Exercise:
Problem Tree Analysis
Marianne Gaye-Ayrault (France)
5. Group discussion: Monitoring & Evaluation
Marianne Gaye-Ayrault (France)
6. Review, closing and evaluations
Marianne Gaye-Ayrault (France)

Tobacco Quitlines: Optimising Reach and Effectiveness

TYPE

Workshop

TRACKDemand side:
FCTC Art. 6–14, Art. 20**TOPIC**

Cessation

ORGANISERInternational Quitline
Institute; University of
Washington USA; World
Health Organization**DURATION**

Full-day

MAX ATTENDEES

80

COORDINATORKen Wassum
(USA)**CHAIR**Abigail Halperin
(USA)**MEETING TYPE**

Open meeting

DESCRIPTION

Attendees will be provided up-to-date information on quitline treatment models, services, training phone counsellors, and operational details of quitlines from around the world by recognised experts. Attendees will be surveyed prior to the workshop to tailor information to the needs of those who attend. Quitline experts will facilitate roundtables to help attendees develop counsellor trainings and quitline protocols. Those who attend will leave with practical skills and resources to continue developing the reach and effectiveness of their quitlines when they return to their home countries.

TARGET AUDIENCE

All delegates; designed to meet the operational and clinical needs of quitline directors, managers, trainers and clinical staff

OBJECTIVES

- Recognise attributes of both high reach and high effectiveness models for tobacco quitlines
- Describe how reach and effectiveness models can each help quitlines achieve strategic quitline goals
- Recognise how national media campaigns effectively drive quitline utilisation, including impact on quit attempts
- How services and protocols help quitlines integrate with health care, tobacco control and treat callers
- How training counsellors on core competencies/best practices help quitlines deliver high quality care to callers

EXPECTED OUTCOMES

Attendees will learn new and important information about reach and effectiveness of quitlines, promotional strategies, and receive assistance for developing counsellor training modules and protocol development.

KEY WORDS

Tobacco quitlines; cessation; reach and effectiveness; counsellor training; treatment protocols; health promotion

PRESENTATIONS

1. History and Current Status of Quitline Development and Implementation
Timothy McAfee (USA)
2. Tobacco Quitlines: Clinical and Operational Strategies for Optimising Reach and Effectiveness: Australia & Argentina
Luke Atkin (Australia), Alejandro Jose Videla (Argentina)
3. Tobacco Quitlines: Clinical and Operational Strategies for Optimising Reach and Effectiveness: China & Eastern Mediterranean
Yuan Jiang (China), Tatyana El-Kour (Jordan)
4. Counsellor Training Roundtable 1
Ken Wassum (USA), Luke Atkin (Australia)
5. Counsellor Training Roundtable 2
Dongbo Fu (Switzerland), Etta Short (USA)
6. Protocol Development Roundtable 1
Abigail Halperin (USA), Etta Short (USA)
7. Protocol Development Roundtable 2
Ken Wassum (USA), Randa El-Naga (Egypt)

Sustainable Funding for Tobacco Control & Innovative Financing in Health and Beyond

TYPE

Workshop

TRACK

New emerging products and challenges, issues and strategies

TOPIC

Innovative funding

ORGANISER

World Health Organization (WHO), WHO FCTC Secretariat, The Union

DURATION

Half-day

MAX ATTENDEES

100

COORDINATORS

Guangyuan Liu (Switzerland)
Vinayak Prasad (Switzerland)

CHAIRS

Ehsan Latif (UK)
Edgardo Ulysses Dorotheo (Philippines)

MEETING TYPE

Open meeting

DESCRIPTION

The WHO FCTC fully recognises the important role that financial resources play in implementation of the Convention. As Parties to the Convention, countries are also obliged to finance national activities intended to achieve the objective of the Convention in line with Article 26.2 of the Convention. Furthermore, Article 5.6 of the Convention requires the Parties to cooperate to raise financial resources for effective implementation of the Convention through bilateral and multilateral funding mechanisms. The working group on sustainable measures to strengthen the implementation of the Convention was established in 2012 and reported to the sixth session of the Conference of Parties (COP).

TARGET AUDIENCE

National tobacco control focal points, tobacco control experts, health professionals, policy makers, academia and development partners

OBJECTIVES

- To update participants on the outcome of the work of the working group on “sustainable measures to support implementation of the WHO FCTC” established by the Conference of the Parties
- To highlight existing and future mechanisms of assistance and financial resources available to support implementation of the WHO FCTC
- To share experience of the countries in mobilising resources for tobacco control and beyond
- To inform participants on mechanisms to seek resources for a broader agenda that would also help promoting tobacco control, such as universal health coverage and prevention and control of non-communicable diseases
- To review innovative financing mechanisms and practices already applied in other health programmes and discuss the potential of availability of the collected funds to finance tobacco control

EXPECTED OUTCOME

This workshop will review and discuss mechanisms put in place by the Parties to dedicate revenue to tobacco-control programmes, and even to a broader range of programmes in health, public health or beyond. It will also review innovative financing mechanisms and practices in other health, non-health areas, with a view to assessing their potential for and possible applicability in financing tobacco control. Major development partners will share information on available resources on tobacco control.

KEY WORDS

Mechanism of assistance, financing, resource mobilisation, tobacco tax

PRESENTATIONS

1. Sustainable measures to support implementation of the WHO FCTC: recommendations adopted by the COP6 and mechanisms of assistance under the WHO FCTC
Guangyuan Liu (Switzerland)
2. Innovative funding mechanisms and opportunities for global tobacco control
Vinayak Prasad (Switzerland)
3. **Panel discussion: Financing tobacco control country and international experiences**
Allocated budget for tobacco control through national legislation
Reina Gisela Roa Rodriguez (Panama)
Support to universal health coverage using tobacco taxes
Jeremias Paul (Philippines)
Use of earmarked tobacco taxation to create Health Fund and support tobacco control
Hai Phan Thi (Viet Nam)
Integrate tobacco control into development agenda (UNDP)
4. Q&A
5. Breakaway session
6. Discussion of the group's contribution to the outcome document of the Conference Demand side:
FCTC Art. 6–14, Art. 20

Building Support for and Compliance with Smoke-free Worksite Policies in the Middle East

TYPE

Workshop

TRACK

Demand side:
FCTC Art. 6–14, Art. 20

TOPIC

Smokefree environments

ORGANISER

Global Smoke-free
Worksite Challenge
(www.smokefreeworksites.org)

DURATION

Full-day

MAX ATTENDEES

50

COORDINATORS

Karen Gutierrez
(USA)

Rasha Bader
(Jordan)

CHAIRS

Yolonda Richardson
(USA)

Thomas Glynn
(USA)

MEETING TYPE

Open meeting

DESCRIPTION

This interactive workshop will assist tobacco control advocates, government officials and corporate leaders in establishing and implementing effective smoke-free worksite policies, at the national, provincial/state, or local level, or even among individual employers, by sharing monitoring techniques (e.g., compliance and air quality monitoring), lessons learned in various countries, and available resources.

TARGET AUDIENCE

Tobacco control practitioners from any region, but especially from the Middle East, who are interested in establishing and implementing effective smoke-free workplace policies.

OBJECTIVES

- Participants: Understand how to conduct various monitoring exercises and publicise results based on policy goals
- Participants: Develop a comprehensive plan for implementation and evaluation of a smoke-free worksite policy
- Participants: Apply lessons learned from other countries/organisations to environments in which they live/work
- Instructors: Introduce various monitoring exercises and how their results serve policy goals
- Instructors: Share lessons learned and planning process that can be applied to participants' situations/countries

EXPECTED OUTCOME

The Global Smoke-free Worksite Challenge will compile a summary document of case studies, highlighting key progress in implementing smoke-free worksite policies in the Middle Eastern region and other regions. This document will be made freely available on the Global Smoke-free Worksite Challenge website and will be distributed as appropriate at conferences, workshops and meetings.

KEY WORDS

Smokefree worksites; tobaccofree worksites; smokefree policies; air quality monitoring; smokefree workplaces; compliance; smoke-free worksites; tobacco-free worksites; secondhand smoke; clean indoor air policies

PRESENTATIONS

1. Monitoring Techniques to Measure Exposure to Second-hand Smoke
Mark Travers (USA)
2. Argentina: Using AQM and compliance checklists for research and advocacy
Marita Pizarro (Argentina)
3. India: Measuring compliance with smoke-free laws
Sonu Goel (India)
4. Turkey: A success story in passing and enforcing a strong smoke-free law
Toker Eguder (Turkey)
5. Jordan: When civil society leads efforts for protection from second-hand smoke
Rasha Bader (Jordan)
6. Abu Dhabi: Clearing the air: regulating waterpipe (shisha) in cafes
Wedad Al Madoor (United Arab Emirates)
7. Hikma pharmaceuticals: establishing smoke-free policies in the business sector
Hana Ramadan (Jordan)
8. King Hussein Cancer Center: smoke-free policy for a medical institution
Hiba Ayub (Jordan)
9. Smoke-free in a Box Tool Kit: a free resource for developing and implementing a smoke-free workplace policy
Karen Gutierrez (USA)

Implementing FCTC Article 19: Prospects and Perils of Suing Tobacco Companies

TYPE

Workshop

TRACK

Globalisation of tobacco industry interference:
FCTC Art. 5.3

TOPIC

Liabilities: Art. 19

ORGANISER

Public Health Advocacy Institute, Corporate Accountability International, Quebec Public Health Association

DURATION

Half-day

MAX ATTENDEES

100

COORDINATORS

Neil Collishaw (Canada)
Richard Daynard (USA)

CHAIR

Patricia Lambert (South Africa)

MEETING TYPE

Open meeting

DESCRIPTION

"To paraphrase General Patton, the way we won these cases was not by spending all of Reynolds' money, but by making that other son of a bitch spend all his." This tobacco industry strategy is being countered in some jurisdictions where governments, individuals, insurers and others challenge tobacco corporations. Progress and setbacks in tobacco litigation will be compared. We are learning through these experiences that harnessing the power of Article 19 will help implement other tobacco control measures. The results of the deliberations of the Article 19 expert group will be examined. Advantages and disadvantages of using tobacco litigation to achieve public goals will be discussed.

TARGET AUDIENCE

Those interested in proposals to expand tobacco control strategies (i.e., "endgame"), those who are interested in the implementation of the FCTC, and of particular interest to those engaged in litigation efforts.

OBJECTIVES

- Review best practices, obstacles and solutions for implementing Article 19 of the FCTC on liability
- Review Article 19 implementation tools for governments, legal experts and advocates
- Provide key learnings for the future of tobacco litigation and comparison of lessons for tobacco litigation from several countries
- Show advantages of cost-recovery litigation for achieving public health goals and possible perverse effects of cost-recovery litigation and how to avoid them
- Show how litigation can be a tool to profoundly change the behaviour of tobacco companies

EXPECTED OUTCOME

Recommendations to countries for implementation of FCTC Article 19; recommendations for how to successfully use tobacco litigation as a tool to achieve public health goals; and recommendations for how to defend the FCTC itself and FCTC-compliant tobacco control measures against litigious attacks from the tobacco industry

KEY WORDS

Article 19; litigation; suing; liability

PRESENTATIONS

1. Introduction – *Patricia Lambert (South Africa)*
2. Current state of Article 19 implementation – *Vuyile Dlamini (Swaziland)*
3. Updates on lawsuits against tobacco companies in Brazil – *Adriana Carvalho (Brazil)*
4. Updates on lawsuits against tobacco companies in South Korea
Sungkyu Lee (Korea, Republic of)
5. Updates on lawsuits against tobacco companies in Nigeria
Akinbode Oluwafemi (Nigeria)
6. FCTC Article 19 Working Group and recent advances in lawsuits against tobacco companies
Andrew Higgins (Australia)
7. Winning strategy: Lessons from class action suits in Quebec on creating the right legal frameworks to win liability suits against tobacco companies
André Lespérance (Canada)
8. How to achieve public health goals through lawsuits while avoiding perpetuating the tobacco epidemic
Cynthia Callard (Canada)
9. Strategic litigation – *Richard Daynard (USA)*
10. Recommendations for a way forward – *Cloe Franko (USA)*
11. General discussion

Research Priorities to Advance the FCTC: Research-to-Policy in Low- and Middle-Income Countries

TYPE

Workshop

TRACK

New emerging products and challenges, issues and strategies

TOPIC

Other

ORGANISER

National Cancer Institute,
Society for Research on
Nicotine and Tobacco,
The Mayo Clinic

DURATION

Full day

MAX ATTENDEES

150

COORDINATORS

Scott Leischow
(USA)
Olalekan Ayo-Yusuf
(South Africa)

CHAIRS

Scott Leischow
(USA)
Olalekan Ayo-Yusuf
(South Africa)

MEETING TYPE

Open meeting

DESCRIPTION

A series of papers was published in Nicotine and Tobacco Research (NTR) in 2013 identifying critical research priorities in support of the FCTC, with a particular focus on low and middle income countries (LMICs). The goal of this full-day preconference workshop is to present research recommendations from the recent NTR journal, and to facilitate a process where LMIC workshop attendees identify a small number of research priorities that are most feasible and responsive to the needs of LMICs.

TARGET AUDIENCE

The focus of this workshop are those in low and middle income countries who are interested in or expected to implement research within their countries in support of FCTC implementation, as well as potential researcher collaborators.

OBJECTIVES

- Participants will learn more about the research needed to foster implementation of FCTCs Articles in LMICs
- Participants will participate in a process of identifying a small number of priorities for LMIC
- Participants will identify capacity potentials for conducting research
- Participants will develop potential collaborative partnerships to help implement research

EXPECTED OUTCOME

At the conclusion of the workshop, participants will have learned more about the research needed to foster implementation of FCTC Articles in LMICs, will have contributed to the process of refining those priorities to make them most actionable, identified capacity potentials for conducting research, and will have developed potential collaborative partnerships. The workshop recommendations will be developed into a presentation and report, and disseminated to scientists, policy advocates, research funders and other stakeholders, including in the main conference in a symposium (if accepted).

KEY WORDS

FCTC; research; evidence-based policy; LMIC

PRESENTATIONS

1. Introduction and Background – *Mark Parascandola (USA), James Thrasher (USA)*
2. Focus and Scope of this Workshop – *Olalekan Ayo-Yusuf (South Africa)*
3. Research Priorities: Articles 6 and 15 – Price and tax measures and illicit trade
Corne Van Walbeek (South Africa)
4. Research Priorities: Article 8 – Protection from exposure to tobacco smoke
Joaquin Barnoya (Guatemala)
5. Research Priorities: Articles 9 and 10 – Content and disclosure
Ron Borland (Australia)
6. Research Priorities: Articles 11 & 12 – Health warnings labelling combined with education, mass media and generic/standardised packaging
David Hammond (Canada)
7. Research Priorities: Article 13 – Advertising, marketing, social network media, promotion
Kasisomayajula (Vish) Viswanath (USA)
8. Research Priorities: Article 14 – Treatment
Hayden McRobbie (New Zealand)
9. Research Priorities: Articles 20, 21 & 22 – Surveillance/epidemiology and information exchange
Gary Giovino (USA)
10. Refining the Research Recommendations for LMICs – Goals for the Afternoon
Ron Borland (Australia)
11. Summary and next steps – *Scott Leischow (USA)*
12. Break-out groups, reports and discussion
13. Summary and conclusions: Advancing Research to Policy Implementation
Judith Mackay (Hong Kong)

Workshop 6 09:00–16:30 • Capital Suite 2**Creating Hard-Hitting Health Consequences Media Campaigns That Motivate Smokers to Quit****TYPE**

Workshop

TRACKDemand side:
FCTC Art. 6–14, Art. 20**TOPIC**Education and
mass media**ORGANISER**U.S. Centers for Disease
Control and Prevention,
Office on Smoking
and Health**DURATION**

Full day

MAX ATTENDEES

50

COORDINATOR(S)Karen Gutierrez
(USA)
Jane Mitchko
(USA)**CHAIR(S)**Melanie Wakefield
(Australia)
Timothy McAfee
(USA)**MEETING TYPE**

Open meeting

DESCRIPTION

This interactive workshop will take participants through planning, implementing and evaluating a mass media campaign to motivate smokers to try to quit. Using the effective Tips From Former Smokers Campaign sponsored by the U.S. CDC as an example, campaign staff will share insights and tips gleaned from its development and execution. Examples from other countries' successful campaigns will be shared as well. Workshop content will include strategies for communicating campaign messages with limited resources, such as adapting ads from other countries, securing news media coverage, strategic media placement, and use of digital/social media vehicles and tools.

TARGET AUDIENCE

Tobacco control practitioners from all regions, especially those who have responsibility for developing, implementing and/or evaluating communications campaigns.

OBJECTIVES

- Understand how hard-hitting mass reach campaigns can drive calls to tobacco quitlines and encourage quit attempts
- Learn how formative research can be used to improve ads which can result in high performing ads
- Learn how to use low-cost digital and social media strategies to enhance campaign efforts
- Know how to access no-cost media campaign resources in the global public domain for use in their countries

EXPECTED OUTCOME

CDC's Office on Smoking and Health will develop a guidelines document that will lay out the process for developing, implementing and evaluating a mass reach campaign. It will include information about free resources available to tobacco control practitioners in any country, as well as lessons learned from campaigns that may be applicable to participants' own situations in their countries.

KEY WORDS

Mass reach campaigns; mass media campaigns; advertising campaigns; stop-smoking campaigns; cessation campaigns; public education; quitting

PRESENTATIONS

1. What works in mass reach campaigns to reduce tobacco use? – *Timothy McAfee (USA)*
2. Planning your campaign: key strategic choices – *Diane Beistle (USA)*
3. Getting to know your audience and what messages resonate with them
Karen Gutierrez (USA)
4. Accessing low- and no-cost media campaign resources in the global public domain and adapting advertising – *Karen Gutierrez (USA), Irina Morozova (USA)*
5. Recruiting candidates for testimonial ads – *Diane Beistle (USA)*
6. Case Study: Australia's use of Terrie ad from Tips campaign
Katarzyna Bochynska (Australia)
7. Driving calls to the quitline – *Timothy McAfee (USA)*
8. Working with the news media to get your messages across – *Karla Sneegas (USA)*
9. Working with partner organisations from all sectors (public, non-profit, private)
Karen Gutierrez (USA)
10. Placing messages through all available vehicles, including digital/social media
Diane Beistle (USA)
11. Case study: India's testimonial campaign – *Vaishakhi Mallik (India)*
12. Evaluating your campaign (process and outcome measures) – *Timothy McAfee (USA)*

Social Media for Tobacco Control and NCD Prevention in LMICs

TYPE

Workshop

TRACK

Demand side:
FCTC Art. 6–14, Art. 20

TOPIC

Education and
mass media

ORGANISER

World Lung Foundation

DURATION

Full-day

MAX ATTENDEES

30

COORDINATOR

Alexey Kotov
(USA)

CHAIRS

Sandra Mullin
(USA)
Stephen Hamill
(USA)

MEETING TYPE

Closed meeting

DESCRIPTION

The workshop will discuss best practices, examine case studies of successful campaigns and end with practical exercises that allow participants to apply some of the learnings of the course. While the workshop will focus on strategies that are “technology agnostic,” it will specifically examine work in the world’s largest social networks including Facebook, Twitter and Weibo, as well as look at the utilisation of digital channels such as websites, email and mobile SMS. The workshop will be facilitated by World Lung Foundation in partnership with the Campaign for Tobacco-Free Kids.

TARGET AUDIENCE

This workshop is aimed at those in low- and middle-income countries. The ideal participant should be computer literate, entrusted with communications-related activities within their organisation, and have ability to build their organisation’s social media presence.

OBJECTIVES

- Develop a social media strategy that integrates with overall advocacy objectives
- Build skills in social media advocacy, reviewing best practices for new media communications and real-world case studies
- Learn how to integrate free or low-cost tools such as Facebook and Twitter; and understand the resources needed to build and maintain a successful programme
- Understand how to effectively develop messages and create content for social media
- Gain knowledge in social media campaign monitoring and evaluation

EXPECTED OUTCOME

The workshop will help participants effectively navigate and use social media tools that will allow organisations to build greater awareness of and support for tobacco control policies in low- and middle-income countries. The participants will practice developing a social media strategy that can be applied to their organisation’s communication and advocacy goals. The participants will also develop a clear understanding of the resources and commitment needed to successfully build and maintain a social media replace with programme.

KEY WORDS

Social media; LMIC; communication; advocacy; technology; social networks; Facebook; Twitter; grassroots; media advocacy

PRESENTATIONS

1. Introductions and Expectations – *Sandra Mullin (USA), Alexey Kotov (USA)*
2. Social Media Campaigns for Tobacco Control – *Stephen Hamill (USA)*
3. Social Media to Advocate Policy Change and Enforcement – *Jesse Danzig (USA)*
4. Evaluating the Social Media Landscape: Identifying Target Audiences
Stephen Hamill (USA), Jesse Danzig (USA)
5. Social Media as Part of Integrated Communication Campaigns – *Stephen Hamill (USA)*
6. How-To: Using Social Media Tools and Resources to Win Campaigns
Stephen Hamill (USA), Jesse Danzig (USA)
7. Developing Great Messages and Creating Great Content: Memes and More
Stephen Hamill (USA), Jesse Danzig (USA)
8. Planning and Measuring Campaigns – *Jesse Danzig (USA), Stephen Hamill (USA)*
9. Next Steps: Keys to Sustainable Campaigning and Common Pitfalls. Where do you go from here? – *Stephen Hamill (USA), Jesse Danzig (USA)*
10. Wrap-up/Certificates – *Alexey Kotov (USA)*

Beyond Analysis: Using Data to Accelerate Tobacco Control Policy

TYPE

Workshop

TRACK

Post-2015
development agenda

TOPIC

Tobacco control:
Investing in NCD
prevention and control

ORGANISER

Centers for Disease
Control & Prevention,
Office of Smoking &
Health; World Health
Organization

DURATION

Half-day

MAX ATTENDEES

60

COORDINATOR

Emily Ridgway
(USA)

CHAIRS

Joanna Cohen
(USA)

Fatimah El-Awa
(Egypt)

MEETING TYPE

Open meeting

DESCRIPTION

Beyond Analysis: Using Data to Accelerate Tobacco Control Policy" will review Global Tobacco Surveillance System (GTSS) data from a policy lens, examining its possible applications in the context of NCDs prevention and control policy strategies. Speakers from countries with recently released GTSS data will share their experience on how tobacco control data influenced their NCD national strategies. Participants will be familiarised with the 'how-to's of creating a persuasive policy argument using GTSS data and addressing real-life policy issues.

TARGET AUDIENCE

Public health practitioners, civil society organisations, students, academics and researchers, government officials. Basic knowledge of the characteristics of the global tobacco epidemic and of the WHO FCTC is encouraged.

OBJECTIVES

- Understand the critical role played by tobacco surveillance data in advancing country progress in tobacco control
- Identify and quickly access relevant data sources available for their country
- Interpret GTSS data in the MPOWER framework, and give concrete examples of how data can be linked to policy areas
- Implement tangible strategies to present data to policy-makers, including tools such as policy briefs

EXPECTED OUTCOME

Following this workshop, participants will be equipped with skills to interpret existing tobacco surveillance data in relation to the WHO MPOWER measures. The aim of the workshop is to bridge gaps between data and policy, bringing to light available tobacco control sources and exploring successful strategies for the positioning of data for policy-making.

KEY WORDS

Surveillance; Monitoring; Article 20; Policy; Non-communicable diseases; Data to Policy; National NCD strategies

PRESENTATIONS

1. Debunking the myth: "There's no data" – *Krishna Palipudi (USA)*
2. Country progress in tobacco control: challenges and opportunities
Emily Ridgway (USA), Sarunya Benjakul (Thailand)
3. The influence of subnational data for policy evaluation – *Yuan Jiang (China)*
4. Successful strategies to present data to policy makers – *Martine Chaussard (USA)*
5. Panel Q&A: NCD National Strategies and tobacco control:
Experiences of Qatar and Kenya (part 1)
Shamseldin Ali Hassan Khalifa (Qatar), Dorcas Kiptui (Kenya)
6. Panel Q&A: NCD National Strategies and tobacco control:
Experiences of the Philippines (part 2)
Benegas Segarra Agnes (Philippines), Johanna Birckmayer (USA)

mCessation

TYPE

Workshop

TRACK

Demand side:
FCTC Art. 6–14, Art. 20

TOPIC

Cessation

ORGANISER

World Health
Organization (WHO)

DURATION

Half-day

MAX ATTENDEES

60

COORDINATOR

Virginia Arnold
(Switzerland)

CHAIRS

Virginia Arnold
(Switzerland)
Sameer Pujari
(Switzerland)

MEETING TYPE

Open meeting

DESCRIPTION

A half-day training workshop on how mCessation can be used to reduce national tobacco use rates, and an overview of the process through which a national mCessation programme can be designed and implemented.

TARGET AUDIENCE

National governments (Ministers of Health, Ministers of Telecommunications, Ministers of Finance, etc.), healthcare professionals, NGOs and civil society, intergovernmental organisations, private sector, etc.

OBJECTIVES

- To explain what mCessation is and how it can be used to help combat tobacco usage
- To demonstrate its effectiveness as a public health tool
- To show how mobiles can be used and adapted to leverage behavioural change
- To provide knowledge on how to implement a national mCessation programme
- To provide knowledge about multi-sectoral and public/private partnerships to support mCessation programmes

EXPECTED OUTCOME

Clarity for all participants on how mCessation can be used to effectively reduce national smoking rates, what the process for achieving this looks like, and how this can be achieved.

KEY WORDS

mHealth; mCessation; training

PRESENTATIONS

1. mCessation and its role in national tobacco cessation and treatment systems
Dongbo Fu (Switzerland)
2. Science, Evidence and examples
Erik Augustson (USA)
3. How to set up an mHealth (mCessation) programme in your country
Suzanne Hodgkinson (Switzerland)
4. Building the case for a scale-up of mCessation in your country
Sameer Pujari (Switzerland)
5. Country perspective: mCessation results and lessons learnt from Costa Rica

Comprehensive Bans on Tobacco Advertising, Promotion and Sponsorship – TAPS Ban

TYPE

Workshop

TRACK

Demand side:
FCTC Art. 6–14, Art. 20

TOPIC

TAPS

ORGANISER

WHO FCTC Secretariat
and WHO/Prevention
of Noncommunicable
Diseases/Tobacco
Free Initiative/Regional
Office for Europe/
The Union/Public Health
Foundation India

DURATION

Half-day

MAX ATTENDEES

100

COORDINATORS

Luminita Sanda
(Switzerland)
Tibor Szilagyi
(Switzerland)

CHAIRS

Monika Arora
(India)
Tara Singh Bam
(Singapore)

MEETING TYPE

Open meeting

DESCRIPTION

Article 13 of the WHO Framework Convention on Tobacco Control (WHO FCTC) requires Parties to introduce a comprehensive ban on all forms of tobacco advertising, promotion and sponsorship (TAPS) within five years of entry into force of the Convention. Guidelines for implementation of Article 13 were adopted by the Conference of the Parties in 2008 and provide further guidance on how to effect a comprehensive ban. However, the tobacco industry has been pervasive and many times aggressive in undermining and circumventing TAPS legislation and regulations. The industry has also been finding new ways of promoting tobacco products through new channels not covered by various national legislative requirements. In order to be effective the implementation of Article 13 requires definitions that include all forms of TAPS, as well as a coordinated governmental mechanism for monitoring, enforcement and evaluation. Public education and community awareness-raising programmes are an essential part of this ban.

TARGET AUDIENCE

Tobacco control advocates, health professionals, tobacco regulators and policy makers, especially from countries which have not yet implemented comprehensive tobacco advertising, promotion and sponsorship bans

OBJECTIVES

- To review trends in the implementation globally, of measures required under Article 13 of the WHO FCTC
- To identify best practices in banning tobacco advertising, promotion and sponsorship
- To discuss options for closing the regulatory gaps to ensure full implementation of the WHO FCTC
- To identify the tactics and strategies employed by the tobacco industry to delay, undermine or circumvent legislation and regulations for comprehensive TAPS bans

EXPECTED OUTCOME

This session will review implementation of this Article of the Convention globally and will also provide some country experiences. It will also identify areas where progress has been slow, and address specific topics that are at present under increased attention of policy makers, such as TAPS in movies/drama/TV. Other areas to be addressed include cross-border and point-of-sale advertising, display of tobacco products at point-of-sale, advertising of tobacco (including of new products) on the Internet, corporate social responsibility tactics and sponsorship used by the tobacco industry.

KEY WORDS

Tobacco advertising; promotion; sponsorship; enforcement

PRESENTATIONS

1. Introduction and presentation of workshop's objectives
Monika Arora (India), Tara Singh Bam (Nepal)
2. **Panel discussion 1**
Setting the scene – *Tibor Szilagyi (Switzerland)*
Status of the global implementation of Article 13 of the WHO FCTC – *Kerstin Schotte (Switzerland)*
Countries' responses to challenges, tactics and strategies employed by tobacco industry against effective TAPS ban – *Luminita Sanda (Switzerland)*
3. **Panel discussion 2**
Experiences in tackling point-of-sale and on-pack advertising and display bans – *Antero Heloma (Finland), Amin Ahsan (Bangladesh)*
Banning cross-border advertising – *Dorcas Kiptui (Kenya)*
Regulating TAPS in drama/movies – *Fatimah El-Awa (Egypt), Valeska Figueiredo (Brazil), Monika Arora (India)*
4. Break-out groups
5. Small groups' reporting back to the room
6. Discussion of the workshop's contribution to the outcome document of the Conference

Instituting Tobacco Use and Non-Communicable Disease Surveillance Systems

TYPE

Workshop

TRACK

New emerging products and challenges, issues and strategies

TOPIC

Other

ORGANISER

WHO & CDC

DURATION

Full day

MAX ATTENDEES

60

COORDINATORS

Lazarous Mbulo (USA)

Edouard Tursan D'Espaignet (Switzerland)

CHAIRS

Lazarous Mbulo (USA)

Edouard Tursan D'Espaignet (Switzerland)

MEETING TYPE

Open meeting

DESCRIPTION

Surveillance is an essential tool to generate comprehensive, consistent and comparable information on health risks, and is used for evidence-based public health decision making and the monitoring of the impact of public health interventions. Tobacco use is considered one of the most important risk factors of non-communicable diseases (NCD). It kills more than 5 million people a year, and if current trends continue, tobacco will kill more than 8 million people worldwide annually by the year 2030, with 80 percent of these deaths in low and middle income countries. WHO has set 2025 as a target to reduce tobacco use by 30% and reduce premature mortality from NCDs by 25%.

The WHO Framework Convention on Tobacco Control (FCTC) requires countries to regularly collect national data on the magnitude, patterns, determinants and consequences of tobacco use and exposure. This enables countries to develop and implement surveillance systems that aim to track and monitor not only the host (tobacco users) but also the agent (the product e.g. cigarettes), environment and crucially, the tobacco industry. WHO has also called for establishment and strengthening of surveillance of NCDs and their determinants to support measures to tackle the problem. Participants in the workshop will gain in-depth knowledge in various surveillance systems and hands-on skills in building surveillance systems through exercises.

TARGET AUDIENCE

Public Health Professionals, Epidemiologists, Public Health Advocates and Policy Makers

OBJECTIVES

- Enhance knowledge and skills in building, improving and maintaining a proactive tobacco surveillance system
- Acquire knowledge and skills on innovative tobacco use surveillance systems
- Learn how to raise the level of public debate around tobacco using a proactive surveillance system
- Network, collaborate and share public health monitoring and surveillance experiences

EXPECTED OUTCOME

An understanding of the development, maintenance and evaluation of a robust NCD surveillance system. An in-depth knowledge of global tobacco and NCDs surveillance systems including ways of monitoring the products and industry activities and related health risks.

KEY WORDS

Tobacco and non-communicable diseases surveillance

PRESENTATIONS

1. Introduction
Sheila Porter (USA), Edouard Tursan D'Espaignet (Switzerland)
2. Overview of Public Health Surveillance Models, Principles and Practice
Gary Giovino (USA)
3. Reporting by the Parties to the WHO FCTC
Tibor Szilagyi (Switzerland)
4. Panel discussion 1
Global Surveillance Systems – Tobacco and NCDs
Krishna Palipudi (USA), Jeremy Morton (USA), Lubna Bhatti (Switzerland), Geoffrey Fong (Canada)
5. Panel discussion 2
Innovative Tobacco Control Surveillance Systems
Joanna Cohen (USA), Rebecca Shillenn (USA), Carmen Washington (USA), Stella Aguinaga Bialous (Brazil), Clifford Watson (USA)
6. Panel discussion 3
Tracking Tobacco Environment and Consequences
Freddy Sitas (Australia), Edouard Tursan D'Espaignet (Switzerland), Fikru Tullu (India)
7. Workgroups
8. Closing: Charting a Future for Tobacco Use and NCDs Surveillance
Samira Asma (USA)

Tobacco Control and Trade: Overview, Current Challenges and Minimising Risk

TYPE

Workshop

TRACK

Supply side:
FCTC Art. 15, 16, 17

TOPIC

Other

ORGANISER

WHO and WHO
FCTC Secretariat

DURATION

Half-day

MAX ATTENDEES

100

COORDINATORS

Benn McGrady
(USA)
Ulrike Schwerdtfeger
(Switzerland)

CHAIRS

Armando Peruga
(Switzerland)
Matthew Myers
(USA)

MEETING TYPE

Open meeting

DESCRIPTION

Over the past 20 years, trade in tobacco and tobacco products has rapidly expanded with the liberalisation of international trade, leading to a corresponding rise in tobacco consumption, particularly across low and middle-income countries. This highlights the inevitable intersection between international trade agreements and the tobacco control policies enshrined in the WHO Framework Convention on Tobacco Control (FCTC). While most international trade agreements contain provisions allowing governments to regulate to protect human health, the agreements nevertheless do apply to health and other public policies. The tobacco industry and its supporters are taking advantage of this, increasingly relying on international trade agreements to thwart countries' efforts to implement WHO FCTC obligations. Australia and Uruguay are presently defending tobacco control measures against industry-lead legal challenges under international trade and investment agreements. Canada, Brazil, the US and the EU have recently faced opposition to bans on flavourings and other additives in tobacco products, including on grounds relating to their consistency with trade agreements. Thailand is also facing a domestic legal challenge based in part on trade-related claims. Additionally, the industry has taken to using the threat of litigation under trade and investment agreements to deter countries from advancing tobacco control measures. Building capacity to understand international trade and investment laws as they relate to tobacco control and, consequently, how to defend the development and implementation of tobacco control policies from trade-related arguments proffered by the tobacco industry is an essential component of contemporary tobacco control.

TARGET AUDIENCE

Governmental tobacco control focal points, policy makers, civil society advocates and tobacco regulators.

OBJECTIVES

- Raise awareness and build capacity regarding the interactions between global trade and tobacco control
- Examine current obligations under the WTO as well as sample investment agreements to identify strategic approaches to support stronger tobacco control laws, while considering the implementations and vulnerabilities vis-à-vis international trade regimes
- Explore the impact on tobacco control of trade and investment agreements currently being negotiated, including the Trans Pacific Partnership (TPP) and the Transatlantic Trade and Investment Partnership (TTIP)
- Share the Australian experience in plain packaging of tobacco products and the resulting legal challenges as a case study
- Promote a "whole-of-government" health-in-all-policies approach

EXPECTED OUTCOME

This is an intensive workshop on the nexus of tobacco control and trade and investment law, with the overall goals of raising awareness of the key issues, providing clear examinations of existing and evolving trade agreements and their impact on tobacco control and building capacity in harmonising trade and tobacco control goals at national level.

KEY WORDS

Trade; investment; international law; tobacco control; tobacco industry

PRESENTATIONS

1. Introductions and scope of the workshop – *Armando Peruga (Switzerland)*
2. Tobacco control and international trade and investment law: How do they relate? *Benn McGrady (USA)*
3. The role of the WHO FCTC for international trade and investment issues *Ulrike Schwerdtfeger (Switzerland)*
4. Australia's experience in "plain" or standardised packaging – *Angela Pratt (China)*
5. The BIT challenge to Uruguay's warning label and brand presentation regulations *Adriana Blanco (USA)*
6. Exercise
7. Q & A
8. Summary – *Matthew Myers (USA)*

Tobacco Taxes

TYPE

Workshop

TRACK

Demand side:
FCTC Art. 6–14, Art. 20

TOPIC

Taxes

ORGANISER

WHO and WHO
FCTC Secretariat

DURATION

Half-day

MAX ATTENDEES

100

COORDINATORS

Nigar Nargis
(Switzerland)
Tibor Szilagyi
(Switzerland)

CHAIRS

Patricio Marquez
(USA)
Rosa Carolina Sandoval
(Peru)

MEETING TYPE

Open meeting

DESCRIPTION

Since 2008, the World Health Organization has worked with Ministry of Finance (MoF) officials from about 75 countries throughout the world. The purpose of this work is to strengthen the tobacco tax policy and administration system of these countries in order to sustainably increase tax revenues and to improve public health through higher tobacco prices and thus reduced consumption. As part of this work, WHO and the MoF officials discuss concerns that act as hurdles to tobacco taxation. Despite the fact that each country has its own particular social, economic and political context, WHO has seen a number of common themes raised by the MoF officials. Based on international best practice, the sixth session of the Conference of the Parties adopted the guidelines to implement Article 6 of the WHO FCTC (price and tax measures to reduce the demand for tobacco).

TARGET AUDIENCE

Tobacco control researchers and health professionals, government tobacco control focal points, policy makers, civil society and tobacco regulators.

OBJECTIVES

- Share country experience of implementing price and tax measures
- Raise awareness about MoF concerns, obstacles and challenges and how to address them
- Share evidence on these concerns and other emerging themes

EXPECTED OUTCOME

The purpose of this workshop is to familiarise the participants with the Article 6 guidelines and discuss some of these key concerns including in particular new or emerging economic themes. The aim of the workshop is to raise awareness and understanding about these concerns so that the tobacco control community is better able to address them in the future including through focused research.

KEY WORDS

Economics of tobacco taxation; Ministry of Finance; tax revenue; public health

SESSION I: PRESENTATIONS

1. FCTC Article 6 Guidelines and Implications
Tibor Szilagyi (Switzerland)
2. Tobacco taxes and regressivity
Nigar Nargis (Switzerland)
3. Tobacco taxes and affordability
Evan Blecher (USA)
4. FCTC Article 6 and country best practices
Frank Chaloupka (USA)

SESSION II: TRAINING ON WHO TAXSIM MODEL

Nigar Nargis (Switzerland)

Economically Viable Alternatives to Tobacco Growing

TYPE

Workshop

TRACK

Supply side:
FCTC Art. 15, 16, 17

TOPIC

Alternative livelihoods

ORGANISER

WHO and WHO
FCTC Secretariat

DURATION

Half-day

MAX ATTENDEES

100

COORDINATORS

Tânia Cavalcante
(Brazil)
Anne Marie Perucic
(Switzerland)

CHAIRS

Paula Johns
(Brazil)
Tânia Cavalcante
(Brazil)

MEETING TYPE

Open meeting

DESCRIPTION

Article 17 aims to ensure the provision of support for economically viable alternative livelihoods to tobacco workers, growers and individual sellers, while Article 18 addresses concerns regarding the serious risks posed by tobacco growing to human health and to the environment. The Conference of the Parties established a working group to develop policy options and recommendations concerning implementation of these two Articles of the Convention. Such recommendations were discussed at the 6th session of the Conference in October 2014.

TARGET AUDIENCE

Tobacco control scientists, health professionals, tobacco regulators and policy makers, especially from tobacco growing jurisdictions.

OBJECTIVES

- To review the most recent decision of the Conference of the Parties with respect to implementation of Articles 17 and 18 of the Convention
- To present examples of implementation of these Articles by the Parties to the Convention
- To provide information on the most recent research available on economically viable alternatives to tobacco growing, and on health and environmental impact of tobacco growing
- To discuss options for strengthened implementation in the future

EXPECTED OUTCOME

This session will inform on the consideration of this matter at the Conference of the Parties and will provide an overview of global implementation of measures required under Articles 17 and 18 of the Convention. Several country experiences will be presented, also indicating how implementation of these articles can be protected from commercial and vested interests (interference) by the tobacco industry in accordance with Article 5.3 of the Convention. Participants will learn of the most recent research on the impact of tobacco growing on the health of the growers and on environment, as well as the latest available literature on the tobacco value chain. Options of strengthened action in the future will also be discussed.

KEY WORDS

Tobacco growing; tobacco growers; economically viable alternatives

PRESENTATIONS

1. General introduction – What problems Articles 17 and 18 of the Convention try to address and what are the lessons learnt so far
Anne Marie Perucic (Switzerland)
2. Global implementation of Articles 17 and 18 of the Convention, and examples of best practices
Vera Luiza Da Costa E Silva (Switzerland)
3. Replacing tobacco with other crops – country experiences: Brazil
Tânia Cavalcante (Brazil)
4. Replacing tobacco with other crops – country experiences: India
Jagdish Kaur (India)
5. Replacing tobacco with other crops – country experiences: Kenya
Jacob Kibwage (Kenya)
6. WHO South-East Asia's work on alternative livelihoods to tobacco growing
Nyo Nyo Kyaing (India)
7. The Tobacco value chain – who really profits?
Florence Kabugo Byamukama (Uganda)
8. IDRC study / publication
Wardie Leppan (Canada), Natacha Lecours (Canada)
9. Questions and Answers
10. Conclusions and Closing

Towards the Implementation of the Protocol to Eliminate Illicit Trade in Tobacco Products

TYPE

Workshop

TRACK

Supply side:
FCTC Art. 15, 16, 17

TOPIC

Illicit trade

ORGANISER

WHO and WHO
FCTC Secretariat

DURATION

Half-day

MAX ATTENDEES

100

COORDINATORS

Vinayak Prasad
(Switzerland)
Ulrike Schwerdtfeger
(Switzerland)

CHAIR

Austin Rowan
(Belgium)

MEETING TYPE

Open meeting

DESCRIPTION

The WHO Framework Convention on Tobacco Control (FCTC) recognises that illicit trade of tobacco products is a major contributor to the tobacco epidemic. Illicit tobacco products – whether smuggled or illegally manufactured – are estimated to account for around 10% of the global cigarette market and an estimated loss of government revenue of 60 billion USD per year globally. Illicit tobacco products are cheaper and more accessible, especially to vulnerable groups such as youth and the poor. The international community has responded to the threat of illicit tobacco trade by negotiating and adopting an international treaty: the Protocol to Eliminate Illicit Trade in Tobacco Products, based on Article 15 of the WHO FCTC. Adopted in 2012, the Protocol is open for ratification and accession by all Parties to the WHO FCTC. Its entry into force will require 40 ratifications. 54 FCTC Parties signed the Protocol, and as of 12 January 2015, six States had also become Parties to the Protocol – Nicaragua, Uruguay, Gabon, Mongolia, Austria and Spain. Parties' needs for support in the ratification process have to be identified in order to facilitate ratification and entry into force of the Protocol.

TARGET AUDIENCE

Public health practitioners, economists, lawyers, civil society organisations, students, academics and researchers, government officials.

OBJECTIVES

- Raise awareness of the Protocol provisions
- Discuss technical matters in more detail, including the tracking and tracing regime to be established under the Protocol

EXPECTED OUTCOME

The workshops aims to raise awareness of the Protocol provisions and to discuss technical matters in more detail, including the tracking and tracing regime to be established under the Protocol and how to counter interference by the tobacco industry. Participants are encouraged to share their experiences, successes and challenges encountered in the process of ratifying the Protocol.

KEY WORDS

Illicit trade; protocol provisions; interference; Article 15

PRESENTATIONS

1. Panel discussion: Illicit Trade in Tobacco Products, WHO FCTC & the Protocol, Track & Trace systems, TI interference in countering illicit trade

Illicit trade in tobacco products – the magnitude of the problem and enforcement challenges: World Customs Organization

Key elements of the Protocol to Eliminate Illicit Trade in Tobacco Products
Ulrike Schwerdtfeger (Switzerland)

Experience in implementing and financing a tracking and tracing system
Caxton Masudi Ngeyo (Kenya)

Tobacco industry interference in the elimination of illicit trade in tobacco products
Stella Aguinaga-Bialous (Brazil)

2. Group exercise: Looking at the opportunities and challenges in scaling up the Protocol *Vinayak Prasad (Switzerland)*

3. Presentations: Methods to measure illicit trade in tobacco products *Mark Goodchild (Switzerland), Hana Ross (USA)*

Youthful Conversations from the Tobacco Free Generation 2000 Proposal

TYPE

Workshop

TRACK

New emerging products and challenges, issues and strategies

TOPIC

Innovative ways for achieving tobacco free generations: crosscutting and beyond FCTC

ORGANISER

The National Cancer Centre Singapore; National University of Singapore; Department Health and Human Services, Tasmania; University of Tasmania, Australia and the Northeastern University, Boston

DURATION

Half-day

MAX ATTENDEES

100

COORDINATOR

Heng-Nung Koong (Singapore)

CHAIRS

Heng-Nung Koong (Singapore)

Adrian Reynolds (Australia)

MEETING TYPE

Open meeting

DESCRIPTION

Since the publication of the Tobacco Free Generation 2000 (TFG2000) proposal in 2010, medical students and young adults are taking pride in leading initiatives to promote this end-game proposal, thus spurring an inspiring social movement. Materials created from our work will be shared and discussed. This workshop is designed to be light and interactive so that the participants can respond to our materials, share their concerns & make suggestions. Significant time is given for participants' contribution, comments and questions.

TARGET AUDIENCE

This workshop is for those in their late teens & young adults who want to lead a similar social movement in their home country. Teachers and education leaders are especially welcomed as significant traction is achieved through an educational approach. Policy makers are also welcome.

OBJECTIVES

- What is the rationale for TFG2000?
- What are the possible approaches to society's engagement: State-wide versus local, ground-up versus a top-down approach or altogether?
- How are we engaging the post-2000 birth cohorts and the pre-2000 birth cohorts?
- What have been the responses from other parts of the world?

EXPECTED OUTCOME

Participants will learn that a myriad of new vocabularies and paradigms will be bubbling up from the TFG2000 conversations, as it is something new, bold and fundamentally different. The lighter & interactive discussions will garner strong bonding to facilitate subsequent, international networking. We expect that this will annihilate formidable barriers by galvanising multiple parties to see that the conventional challenges can become surmountable missions with this Tobacco Free Generation 2000 idea.

KEY WORDS

Tobacco Free Generation, TFG2000, Youth, Advocacy, Medical Students, Educators and Social Movement

PRESENTATIONS

1. Introduction, Rationale for the TFG2000 proposal
Jon Berrick (Singapore), Adrian Reynolds (Australia)
2. New conversations in the US & how it is different from the past
Richard Daynard (USA)
3. How did our movement get started? – *Joy Quah (Singapore)*
4. What worked and what did not work at our Youth Summits 2012 to 2014?
Eileen Soon (Singapore), Heng-Nung Koong (Singapore)
5. Responses and plans of medical students elsewhere: Singapore
Lynn Ong (Singapore)
6. Responses and plans of medical students elsewhere: Australia
Edward Lim (Australia)
7. Responses and plans of medical students elsewhere: United Kingdom
Craig MacLean (UK)
8. Engaging the Pre-2000 Birth Cohorts
Heng-Yin Koong (Singapore), Yvette van der Eijk (Singapore)
9. How do schools accept and act on the TFG idea?
Gay-Hui Ho (Singapore)
10. Engaging other international partners
Adrian Reynolds (Australia)
11. Impact so far, rounding up & next steps
Heng-Nung Koong (Singapore), Adrian Reynolds (Australia)

Waterpipe Tobacco Smoking

TYPE

Workshop

TRACK

New emerging products and challenges, issues and strategies

TOPIC

Waterpipe and Shisha smoking:
FCTC Art. 5.3, 8, 6, 11, 13 and crosscutting

ORGANISER

WHO and WHO
FCTC Secretariat

DURATION

Half-day

MAX ATTENDEES

100

COORDINATORS

Gemma Vestal
(Switzerland)
Guangyuan Liu
(Switzerland)

CHAIRS

Fatimah El-Awa
(Egypt)
Feras Hawari
(Jordan)

MEETING TYPE

Open meeting

DESCRIPTION

Waterpipe use accounts for a significant and growing share of tobacco use globally. Its use is most prevalent in Asia, Africa and the Middle East, but it is a rapidly emerging problem in other continents such as Europe, North America, and South America. Since the release of the WHO Advisory Note on Waterpipe Tobacco Smoking in 2005, waterpipe research has received important attention, and has resulted in new evidence and facts and in the bridging of many research gaps. Meanwhile, new fashions on waterpipe use have been developed, such as adding various flavours and additives to the tobacco used in waterpipes. Even the tobacco industry now gives some attention to the use of waterpipes and has started investing in its production.

TARGET AUDIENCE

Tobacco control scientists, health professionals, tobacco regulators and policy makers, especially from countries where waterpipes are available for consumption.

OBJECTIVES

- To review trends in the prevalence of waterpipe tobacco use globally and in the regions
- To present the guidance of the Conference of the Parties with respect to the use of waterpipes
- To examine the contents and emissions of waterpipe tobacco, as well as health, economic and environmental consequences of its use
- To discuss regulatory approaches to and experience of countries with regulating the product as well as the use of waterpipe tobacco

EXPECTED OUTCOME

This workshop will examine the trends in the use of waterpipe globally and regionally and will reflect upon the contents and emissions of waterpipe tobacco products, as well as on health, economic and environmental consequences of its use. Regulatory approaches, as well as challenges, needs and opportunities linked to the prevention and control of waterpipe tobacco use will be discussed, in light of decisions of the Conference of the Parties.

KEY WORDS

Waterpipe; shisha; hookah; regulation; prevention; control

PRESENTATIONS

1. Waterpipe tobacco products: key facts – *Ghazi Zaatari (Lebanon)*
2. Global and regional trends in the use of waterpipe – *Jeremy Morton (USA)*
3. Consideration of control and prevention of waterpipe tobacco products by the Conference of the Parties at its 6th session (October 2014)
Guangyuan Liu (Switzerland)
4. Testing waterpipe tobacco and health consequences of its use – *Mirjana Djordjevic (USA)*
5. Prevention and control of the use of waterpipe: the future of regulation
Feras Hawari (Jordan)
6. Epigenetic effects of waterpipe smoking – *David Schrump (USA)*

COUNTRY EXPERIENCES: PANEL DISCUSSION

1. Brazil – *Tânia Cavalcante (Brazil)*
2. Jordan – *Feras Hawari (Jordan)*
3. Oman – *Al Lawati Jawad (Oman)*

GROUP WORK

Break-out groups meet
Groups report back

FINAL CONCLUSIONS AND OBSERVATIONS

Safeguarding Health from Big Tobacco: An Article 5.3 Implementation Workshop

TYPE

Workshop

TRACK

Globalisation of tobacco industry interference: FCTC Art. 5.3

TOPIC

Country level examples: case studies and counter strategies

ORGANISER

Corporate Accountability International, SEATCA, The Union, WHO TFI

DURATION

Half-day

MAX ATTENDEES

50

COORDINATORS

Stella Aguinaga-Bialous (Brazil)
Cloe Franko (USA)

CHAIRS

Mary Assunta (Malaysia)
Matthew Allen (New Zealand)

MEETING TYPE

Open meeting

DESCRIPTION

This half-day workshop will focus on providing the tools, trainings, advocacy messaging, and campaign strategy necessary to advance FCTC Article 5.3 implementation at the national level. Participants will be introduced to a range of available tools and resources for advancing Article 5.3 and will develop action plans for advancing Article 5.3 in their countries. Note for participants: During the workshop, you will develop action plans for your countries, so your participation will be enriched by the participation of other members of civil society, government officials, and academics from your country. Where your country has already developed an action plan on Article 5.3, please bring this for review.

TARGET AUDIENCE

This workshop is for advocates, experts, and governments interested in effectively safeguarding public health policies from tobacco industry interference, with a particular focus on those who are interested in implementing FCTC Article 5.3 and its guidelines

OBJECTIVES

- Give participants the tools needed to effectively pass and implement FCTC Article 5.3 and its guidelines
- Develop sample campaign plans that can be implemented after the conference to effectively pass and implement FCTC Article 5.3 and its guidelines
- Showcase real-world examples from Global South advocates who have put some of the tools from this workshop into practice

EXPECTED OUTCOME

Participants will have a comprehensive understanding of how to develop and implement policies in line with FCTC Article 5.3 and its guidelines, will be aware of the tools and resources available to support them, and will have created outlines of country-level campaign plans that will enable them to advance Article 5.3 in their countries.

KEY WORDS

Tobacco industry; tobacco industry interference; FCTC implementation; Article 5.3; capacity building; advocacy; policy development

PRESENTATIONS

1. Overview of Article 5.3 and its guidelines – *Matthew Allen (New Zealand)*
2. Overview of tools and experiences advancing Article 5.3: SEATCA
Mary Assunta (Malaysia)
3. Overview of tools and experiences advancing Article 5.3: The Union
Matthew Allen (New Zealand)
4. Overview of tools and experiences advancing Article 5.3: CAI
Cloe Franko (USA)
5. Overview of tools and experiences advancing Article 5.3: WHO TFI
Stella Aguinaga-Bialous (Brazil)
6. Overview of country experiences and challenges advancing Article 5.3 implementation: the Philippines
Irene Reyes (Philippines)
7. Overview of country experiences and challenges advancing Article 5.3 implementation: Ghana
Labram Musah (Ghana)
8. Overview of country experiences and challenges advancing Article 5.3 implementation: India – *Bobby Ramakant (India)*
9. Article 5.3 action planning – *Stella Aguinaga-Bialous (Brazil)*
10. Putting plans into practice – *Andrii Skipalskyi (Ukraine)*

Sustaining Gains and Addressing Set-Backs in Tobacco Control for Countries in Transition

TYPE

Workshop

TRACK

Demand side:
FCTC Art. 6–14, Art. 20

TOPIC

Other

ORGANISER

WHO EMRO

DURATION

Half-day

MAX ATTENDEES

40

COORDINATORS

Fatimah El-Awa
(Egypt)

Luminita Sanda
(Switzerland)

CHAIR

Mohammed Daganee
(Libyan Arab Jamahiriya)

MEETING TYPE

Open meeting

DESCRIPTION

In countries undergoing political and socioeconomic transition, there are threats to previous gains in tobacco control. In some cases, the challenge is protecting and sustaining the gains while in others there have been set-ups or even reversals in tobacco control. The lack of enforcement, absence of compliance and the withdrawal of donors are some of the symptoms already realised in countries that are undergoing social and political changes. The challenges are already well recognised and are exploited by the tobacco industry and its allies.

TARGET AUDIENCE

This workshop should bring multi-sectoral participation from the transition countries, civil society groups, experts, countries with past similar experiences to share information, analyse the situation and identify ways forward.

OBJECTIVES

- Analyse the tobacco control and the implementation of the FCTC and MPOWER in transition countries
- Identify opportunities, gaps and challenges for tobacco control
- Examine experiences and best practices on sustaining tobacco control from countries in other regions
- Agree on accelerated steps for tobacco control in the selected countries
- Identify roles and responsibilities of different sectors and agree on collaboration scheme at national level

EXPECTED OUTCOME

An agreed set of accelerated steps for tobacco control in each of the selected countries. Identified roles, responsibilities and timelines for the agreed actions within a multi-sectoral scheme.

KEY WORDS

WHO FCTC implementation; countries in transition; sustainable tobacco control

PRESENTATIONS

1. Tobacco control in reversal situations
Fatimah El-Awa (Egypt)
2. Experience of Egypt and Libya
Mohammed Daganee (Libyan Arab Jamahiriya), Sahar Labib (Egypt)
3. EURO's similar experiences
Kristina Mauer-Stender (Denmark)



WEDNESDAY, 18 MARCH

YOUTH PRE-CONFERENCE WORKSHOP

17–18 March 2015 • Capital Suite 5

A two-day programme for young tobacco control advocates

DAY 2 09:30–17:00

09:30–10:30 UPDATE ON WHO FCTC AND MPOWER: HIGH-LEVEL MINISTERIAL PLENARY SESSION

All youth delegates attend this session.
ICC

10:30–10:45 BREAK

10:45–12:10 SKILL BUILDING WORKSHOP

Using surveillance data and creating key messages for NMT campaign
Facilitators: *Mai Nguyen, CDC (USA), Vinay Gupta, PHFI (India)*

12:10–13:35 YOUTH PRESENTATIONS

Examples from around the world:
Youth Advocacy – Lessons learnt on collaborations and coalition building

CHAIRS

Anne Jones, The Union; Bahar Shoogufan

SPEAKERS

S.M Shaikat, APACT Youth Action Network (AYAN) (Bangladesh)
George Butterworth, Cancer Research UK 'Smoke This' Campaign (United Kingdom)
Zahrina Laborahima, 9CM Indonesia (Indonesia)
Roger Ciza, Health Healing Network (Burundi)

13:35–14:00 LUNCH BREAK

14:00–15:00 GROUP PRESENTATIONS

CHAIRS

Mira Aghi (India), Taposh Roy, HRIDAY (India)

Group representatives present 3-point action plan from Day 1 for NMT-21C campaign and recommendations for presenting in the main Conference
Presenters chosen from group sessions from Day 1

15:00–16:30 CAMPAIGN DISCUSSION

WCTOH 2015: Planning short-burst NMT 21C campaign activity 3 during the main Conference & selection of speakers for main conference

16:30–17:00 WRAP UP

Summary and feedback forms
Support of Youth Corner in Exhibition Area
Gautam Sikri, HRIDAY (India)

SESSION SUMMARIES

UPDATE ON WHO FCTC AND MPOWER

TIME	ROOM	PAGE
High-Level Ministerial Plenary Session – Tobacco Control and NCDs (09:00–10:30)	ICC	56
10 Years of the WHO FCTC (11:00–12:30)	ICC	57
Launch of <i>The Tobacco Atlas, Fifth Edition</i> (12:45–13:45)	ICC	58
Tri-Plenary 1: Tobacco Taxation: Overview, Current Challenges and Country Best Practices (14:00–15:30)	Conference Hall A	59
Tri-Plenary 2: Trade and Tobacco Issues Relevant to the WHO FCTC (14:00–15:30)	Conference Hall B	60
Tri-Plenary 3: The Protocol to Eliminate Illicit Trade in Tobacco Products – Next Steps for Entry into Force (14:30–15:30)	ICC	61
Tri-Plenary 4: Toxicity and Health Effects of Waterpipe Tobacco Smoking: Current State-of-the-Science and Funding Opportunities (16:00–17:30)	Conference Hall A	62
Tri-Plenary 5: The Potential of Mobile Phones to Provide Cessation Services at Scale (16:00–17:30)	Conference Hall B	63
Tri-Plenary 6: Electronic Nicotine Delivery Systems (ENDS) (16:00–17:30)	ICC	64

2015 BLOOMBERG PHILANTHROPIES AWARDS FOR GLOBAL TOBACCO CONTROL

TIME	ROOM	PAGE
Reception for the Bloomberg Philanthropies Awards for Global Tobacco Control (17:45)	Al Maa'rad Hall	65
Bloomberg Philanthropies Awards for Global Tobacco Control Ceremony (19:00–20:00)		

UPDATE ON WHO FCTC AND MPOWER

18 MARCH 2015 • 09:00–10:30 • ICC 

High-Level Ministerial Plenary Session – Tobacco Control and NCDs

DESCRIPTION

The 2011 political declaration on the prevention and control of noncommunicable diseases (NCDs) was a turning point event in the fight against NCDs. Heads of states and governments formally recognized these diseases as a major threat to health, economies and societies and placed them high on the development agenda.

The political declaration followed by the adoption of the Global Action Plan for the prevention and control of NCDs 2013–2020 and the voluntary global targets, including that of a 30% reduction in tobacco control use globally, gave the World Health Organization (WHO) a leadership role, together with a great responsibility to work with its Members States and empower them to be able to achieve the set targets.

New data from WHO estimate that in 2011 the vast majority of the premature deaths of individuals from NCDs (85% or 11.8 million) between the ages from 30 to 70 occurred in developing countries. The probability of dying from any of the major NCDs between the ages of 30 and 70 ranges from 10% in developed countries to 60% in developing countries.

It is estimated that up to two-thirds of premature deaths are linked to exposure to risk factors including tobacco use, and up to half of all such deaths are linked to weak health systems that do not respond effectively and equitably to the health care needs of people with NCDs.

With its focus on the relation between NCDs and tobacco control, the WCTOH presents a great opportunity for WHO to reinforce its support to action at country level aimed at controlling and preventing NCDs and in presenting best practices around the world; a chance for exchange of knowledge and information.

The WCTOH will start with the WHO Day, which will be divided into several events most importantly the High-Level Ministerial Plenary Session on Tobacco Control and NCDs.

OBJECTIVES

- Reinforce WHO technical message in the area of NCD and tobacco control
- Highlight best practices in controlling tobacco and achieving the NCD targets
- Present a joint WHO–countries vision on way forward
- Address the challenges including the role of the tobacco industry regionally and globally
- The plenary will provide speakers with the opportunity to present best practices, discuss challenges and debate on way forward.
- The plenary will provide the audience with opportunity to understand better the situation and challenges at country level, recognize different roles and responsibilities and create a discussion on future actions and possible targets for achievement.

MODERATOR

Zeinab Badawi – television and radio journalist

PRESENTERS WILL INCLUDE

Dr Margaret Chan – Director-General, World Health Organization

Dr Ala Alwan – Regional Director, WHO Eastern Mediterranean Region

Mr Abdul Rahman bin Hamd Al-Owais – Minister of Health, United Arab Emirates

Dr Aaron Motsoaledi – Minister of Health, South Africa

Dr M. Müezzinoğlu – Minister of Health, Turkey

PRESENTATIONS WILL ADDRESS

1. Best practices in implementing the prevention measures
2. Tobacco industry activities and how countries countered them
3. Coordination with other sectors
4. Political commitment
5. Health diplomacy and NCDs



Simultaneous English/Arabic/English translation is provided for these sessions.
ستتوفر الترجمة الفورية من الإنجليزية إلى العربية ومن العربية إلى الإنجليزية في هذه الجلسات.



10 Years of the WHO FCTC

CHAIRS

Dr Oleg Chestnov,
Assistant Director-
General, Non-
Communicable Diseases
and Mental Health,
WHO (Switzerland)

Prof Judith Mackay,
Senior Consultant,
World Lung Foundation
(Hong Kong)

DESCRIPTION

On 27 February 2015, the Parties celebrated 10 years since entry into force of the first global public health treaty. The WHO Framework Convention on Tobacco Control (WHO FCTC) marked a milestone in public health and provided new legal dimensions for international health cooperation.

So far, 180 Parties around the world have ratified the Convention and committed themselves towards its full implementation. Achievements of the Parties to the Convention help protect the health of their citizens and are an inspiration to everyone involved in tobacco control. They are assisted in their efforts by partners, such as WHO and its regional and country offices, the observers to the Conference of the Parties, including civil society organizations, as well as donors and all other stakeholders and international partners, including the United Nations system organizations, which have not spared the technical and financial means required to assist countries in need.

The WHO FCTC, through exemplifying how an international legal regime could become an appropriate response to the effect of globalization on health, opened a new phase in global health policy as well as in global health governance. Recent years have seen growing political recognition of the role of the WHO FCTC as a catalyst in the global health and development agendas, including through its promotion of multi-sectoral and international cooperation, with regard to a range of health challenges in the 21st century, such as the prevention and control of non-communicable diseases and their controllable risk factors. The instruments developed under the guidance of and adopted by the COP, such as the new Protocol to Eliminate Illicit Trade in Tobacco Products and the seven guidelines for implementation of specific requirements of the Convention could give further impetus and strengthen, when implemented fully and comprehensively, the impact of the Convention on the health of nations.

OBJECTIVES

- To briefly summarize the history of development and adoption of the first-ever public health treaty
- To provide examples of strong achievements in implementation of the WHO FCTC
- To highlight contributions by key actors towards assisting Parties to the Convention in their implementation efforts
- To share the vision of the future development of the Convention, in the light of the decisions of the 6th session of the Conference of the Parties

PRESENTATIONS

- 11:00–11:05** Welcome and introductions
Dr Oleg Chestnov and Prof Judith Mackay
- 11:05–11:10** Video: The 10th anniversary of WHO FCTC
- 11:10–11:35** Strong achievements in the implementation of the treaty
*Dr Vera Luiza da Costa e Silva, Head, WHO FCTC Secretariat (Switzerland);
Mr Dmitry Kostennikov, Deputy Minister of Healthcare (Russian Federation)*
- 11:35–11:50** Strengthening implementation of demand reduction of WHO FCTC
Dr Douglas Bettcher, WHO (Switzerland)
- 11:50–12:05** Mobilization of the UN system towards the implementation of the WHO FCTC and the integration of the WHO FCTC with the UNDAFs at country level (United Nations Development Programme)
Dr Douglas Webb, UNDP (USA)
- 12:05–12:20** The civil society's contribution to the implementation of the WHO FCTC
Laurent Huber, Framework Convention Alliance for Tobacco Control (USA)
- 12:20–12:30** Summary and conclusions
Dr Oleg Chestnov and Prof Judith Mackay



Simultaneous English/Arabic/English translation is provided for these sessions.

ستتوفر الترجمة الفورية من الإنجليزية إلى العربية ومن العربية إلى الإنجليزية في هذه الجلسات.

Launch of *The Tobacco Atlas, Fifth Edition*

SPEAKERS

John Seffrin, PhD, CEO,
American Cancer Society

Jeffrey Drope, PhD,
American Cancer Society

Neil Schluger, MD,
World Lung Foundation

Alex Liber, MSPH,
American Cancer Society

Judith Mackay, MD,
World Lung Foundation

Michael Eriksen, ScD,
Georgia State University

Michal Stoklosa, MA,
American Cancer Society

DESCRIPTION

The Tobacco Atlas plenary presentation introduces the completely revised and updated fifth edition, which – together with its companion website, tobaccoatlas.org – aims to be the most comprehensive, informative and accessible resource on the most important and current issues in the evolving tobacco epidemic.

It has been specially developed to be used by students, teachers, researchers, journalists, advocates and policy-makers. Moreover, it is an invitation to partners from related communities – including non-communicable disease, environment, equality and development – to join together in this crucial public health fight, because all of our interests are dramatically affected by the tobacco epidemic and its human tolls.

A box lunch will be provided for those attending this session.



Tobacco use is an important risk factor for all major NCDs. More importantly, it is arguably the most preventable, and the *Atlas* offers appropriate prevention strategies that are proven effective in multiple settings.

The Tobacco Atlas, Fifth Edition

Tobacco Taxation: Overview, Current Challenges and Country Best Practices

CHAIRS

Dr Nyo Nyo Kyiang,
Regional Advisor,
WHO Tobacco
Free Initiative (India)
Mr Patricio Marquez,
World Bank (USA)

DESCRIPTION

The WHO has so far engaged with the Ministry of Finance (MoF) officials from 73 countries around the world to provide technical assistance to Member States on tobacco taxation. The objectives of these engagements are to:

- Raise taxes to increase the price of tobacco products, as it is proven to reduce tobacco consumption and help the governments achieve their public health objectives;
- Increase the efficiency and effectiveness of tax systems to improve the sustainability of tax revenue, and ensure that the governments collect expected tax revenues without any tax leakages; and
- Increase the technical and administrative capacity of MoF officials to monitor the tobacco market and improve tax compliance, so that the risks of tax evasion and avoidance are reduced.

This plenary session will focus on country-specific experience of tobacco taxation presented by the representatives from the MoF of the participating countries – Bangladesh, Jordan and the Philippines. This session will highlight the political difficulties and how the governments overcome such hurdles to implement better tax policies.

OBJECTIVES

- To raise awareness regarding the cooperation between WHO and Member States on tobacco taxation and on the guidelines for implementation of Article 6 of the WHO FCTC adopted in 2014
- To examine the impact of policy changes in tobacco taxation on tobacco consumption and government revenue
- To explore the challenges in implementing the desirable tax policy changes
- To share the experiences of best practices
- To promote a multi-sectoral approach in addressing tobacco control

PRESENTATIONS

- | | |
|--------------------|---|
| 14:00–14:15 | Global tobacco taxes: What have we learned?
<i>Mr Mark Goodchild, WHO Tobacco Free Initiative (Switzerland)</i> |
| 14:15–14:30 | Guidelines for implementation of Article 6 of the WHO FCTC
<i>Dr Tibor Szilagyi, WHO FCTC Secretariat (Switzerland)</i> |
| 14:30–14:45 | Experience of tobacco taxation in Bangladesh
<i>Mr Ghulam Hussain, Chairman, National Board of Revenue (Bangladesh)</i> |
| 14:45–15:00 | Experience of tobacco taxation in Thailand
<i>Mr Krisada Chinavicharana, Director-General, Fiscal Policy Office (Thailand)</i> |
| 15:00–15:15 | Experience of tobacco taxation in the Philippines
<i>Mr Jeremias Paul, Under Secretary, Department of Finance, Ministry of Finance (Philippines)</i> |
| 15:15–15:30 | Experience of tobacco taxation in Gambia
<i>Mr Mod K Ceesay, Permanent Secretary, Ministry of Finance (The Gambia)</i> |

Trade and Tobacco Issues Relevant to the WHO FCTC

CHAIRS

Mr Matthew Myers,
Campaign for
Tobacco-Free Kids
(CTFK) (USA)
Dr Armando Peruga,
WHO Tobacco
Free Initiative
(Switzerland)

DESCRIPTION

In the Conference of the Parties' Punta del Este and Seoul Declarations, the Parties to the WHO FCTC declared their commitment to prioritize the implementation of health measures designed to control tobacco consumption, and their determination not to allow tobacco industry interference to slow or prevent the development and implementation of tobacco control measures in the interests of public. The session will provide an update of Parties' deliberations at COP6.

In recent years, increasing attention has been paid to the relationship between the WHO FCTC and international trade and investment agreements and the implications of this relationship for effective implementation of the Convention. This occurs against a background of legal challenges to implementation of tobacco control measures in WTO dispute settlement proceedings and under international investment agreements, as well as in domestic forums. In addition to trade- and investment-related challenges, many governments are being challenged by the tobacco industry in domestic courts in relation to WHO FCTC implementation. Some Parties have already reported successful outcomes of such domestic legal challenges. The WHO FCTC has been an important factor in the positive outcome of some of these decisions. During the plenary, a number of Parties will speak about their experience with litigation brought by the tobacco industry, on the domestic and international levels.

Proposals on how to safeguard domestic policies from legal challenges initiated by the tobacco industry and opportunities for assisting Parties that face such legal challenges will also be discussed.

OBJECTIVES

- To inform on the outcome of the deliberations of trade and investment issues relevant to the implementation of the WHO FCTC at COP6
- To share Parties' experience in tobacco-related litigation, including Australia, Thailand, and Uruguay, focusing on lessons learnt
- To identify mechanisms to avoid litigation while implementing the WHO FCTC and for addressing tobacco industry-initiated litigation in national and global settings

PRESENTATIONS

- | | |
|-------------|---|
| 14:00–14:05 | Welcome and introductions
<i>Mr Matthew Myers and Dr Armando Peruga</i> |
| 14:05–14:20 | How can governments safeguard the measures taken to implement the WHO FCTC, and avoid related litigation?
<i>Dr Benn McGrady, WHO (Switzerland)</i> |
| 14:20–14:30 | Outcome of discussions at 6th session of Conference of the Parties (COP6)
<i>Ms Ulrike Schwerdtfeger, WHO FCTC Secretariat (Switzerland)</i> |
| 14:30–15:20 | Panel discussion: Experiences and challenges faced by Parties in tobacco-related and international litigation
<i>Australia, Brazil, UK and Uruguay</i> |
| 15:20–15:30 | Summary and conclusions
<i>Mr Matthew Myers and Dr Armando Peruga</i> |

The Protocol to Eliminate Illicit Trade in Tobacco Products – Next Steps for Entry into Force

CHAIR/MODERATOR

Dr Franz Pietsch,
Head of Department
for Tobacco Control,
Alcohol, Non-substance
related Addictions
and International
Affairs of Addiction,
Ministry of Health
(Austria)

Mr K Samria, Joint
Secretary, Ministry
of Health and Family
Welfare (India)

DESCRIPTION

The WHO Framework Convention on Tobacco Control (FCTC) recognizes that illicit tobacco trade contributes to the tobacco epidemic. Illicit tobacco products – whether smuggled or illegally manufactured – are estimated to account for around 10% of the global cigarette market and an estimated loss of government revenue of 60 billion USD per year globally. Illicit tobacco products are cheaper and more accessible, especially to vulnerable groups, such as youth and the poor.

The international community has responded to the threat of illicit tobacco trade by negotiating and adopting an international treaty: the Protocol to Eliminate Illicit Trade in Tobacco Products, based on Article 15 of the WHO FCTC. Adopted in 2012, the Protocol is open for ratification and accession by all Parties to the WHO FCTC. Its entry into force will require 40 ratifications. 54 FCTC Parties signed the Protocol, and as of 7 January 2015, six have also ratified it – Nicaragua, Uruguay, Gabon, Mongolia, Austria and Spain.

OBJECTIVES

- The session will provide an overview of the status of the Protocol. A representative of a Party that has ratified the Protocol will share the experience of the process of ratification, including challenges.
- The session will also address obstacles that Parties face in the ratification process, possibilities for facilitation of Protocol ratification, and proposed approaches to achieving the necessary multi-sectoral discussion by Parties.

MODERATED PANEL DISCUSSION

14:00–15:20 *Dr Vera Luiza Da Costa e Silva, Head, WHO FCTC Secretariat (Switzerland)*

*Mr Caxton Masudi, Excise Policy and Administration,
Large Tax Payers Office, Kenya Revenue Authority (Kenya)*

*Mr Pranab K Das, Anti-Smuggling Unit, Central Board
of Excise and Customs (India)*

*Mr Francis Thompson, Director of Policy and Advocacy,
Framework Convention Alliance (Canada)*

Dr Nuntavarn Vichit-Vadakan, Thammasat University (Thailand)

Giuseppe Marra, Technical Attaché, World Customs Organisation (Belgium)

15:20–15:30 *Conclusions and summary
Dr Franz Pietsch and Mr K Samria*

Toxicity and Health Effects of Waterpipe Tobacco Smoking: Current State-of-the-Science and Funding Opportunities

CHAIRS

Prof. Dorothy Hatsukami,
Professor of Psychiatry,
University of Minnesota
(USA)

Dr Ghazi Zaatar,
Chair of WHO Study
Group on Tobacco
Product Regulation
(Lebanon)

DESCRIPTION

Since the release of the WHO Advisory Note on Waterpipe Tobacco Smoking in 2005, waterpipe research has received important attention, and resulted in new evidence and facts and in the bridging of many research gaps. Meanwhile, new fashions on waterpipe use have been developed, such as adding various flavours and additives to the tobacco used in waterpipes. Even the tobacco industry now gives some attention to the use of waterpipes and has started investing in their production.

Waterpipe use accounts for a significant and growing share of tobacco use globally. Its use is most prevalent in Asia, Africa and the Middle East, but it is a rapidly emerging problem in other continents, such as Europe, North America and South America. Specifically, in the US, the decreasing prevalence of cigarette smoking as a result of decades of tobacco control efforts has coincided with the emergence of relatively unregulated cigarette alternatives such as smoking flavoured tobacco via waterpipe (hookah). Similar experiences have been observed in several countries where waterpipe use has not been traditionally common.

A typical waterpipe tobacco smoking session may deliver over 20 times the smoke volume of a single cigarette. A strong science base is needed, especially in the areas of tobacco product surveys, standardisation of methods for testing product toxicity in laboratory and natural environments, and discovery of new intermediate markers of biological effects. Building a science base is paramount in order to help countries in drawing appropriate and suitable science-based regulations where use of waterpipe is prevalent.

OBJECTIVES

- This plenary is designed to summarize the state of the science on waterpipe tobacco smoking from standardization of laboratory methods for evaluation of toxicant emissions and human exposure to real-time tobacco smoke toxicant sampling in natural environments to biological assays of health effects of hookah smoking. This science is of great importance to inform the regulators about effects of actual and secondhand exposure to waterpipe smoke.
- This plenary seeks to improve information regarding funding opportunities to study emerging tobacco products other than cigarettes.

PRESENTATIONS

- 16:00–16:10** Emerging global trend on waterpipe tobacco smoking
Ms Gemma Vestal, WHO Tobacco Free Initiative (Switzerland)
- 16:10–16:20** Real-time waterpipe tobacco smoke toxicant sampling in the natural environment
Dr Alan Shihadeh, Assistant Professor, American University of Beirut (Lebanon)
- 16:20–16:30** Laboratory methods for evaluating waterpipe smoke emissions and exposure
Dr Pamela Clark, Department of Behavioural and Community Health, University of Maryland (USA)
- 16:30–16:40** Funding opportunities for waterpipe research
Dr Rachel Grana, Program Director, Tobacco Control Research Branch, Division of Cancer Control and Population Sciences, National Cancer Institute (USA)
- 16:40–17:25** **Panel: Country Experience and Communications Campaign**
Waterpipe epidemic in the Middle East
Dr Feras Hawari, Head, Tobacco Control Department, King Hussein Cancer Centre (Jordan)
Imported waterpipe epidemic: situation on the ground
Dr Tania Cavalcante, Instituto Nacional de Câncer (Brazil)
Tobacco regulatory goals
Dr Jawad EL Lawati, Advisor to the Minister of Health (Oman)
- 17:25–17:30** Conclusions and summary
Prof Dorothy Hatsukami and Dr Ghazi Zaatar

The Potential of Mobile Phones to Provide Cessation Services at Scale

CHAIRS

Mr CK Mishra,
Additional Secretary,
Ministry of Health
& Family Welfare,
Government of India
(India)

Dr Nata Menabde,
WHO Representative,
(India)

DESCRIPTION

This is a 90-minute session discussing lessons learnt from mCessation techniques, how to scale these up in national programs, and opportunities and challenges in mass scale adoption of mCessation in all countries for reducing global tobacco prevalence.

OBJECTIVES

- To discuss the potential of mobile phones to provide cessation services population wide level
- To share recent experience of implementing mobile health interventions for tobacco cessation at national scale
- To showcase the multi-sectoral approach for prevention, treatment and control of non-communicable diseases (NCDs) in mobilizing resource for capacity building and for sharing of innovations and best practices
- To share information about the WHO/ITU mHealth initiative "Be He@lthy Be Mobile"

PRESENTATIONS

- 16:00–16:10** What is mCessation and does mCessation work? (the evidence)
Dr Lorien Abrams, George Washington University (USA)
- 16:10–16:20** The technology opportunity and overview of the BHBM initiative, cost effectiveness models and the potential of mobile to make "O" a best buy
Dr Vinayak Prasad, World Health Organisation (Switzerland)
- 16:20–16:30** Country perspective: Costa Rica's experience in being the first country to scale-up a national mCessation program
Her Excellency Ms Elayne Whyte Gómez, Permanent Representative of the Republic of Costa Rica to the United Nations (Switzerland)
- 16:30–16:40** Country perspective: Philippines on how they plan to scale-up a national mCessation program
Dr Paulyn Jean B. Rosell-Ubial, Department of Health, Philippines
- 16:40–16:50** Role of multi-sectoral approach and civil society in particular in scaling our mHealth interventions, novel partnership structure of Be He@lthy Be Mobile
Ms Katie Dain, NCD Alliance (UK)
- 16:50–17:05** Discussion led by the chairs
- 17:05–17:30** Questions from the audience

Electronic Nicotine Delivery Systems (ENDS)

CHAIRS

Dr Douglas Bettcher,
Director, Prevention
of Noncommunicable
Diseases, WHO
(Switzerland)

Dr Vera Luiza Da Costa
e Silva, Head, WHO
FCTC Secretariat
(Switzerland)

DESCRIPTION

Electronic cigarettes, also called “e-cigarettes” or “e-cigs”, are the best-known electronic nicotine delivery systems (ENDS). Interest in e-cigarettes has been growing recently among smokers, manufacturers, including leading cigarette companies, and also among tobacco control health professionals, researchers and advocates who are concerned with their various risks at the individual and public health level.

E-cigarettes have been marketed aggressively by companies, which now include transnational tobacco companies. With their increasing popularity, experts, media and governments have raised many questions about their risks and benefits, including their potential to help quit smoking and reduce smoking-attributable diseases, and their potential to re-normalize or re-socialize smoking or their potential to prolong smoker's dependence of tobacco.

Recently, the Conference of the Parties of the WHO FCTC discussed possible avenues for the regulation of such devices in order to maximize its benefits and minimize their risks.

OBJECTIVES

- To understand the public health benefits and risks of ENDS
- To understand the potential efficacy of ENDS as a nicotine replacement therapy
- To understand policy and regulatory objectives and options for ENDS
- To appreciate the concerns regarding tobacco industry involvement with the ENDS business

PRESENTATIONS

- | | |
|--------------------|--|
| 16:00–16:07 | WHO's position on ENDS as articulated at the 6th Session of the Conference of the Parties to the WHO FCTC
<i>Dr Armando Peruga, WHO Tobacco Free Initiative (Switzerland)</i> |
| 16:07–16:14 | Decision by the Conference of the Parties on ENDS
<i>Ana Claudia De Andrade ANVISA (Brazil)</i> |
| 16:14–16:24 | A Perspective on ENDS and their Regulation
<i>Prof K Srinath Reddy, President, Public Health Foundation of India (PHFI) (India)</i> |
| 16:24–16:34 | A Perspective on ENDS and their Regulation
<i>Prof Jean Francois Etter, University of Geneva (Switzerland)</i> |
| 16:34–16:41 | How does Panama regulate ENDS?
<i>Dr Reina Roa, Ministry of Health (Panama)</i> |
| 16:41–16:48 | How does the EU regulate ENDS?
<i>Mr Martin Seychell, DG SANTE, European Commission (Belgium)</i> |
| 16:48–17:25 | Question & Answer session |
| 17:25–17:30 | Summary and conclusions
<i>Dr Douglas Bettcher; Dr Vera Luiza Da Costa e Silva</i> |

2015 Bloomberg Philanthropies Awards for Global Tobacco Control

17:45 Reception • 19:00–20:00 Ceremony • Al Maa'ed Hall

Bloomberg Philanthropies is proud to host the third Bloomberg Philanthropies Awards for Global Tobacco Control as part of the World Conference on Tobacco or Health in Abu Dhabi. The Awards were created to recognize governments and non-governmental organizations demonstrating excellent progress or achievement in the implementation of MPOWER measures in low- and middle-income countries. MPOWER, established by the World Health Organization and consistent with the WHO FCTC, describes six of the most effective tobacco control measures: Monitoring the epidemic and prevention policies; Protecting people from second-hand smoke; Offering help to people who want to quit; Warning about the dangers of tobacco; Enforcing bans on advertising, promotion and sponsorship; and Raising taxes and prices. A panel of global tobacco control experts selected the awardees. All registered conference attendees are welcome to attend.

For more information, please email: awards@bloomberg.org



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THURSDAY, 19 MARCH

MEET THE EXPERTS

08:00–08:45 • Rooms as noted

In these sessions, experts will meet with interested delegates to discuss, face to face, the challenges and opportunities of working in tobacco control today. These sessions are free of charge for registered delegates only.

01. Prof Jonathan Samet (USA) Capital Suite 3

Meet Prof Samet to discuss:

Passive smoking – its effects on lung health

02. Prof Dean Schraufnagel (USA) and Dr Ehsan Latif (UK) Capital Suite 5

Meet Prof Schraufnagel and Dr Latif to discuss:

Electronic cigarettes – what are the challenges?

03. Dr Eduardo Bianco (Uruguay) Capital Suite 7

Meet Dr Blanco to discuss:

Implementing the FCTC in the Americas – how can we accelerate the process?

04. Dr Abdul Razzak Alkaddour (UAE) Capital Suite 10

Meet Dr Alkaddour to discuss:

Health effects of Midwakh – water pipe smoking

Globalisation of Standardised Tobacco Packaging – Which Countries Are Next?

CHAIRS: DR DOUGLAS BETTCHER (SWITZERLAND), PROF MIKE DAUBE (AUSTRALIA)

This plenary will present the latest evidence on the early effects of standardised tobacco packaging, and its evaluation by experts in Australia – as well as the important lessons for other countries and their governments. In support of the globalisation of standardised tobacco packaging, a panel of leaders from Ireland, Turkey, UK and New Zealand will provide latest updates from their countries followed by a facilitated discussion.

Presentations

- | | |
|-------------|---|
| 11:00–11:10 | Leading and supporting the global push for standardised tobacco packaging
<i>Dr James Reilly TD, Minister for Children and Youth Affairs, Ireland</i> |
| 11:10–11:20 | Tobacco control – What can governments do?
<i>Mr Nathan Smyth, First Assistant Secretary, Population Health Division, Australian Government Department of Health (Australia)</i> |
| 11:20–11:30 | Standardised tobacco packaging – the evidence, impacts and successes
<i>Prof Melanie Wakefield, Director, Centre for Behavioural Research in Cancer, Cancer Council Victoria (Australia)</i> |
| 11:30–11:40 | Evaluation and impact of standardised pack on prices, purchasing patterns and illicit trade
<i>Dr Michelle Scollo, Co-Director of the VicHealth Centre for Tobacco Control (Australia)</i> |

Country Updates

- | | |
|-------------|---|
| 11:40–11:45 | United Kingdom
<i>Mr Andrew Black, Tobacco Control Manager, Department of Health (UK)</i> |
| 11:45–11:50 | New Zealand
<i>Prof Richard Edwards, Head of Department of Public Health, University of Otago (New Zealand)</i> |
| 11:50–11:55 | Norway
<i>Ms Anne Lise Ryel, Secretary General, Norwegian Cancer Society (Norway)</i> |
| 11:55–12:00 | Turkey
<i>Dr Cevdet Erdöl, Member of Grand National Assembly of Turkey (Turkey)</i> |

Panel Discussion and Closing

- | | |
|-------------|---|
| 12:00–12:25 | Panel Discussion with all speakers
Facilitated by Chairs: <i>Dr Douglas Bettcher, Prof Mike Daube</i> |
| 12:25–12:30 | Closing Remarks
<i>Dr Douglas Bettcher, Prof Mike Daube</i> |

SESSION SUMMARIES

Key to Tracks

Track A	New emerging products and challenges, issues and strategies
Track B	Post-2015 development agenda
Track C	Supply side: FCTC Art. 15, 16, 17
Track D	Demand side: FCTC Art. 6-14, Art. 20
Track E	Globalisation of tobacco industry interference: FCTC Art. 5.3
Track F	Civil Society

SYMPOSIA

09:00–10:30		TRACK	COORDINATOR(S)	ROOM	PAGE
01.	FCTC Research Priorities in Low- and Middle-Income Countries PANEL DISCUSSION	A	Scott Leischow (USA)	Capital Suite 1	74
02.	Voice of Tobacco Victims (VoTV) – a Campaign for Policy Change	F	Ashima Sarin (India)	Capital Suite 3	75
03.	Tobacco Control in Low-Resource Settings: Sharing Experiences from Sub-Saharan Africa	D	Daniel Kadobera (Uganda) Rachna Chandora (USA) Chair	Capital Suite 5	76
04.	Do International Trade Treaties Protect Health of Citizens? Examples, Challenges and Global Evidences	B	Pranay Lal (India)	CANCELLED	
05.	Alternative Tobacco Products: Evidence Base for Interventions to Prevent or Control Waterpipe Tobacco Use	A	Dima Bteddini (Lebanon)	Capital Suite 10	77
06.	Tobacco Product Regulation – Science and Evaluation PANEL DISCUSSION	A	Carolyn Dresler (USA)	Capital Suite 13	78
07.	Innovative Approaches to Endgame for Tobacco	A	Amit Yadav (India) Manjusha Chatterjee (India)	Capital Suite 14	79
08.	Is Tobacco Control Being Crowded Out or Reinforced by the New Emphasis on NCDs? Some National Experience	B	Francis Thompson (Canada)	Conference Hall AA	80
09.	Smoking Attributable Mortality: Establishing Reliable Global and National Estimates PANEL DISCUSSION	F	Prabhat Jha (Canada), Samira Asma (USA)	Conference Hall AB	81
14:00–15:30		TRACK	COORDINATOR(S)	ROOM	PAGE
10.	Building Regional Research Capacity to Guide Policy for Waterpipe Smoking	A	Wasim Maziak (USA), Raed Bahelah (USA)	Capital Suite 1	82
11.	Innovative Communicational Strategies to Promote Tobacco Control Policies	F	Patricia Gutkowski (Argentina)	Capital Suite 3	83
12.	Coordinated Global Action: Challenging PMI's Youth-Targeted "Be Marlboro" Ad Campaign	D	Cloe Franko (USA), Johanna Birckmayer (USA)	Capital Suite 5	84
13.	Smokefree Environments from the Human Rights Perspective	B	Cornel Radu Loghin (Belgium), Francis Grogna (Belgium)	Capital Suite 7	85
14.	Mentoring and Training in Tobacco Control – a Roadmap for Building Capacity, Sustainability and Future Leaders in LMICs PANEL DISCUSSION	A	Joanna E Cohen (USA)	Capital Suite 10	86

14:00–15:30		TRACK	COORDINATOR(S)	ROOM	PAGE
15.	New Conversations from the Tobacco Free Generation 2000 Proposal	A	Heng-Nung Koong (Singapore)	Capital Suite 13	87
16.	Implementation of Article 5.3 – Best Practices, Challenges, Lessons Learned from Country-Level Experiences	E	Stella Aguinaga-Bialous (Brazil), John Stewart (USA)	Capital Suite 14	88
17.	Tobacco Packaging and Labelling: a Global Perspective	D	Crawford Moodie (UK)	Conference Hall AA	89
18.	Achieving the 25 y 25 NCD Target: the Role of Tobacco Control	B	Johanna Ralston (Switzerland)	Conference Hall AB	90
19.	The WHO FCTC in the EMR Region and Tobacco Control: 10 Years in Existence, What is Needed?	B	Fatimah El-Awa (Egypt), Feras Hawari (Jordan)	Conference Hall AC	91

16:00–17:30		TRACK	COORDINATOR(S)	ROOM	PAGE
20.	Building National Level Capacity for Tobacco Control – The Case of Africa	A	Ahmed Ogwell (Congo) William Onzivu (Uganda)	Capital Suite 1	92
21.	Global Challenges in The Regulation of Tobacco Products	A	Ghazi Zaatar (Lebanon)	Capital Suite 3	93
22.	Social Marketing to Change Behavior in Non-Communicable Diseases	D	Rebecca Perl (USA)	Capital Suite 5	94
23.	Recent Perspectives on the Economics of Tobacco Control PANEL DISCUSSION	B	Anne C.K. Quah (Canada)	Capital Suite 7	95
24.	Regional Collaboration and an Enabling Legal Framework – Driving Forces Behind Latin American Countries Record Adoption Of FCTC Policies	F	Patricia Sosa (USA) Juan Carballo (Argentina)	Capital Suite 10	96
25.	Implementing The FCTC's Illicit Trade Protocol – Challenges and Successes	C	Luk Joossens (Belgium) Francis Thompson (Canada)	Capital Suite 13	97
26.	What Do Multi-Country Studies tell us about the Tobacco Epidemic & Smoking Cessation?	D	James Thrasher (USA)	Capital Suite 14	98
27.	Innovative Funding Strategies For Global Tobacco Control PANEL DISCUSSION	A	Katherine Kemper (USA)	Conference Hall AA	99
28.	Tobacco Industry Interference: Same Intention, New Strategies PANEL DISCUSSION	E	Adriana Blanco (USA) Luminita Sanda (Switzerland)	Conference Hall AB	100
29.	Can Tobacco Executives be Held Criminally Responsible for the Tobacco-Related Deaths of Their Customers?	E	Chris Bostic (USA)	Conference Hall AC	101

SPONSORED CORE SYMPOSIUM

09:00–10:30		TRACK	COORDINATOR(S)	ROOM	PAGE
01.	Tobacco Cessation in TB and HIV Patients – 'a Low Hanging Fruit'	A	Mark Parascandola, National Cancer Institute (USA)	Conference Hall AC	102

ORAL PRESENTATION SESSIONS

12:45–13:45		ROOM	PAGE
01.	Innovative Ways for Achieving Tobacco Free Generations, ENDS	Capital Suite 1	103
02.	Post 2015 development Agenda, Economic Arguments	Capital Suite 3	103
03.	Illicit Trade, Access by Minors	Capital Suite 5	104
04.	Globalisation of Tobacco Interference	Capital Suite 7	104

POSTER DISCUSSION SESSIONS

12:45–13:45		ROOM	PAGE
01.	Pathways Toward Smoke-Free Generations	Hall 6	105
02.	Protecting Health Policies from Industry Interference	Hall 6	105
03.	Mass Media Targets and Messages	Hall 6	106
04.	Tracking and Investing in NCD Prevention	Hall 6	107
05.	Illicit Trade and Counter Measures	Hall 6	107
06.	Steps In Developing the Case for Tax Reform	Hall 6	108
07.	Tobacco Use and Motivating Users to Quit	Hall 6	109
08.	Cessation Interventions and Effectiveness	Hall 6	109
09.	Trade, CSR and Litigation as a Tool	Hall 6	110
10.	Smokeless Tobacco – Burden, Trends and Challenges	Hall 6	111
11.	Addiction – Determinants and Motivators to Quit	Hall 6	111
12.	Tobacco – a Violation of Human and Social Rights	Hall 6	112
13.	Compliance and Enforcement at Point-Of-Sale and in Media	Hall 6	113
14.	Breaking Down the Barriers for Smoke-Free	Hall 6	113
15.	E-Cigarettes, Waterpipe and Dokha: Practices and Impacts	Hall 6	114
16.	Empowering Civil Society	Hall 6	115
17.	Monitoring Compliance with Smoke-Free Laws	Hall 6	116
18.	Indirect Marketing Tactics	Hall 6	116

POSTER DISCUSSION SESSIONS

12:45–13:45		ROOM	PAGE
19.	Cross-Cutting Issues in Tobacco Control	Hall 6	117
20.	Partners Working Together for Better Results	Hall 6	117
21.	Integrating Cessation and Lessons Learnt	Hall 6	118

FCTC Research Priorities in Low- and Middle-Income Countries

PANEL DISCUSSION

TYPE

Symposium

TRACK

New emerging products and challenges, issues and strategies

TOPIC

Innovative ways for achieving tobacco free generations: crosscutting and beyond FCTC

COORDINATOR

Scott Leischow
(USA)

CHAIR

Scott Leischow
(USA)

SPONSOR

This session is sponsored by the U.S. National Cancer Institute (NCI)

DESCRIPTION

A series of papers was published in Nicotine and Tobacco Research (NTR) in 2013 identifying critical research priorities in support of the FCTC, with a particular focus on low and middle income countries (LMICs). Dr. Leischow will provide an overview on how the recommendations were developed and the panel will discuss those research recommendations that are most relevant and can be implemented by low- and middle-income countries, including (1) research challenges and opportunities, (2) how research can be built into tobacco control practice and policy in LMICs, and (3) future research needs for advancing the goals of the FCTC.

TARGET AUDIENCE

The focus of this symposium are those in low- and middle-income countries who are interested in or expected to implement research within their countries in support of FCTC implementation, as well as potential researcher collaborators.

OBJECTIVES

- Participants will learn more about the research needed to foster implementation of FCTC articles in LMICs
- Participants will learn about capacity potentials for conducting research
- Participants will learn about potential collaborative partnerships to help implement research

KEY WORDS

FCTC; research; evidence-based policy; LMIC

PRESENTATIONS

- 09:00–09:15** Introduction and overview – *Scott Leischow (USA)*
- 09:15–10:00** Panelist 1 – *Lekan Ayo-Yusuf (South Africa)*
Panelist 2 – Judith Mackay (Hong Kong)
Panelist 3 – TBC
Panelist 4 – *Joaquin Barnoya (Guatemala)*
- 10:00–10:30** Audience Q&A

Voice of Tobacco Victims (VoTV) – a Campaign for Policy Change

TYPE

Symposium

TRACK

Civil society

TOPIC

Advocacy and human rights

COORDINATOR

Ashima Sarin
(India)

CHAIRS

Sandra Mullin
(USA)
L Swasticharan
(India)

SPONSOR

This session is sponsored by Bloomberg Philanthropies

DESCRIPTION

It is a victims' led initiative with direct support from their treating physicians to sensitize policymakers, law enforcers, bureaucrats & media by conveying what tobacco use has done to them & its impact on their families. Victims are generally patients of mouth & throat cancer. Victims advocate for adoption & implementation of effective and topical tobacco control policies. The physicians and tobacco control advocates remain in the background with relevant research data and the evidence on the effectiveness of the policies demanded by the victims.

TARGET AUDIENCE

Tobacco control advocates working at policy level; Policymakers, Bureaucrats; Media fraternity; Researchers.

OBJECTIVES

- Sharing strategies of VoTV that has led to state tax increases & Gutka banned in India
- Sharing an effective way to bring decision makers, policy enforcers & media on board for advancing tobacco control

KEY WORDS

Tobacco; Campaign; Sensitization; Policymakers

PRESENTATIONS

- 09:00–09:05** Introduction
Ashima Sarin (India)
- 09:05–09:20** What is the voice of tobacco victims?
Prakash GUPTA (India)
- 09:20–09:40** Snapshot of activities of VoTV
Pankaj Chaturvedi (India)
- 09:40–09:55** VoTV: An International Perspective
Matthew Myers (USA)
- 09:55–10:10** Integrating implementation of the Indian tobacco control legislation within existing enforcement systems
Sanjay Seth (India)
- 10:10–10:25** VoTV: Innovative ways & future directions
Vishal Rao (India)
- 10:25–10:30** Summary and discussion
Ashima Sarin (India)

Tobacco Control in Low-Resource Settings: Sharing Experiences from Sub-Saharan Africa

TYPE

Symposium

TRACK

Demand side:
FCTC Art. 6 14, Art. 20

TOPIC

Other

COORDINATORS

Daniel Kadobera
(Uganda)
Rachna Chandora
(USA)

CHAIRS

Possy Mugenyi
(Uganda)
Lazarous Mbulo
(USA)

SPONSOR

This session is
sponsored by Centers
for Disease Control
and Prevention (CDC)

DESCRIPTION

Sub-Saharan Africa (SSA) has low tobacco use prevalence, but fast increasing consumption rates. The related need for policy action based on scientific evidence leads to a demand for data on the scope & consequences of tobacco use in SSA. The Global Adult Tobacco Survey (GATS) was implemented in five SSA countries between 2012 & 2015. Using GATS data from Cameroon, Kenya, Nigeria & Uganda, the symposium will present distinct policy experiences with a focus on data and surveillance. Highlights from a landmark study on Smoking-Attributable Mortality in South Africa will also be presented.

TARGET AUDIENCE

Researchers, policy makers and advocates interested in current trends in adult tobacco consumption in sub-Saharan Africa and in learning how surveillance data can accelerate the progress of tobacco control policies in low-resource settings.

OBJECTIVES

- Present results and implications from the Cameroon, Kenya, Nigeria and Uganda GATS and from other studies
- Discuss the current status of those five countries using the MPOWER strategy policy measures
- Describe the role of data in accelerating the tobacco control and prevention policy process in the region
- Discuss research methods and strategies for sustainable data collection on the tobacco epidemic
- Share experiences of tobacco control in low-resource settings characterized by competing disease priorities

KEY WORDS

Monitoring; sub-Saharan Africa; surveillance; article 20

PRESENTATIONS

- 09:00–09:10** When data and policy intersect: leveraging results from the Global Adult Tobacco Survey in Uganda
Sheila Ndyabangi (Uganda)
- 09:10–09:20** Tobacco control efforts in Cameroon: using the Global Adult Tobacco Survey to accelerate policy progress
Pascal Awono (Cameroon)
- 09:20–09:30** Preventing a tobacco epidemic in Kenya: leveraging surveillance data for program and policy planning
Dorcas Kiptui (Kenya)
- 09:30–09:40** Smoking History in Death Notification Forms: Assessing Smoking-Attributable Mortality in South Africa
Freddy Sitas (Australia), Pam Groenewald (South Africa)
- 09:40–09:50** Integrating tobacco questions for surveys in Africa: sustainability increasing access to tobacco use data
Jeremy Morton (USA)
- 09:50–10:00** Future directions for GTSS in the African region
Rachna Chandora (USA)
- 10:00–10:30** Discussion

Symposium 4 CANCELLED

Do International Trade Treaties Protect Health of Citizens? Examples, Challenges and Global Evidences

Alternative Tobacco Products: Evidence Base for Interventions to Prevent or Control Waterpipe Tobacco Use

TYPE

Symposium

TRACK

New emerging products and challenges, issues and strategies

TOPIC

Waterpipe and Shisha smoking: FCTC Art. 5.3, 8, 6, 11, 13 and crosscutting

COORDINATOR

Dima Bteddini
(Lebanon)

CHAIRS

Rima Nakkash
(Lebanon)
Omar Shafey
(United Arab Emirates)

DESCRIPTION

While cigarette smoking has been given attention for over 50 years, waterpipe tobacco smoking (WTS) has just recently been receiving attention as it has become a world-wide epidemic, especially among youth. Though growing evidence suggests that waterpipe smoking has a high potential for deleterious health effects, it, unfortunately, remains peripheral to tobacco control efforts. Thus, this symposium aims to review the evidence on what we know about waterpipe tobacco smoking prevention and control interventions, which is critical to guide future research and inform practice and policy.

TARGET AUDIENCE

Public health researchers interested in tobacco research and practitioners interested in applying evidence based interventions in tobacco control; Policy makers involved in tobacco control; Physicians; Health educators; NGOs and civil society members

OBJECTIVES

- To critically assess the applicability of cigarette smoking intervention evidence to WTS
- To examine evidence of the feasibility and impact of school-based interventions to prevent or delay WTS
- To review the state of the science around cessation interventions for WTS
- To assess the effectiveness of warnings on waterpipe tobacco products and what knowledge is lacking
- To examine what is known about mass media awareness campaigns to prevent WTS and what more needs to be known

KEY WORDS

Alternative tobacco products; Shisha; Waterpipe tobacco smoking; Tobacco control; Evidence-base interventions.

PRESENTATIONS

- 09:00-09:15** Waterpipe tobacco smoking interventions: Why current evidence for cigarettes might fail to curb waterpipe tobacco use
Rima Afifi (Lebanon)
- 09:15-09:30** Generating the evidence for cessation and prevention of waterpipe smoking
Wasim Maziak (USA)
- 09:30-09:50** School-based interventions to prevention or delay waterpipe tobacco smoking
Dima Bteddini (Lebanon), Rima Afifi (Lebanon)
- 09:50-10:05** Warning on waterpipe tobacco products? What do we know and what more needs be done?
Rima Nakkash (Lebanon)
- 10:05-10:20** Messaging for waterpipe tobacco control: What do we know and what more needs to be done?
Mohammed Jawad (UK)

Tobacco Product Regulation – Science and Evaluation

PANEL DISCUSSION

TYPE

Symposium

TRACK

New emerging products and challenges, issues and strategies

TOPIC

Other

COORDINATOR

Carolyn Dresler (USA)

CHAIRS

Geoffrey Fong (Canada)

Carolyn Dresler (USA)

DESCRIPTION

There have been varied approaches to tobacco regulation in different countries with different levels of success. Most of the policies have had some difficulties in implementation, usually with legal challenges from the tobacco industry. Each country has its own set of requirements for instituting tobacco regulatory policies with some having a firm requirement for evidence-based science. Other countries are able to institute policies based on predicted impact. It is important to be able to learn from each country and each type of policy in order to more firmly establish the evidence-base.

TARGET AUDIENCE

Anyone involved in or interested in tobacco regulatory policy and the scientific evidence that underpins such policies.

OBJECTIVES

- Attendees will understand the rationale and science behind flavor and additive restrictive policies
- Attendees will understand the science supporting plain packaging policies
- Attendees will understand the impact of graphic health warnings and product labeling around the world
- Attendees will understand the research needs for tobacco product regulatory policies
- Attendees will understand standards for product performance and reduced ignition propensity

KEY WORDS

Flavor and additives; plain packaging; health warnings; product labeling; regulatory science; product performance; reduced ignition propensity

PRESENTATIONS

- 09:00-09:10** Introduction
- 09:10-09:15** Panelist 1: Brazil's approach, status, and struggles with an additives ban
Ana Claudia Bastos Dr Andrade (Brazil)
- 09:15-09:20** Panelist 2: Chicago's approach, status and evaluation of a flavor ban
Frank Chaloupka (USA)
- 09:20-09:25** Panelist 3: Health Warnings and product labeling and their impact around the world
Geoffery Fong (Canada)
- 09:25-09:30** Panelist 4: The first implementation of plain packaging – how it is going in Australia
Ron Borland (Australia)
- 09:30-09:35** Panelist 5: The science behind plain packaging – the United Kingdom's assessment
Crawford Moodie (UK)
- 09:35-09:40** Panelist 6: Product performance standards, reduced ignition propensity standards, restrictions on line extensions and product bans
Michael Cummings (USA)
- 09:40-09:45** Panelist 7: Tobacco Product Regulation in the EU
Martin Seychell (Belgium)
- 09:45-10:15** Moderated discussion with panelists
- 10:15-10:30** Audience Q&A

Innovative Approaches to Endgame for Tobacco

TYPE

Symposium

TRACK

New emerging products and challenges, issues and strategies

TOPIC

Innovative ways for achieving tobacco free generations: crosscutting and beyond FCTC

COORDINATOR

Amit Yadav
(India)

Manjusha Chatterjee
(India)

CHAIR

K Srinath Reddy
(India)

Vera Luiza da
Costa e Silva
(Switzerland)

DESCRIPTION

The Endgame Conference 2013 built on the global tobacco endgame narrative (reducing consumption & availability of tobacco to minimal levels) through full and effective implementation of FCTC and adopting new strategies. Tobacco Control is becoming integral to the sustainable development agenda, prioritizing WHA target of 30% relative reduction in tobacco use prevalence by 2025 and swiftly moving towards eliminating tobacco use in all forms globally, by 2050. This session will assess the preparedness and progress towards viable strategies for ending tobacco related harms to health and development.

TARGET AUDIENCE

Legislatures, administrators, policy makers, NGOs, youth, tobacco control researchers, tobacco control lawyers and social scientists, public health professionals and media in particular from LMICs and high burden countries.

OBJECTIVES

- To present an update of global readiness and advancement towards endgame for tobacco.
- Deliberate upon viable approaches and strategies for achieving endgame solutions for high and low burden countries

KEY WORDS

FCTC; Endgame for Tobacco; NMT21C; Tobacco Free Policies; Smoke-free Policies

PRESENTATIONS

- 09:00-09:10** Role of global civil society organisations and integrated networks in accelerating and advancing endgame
Laurent Huber (Switzerland)
- 09:15-09:25** No More Tobacco in the 21st Century (NMT21C): A global youth movement against tobacco
Manjusha Chatterjee (India)
- 09:30-09:40** Role of litigation and fixing liabilities: an imperative for full, effective and accelerated implementation of WHO-FCTC
Amit Yadav (India)
- 09:45-09:55** The potential use of IT and mobile technology in the endgame for tobacco
Vinayak Prasad (Switzerland)
- 10:00-10:10** Countering the tobacco industry: Active and not curative
Deborah Sy (Philippines)
- 10:15-10:25** Options for achieving the endgame: an appraisal from developing and developed country perspectives
Richard Edwards (New Zealand)

Is Tobacco Control Being Crowded Out or Reinforced by the New Emphasis on NCDs? Some National Experience

TYPE

Symposium

TRACK

Post-2015
development agenda

TOPIC

Tobacco control:
Investing in NCD
prevention and control

COORDINATOR

Francis Thompson
(Canada)

CHAIR

Sylviane Ratte
(France)

DESCRIPTION

Increasing global discussions about non-communicable diseases in recent years have had variable results in different countries, resulting in mixed reactions from the tobacco control community. Some fear a dilution of tobacco control, due to increased responsibilities for health ministry personnel not being matched by increased budgets. Others see an opportunity to build new alliances and renew political commitment to FCTC implementation. This session looks at government and civil society experience in four developing countries.

TARGET AUDIENCE

Advocates and policy-makers.

OBJECTIVES

- Increase knowledge of the impact of global NCD discussions at the national level
- Discuss strategies for using the NCD wave to reinforce tobacco control

KEY WORDS

Noncommunicable diseases; coalition-building

PRESENTATIONS

- 09:00–09:10** Some background on the global NCD commitments and national implementation
Eduardo Bianco (Uruguay)
- 09:15–09:25** Case study Brazil: reaching out to civil society organizations working on NCDs
Paula Johns (Brazil)
- 09:30–09:40** Global NCD agenda: opportunities or challenges for FCTC implementation – the case of Uganda
- 09:45–09:55** Case study Caribbean: NCDs as a mobilizing tool for civil society
- 10:00–10:10** Case study India: NCD coalition-building in India
Shoba John (India)
- 10:15–10:30** Discussion/ Q&A

Smoking Attributable Mortality: Establishing Reliable Global and National Estimates

PANEL DISCUSSION

TYPE

Symposium

TRACK

Civil Society

TOPIC

Advocacy and human rights

COORDINATORS

Prabhat Jha
(Canada)

Samira Asma
(USA)

CHAIRS

Prabhat Jha
(Canada)

Terry Pechacek
(USA)

SPONSOR

This session is sponsored by Emirates Cardiac Society (ECS)

DESCRIPTION

This session will present findings from the Global Smoking-Attributable Mortality (SAM) Initiative to estimate the population burden of smoking globally. Existing methodology provides accurate estimates in many developed countries, but without country-specific data for other regions, producing valid estimates for low- and middle-income countries (LMICs) is challenging. Several key experts are working on revised methodologies to address this gap. A method to quantify the burden of smoking is a vital advocacy tool in countries with limited resources.

TARGET AUDIENCE

Includes those with interest in tobacco-related epidemiology, surveillance, statistics and public health. The focus, methodologies for calculating smoking-attributable mortality, is particularly appropriate for tobacco control advocates from LMICs.

OBJECTIVES

- To learn about current cutting-edge research being done to generate SAM estimates in LMICs
- To learn about smoking-attributable mortality, how it is calculated and why it is an important advocacy tool
- To better understand regional data needs and challenges to calculating smoking attributable mortality

KEY WORDS

Smoking-attributable mortality; global tobacco control

PRESENTATIONS

- 09:00–09:10** Introduction and background
Prabhat Jha (Canada), Terry Pechacek (USA)
- 09:10–09:40** Expert Panel: New Regional Evidence China
(Moderator – Samira Asma) – Samira Asma (USA), Zhengming Chen (UK)
- Expert Panel: New Regional Evidence India / China
(Moderator – Samira Asma) – Prabhat Jha (Canada), Luz Myriam Reynales-Shigematsu (Mexico)
- Expert Panel: New Regional Evidence South Africa
(Moderator – Samira Asma) – Freddy Sitas (Australia)
- 09:40–10:10** Round table discussion
(Moderator – Prabhat Jha) – Krishna Palipudi (USA), Fatma Hassan (Egypt)
- Round table discussion
(Moderator – Prabhat Jha) – Terry Pechacek (USA), Richard Peto (UK)
- Round table discussion
(Moderator – Prabhat Jha) – Isabel Soerjomataram (France)
- 10:10–10:20** The updated indirect method and future directions
Richard Peto (UK)
- 10:20–10:30** Q&A session
Prabhat Jha (Canada)

Building Regional Research Capacity to Guide Policy for Waterpipe Smoking

TYPE

Symposium

TRACK

New emerging products and challenges, issues and strategies

TOPIC

Waterpipe and Shisha smoking: FCTC Art. 5.3, 8, 6, 11, 13 and crosscutting

COORDINATORS

Wasim Maziak (USA)

Raed Bahelah (USA)

CHAIRS

Fouad Fouad (Lebanon)

Rima Afifi (Lebanon)

Description

Waterpipe smoking (WPS) is increasing globally, yet evidence based policies lag behind. This discrepancy is most notable in the Eastern Mediterranean (EMR), where WPS is very popular among youth. Since its inception in 2001, the Syrian Center for Tobacco Studies (SCTS) has been working to create regional capacity in tobacco control research. As part of these efforts, SCTS is planning a seed grants program to allow researchers conduct research projects related to WPS. This symposium will provide scientific update about the evidence regarding WPS and a venue for seed grantees to present their data.

TARGET AUDIENCE

Tobacco control researchers, public health professionals, and policy decision-makers in the Eastern Mediterranean Region.

OBJECTIVES

- Provide a venue for young researchers in the EMR to present their research findings
- Discuss the importance of local research capacity to address local public health problems
- Present an update of the status of knowledge about the harmful and addictive properties of waterpipe smoking
- Raise awareness about the differences between waterpipe and cigarettes and that policy frameworks must be adjusted

KEY WORDS

Waterpipe; Hookah; Shisha; Research Capacity; Youth; EMR; Policy

PRESENTATIONS

- 14:00–14:10** Building tobacco control research capacity to address waterpipe smoking in the EMR
Wasim Maziak (USA)
- 14:10–14:20** Testing of Adolescent Waterpipe Nicotine Dependence Scale
Sukaina Alzyoud (Jordan)
- 14:20–14:30** Testing the effect of a pilot internet-based tobacco counseling and treatment training on the knowledge, attitude, and practice of medical students
- 14:30–14:40** Periodontal health of narghile smokers compared to cigarette smokers: a case-control study
Mehdi Khemiss (Tunisia)
- 14:40–14:50** Waterpipe and cigarette smoking among adult seriously ill patients attending the Psychiatric hospital, Bahrain
Randah Hamadeh (Bahrain)
- 14:50–15:00** Perception and practices of smoking among medical students in the Nile Delta, Egypt
- 15:00–15:10** Prevalence of COPD among water-pipe and cigarette smokers in Iraq
Omer Qutaiba (Iraq)
- 15:10–15:30** Discussion

Innovative Communicational Strategies to Promote Tobacco Control Policies

TYPE

Symposium

TRACK

Civil Society

TOPIC

Other

COORDINATOR

Patricia Gutkowski
(Argentina)

CHAIRS

Claudia Cedillo
(Mexico)

Ricardo Cruz
(Mexico)

DESCRIPTION

This session seeks to strengthen the capacity of communicators, activists and researchers to develop and implement communicational strategies for tobacco control through the discussion and exchange of experiences. Communications experts from Latin American NGOs will present diverse communicational strategies and tools as central elements for promoting legislation, countering tobacco industry's strategies, disseminating research results and sensitizing and educating the population about tobacco epidemic.

TARGET AUDIENCE

Communicators from civil society organizations around the world and tobacco control activists, researchers and referents working for policy promotion and who wish to improve their capacity in terms of communicational strategies and tools.

OBJECTIVES

- To present innovative communicational strategies implemented by LA NGOs replicable by others around the world
- To build capacity in communication to strengthen actions to promote tobacco control policies

KEY WORDS

Communication; Social Media; Press; Advocacy

PRESENTATIONS

- 14:00–14:15** Tobacco control policy promotion in Argentina: innovative tools for developing communicational strategies
Patricia Gutkowski (Argentina)
- 14:15–14:30** Earned media and low cost strategies to increase the scope of tobacco control campaigns: experience in Brazil
Daniela Guedes (Brazil)
- 14:30–14:45** Communicational advocacy strategies for the enforcement and implementation of the Chilean tobacco control law
Sonia Covarrubias (Chile)
- 14:45–15:00** Communication as a key tool to promote the enforcement of tobacco taxes in Mexico
Yahaira Ochoa Ortiz (Mexico)
- 15:00–15:30** Discussion

Coordinated Global Action: Challenging PMI's Youth-Targeted "Be Marlboro" Ad Campaign

TYPE

Symposium

TRACK

Demand side:
FCTC Art. 6 14, Art. 20

TOPIC

TAPS

COORDINATORS

Cloe Franko
(USA)
Johanna Birckmayer
(USA)

CHAIR

Irene Reyes
(Philippines)

SPONSOR

This session is
sponsored by Bloomberg
Philanthropies

DESCRIPTION

In 2011, PMI launched "Be Marlboro", a youth oriented marketing campaign designed to replace the Marlboro Man. In response, advocates launched a global campaign calling on PMI to end BM and urging governments to implement TAPS bans. Using the BM case study, this symposium will describe elements of industry-focused discrediting campaigns and demonstrate that such campaigns can help advance tobacco control policies. Panelists will discuss BM campaigning in Latin America, Eastern Europe and ASEAN. The session will end with recommendations for pursuing industry campaigns.

TARGET AUDIENCE

Advocates, experts and researchers interested in successful campaigning through global alliances and using corporate campaigning tactics to challenge the tobacco industry.

OBJECTIVES

- Expose PMI's youth-targeted "Be Marlboro" advertising campaign to spur civil society and governments action
- Describe components and coordination of a global campaign to discredit the tobacco industry
- Highlight the impact of global actions challenging a specific industry abuse

KEY WORDS

Philip Morris International; Article 13; Be Marlboro; tobacco industry interference; civil society; tobacco advertising, promotion, and sponsorship; advocacy; partnerships

PRESENTATIONS

- 14:00–14:10** Overview of "You're the Target" campaign strategies
Johanna Birckmayer (USA)
- 14:10–14:20** Legal and communications strategies to exert pressure on PMI in Colombia
Yul Francisco Dorado Mazorra (Colombia)
- 14:20–14:35** Grassroots strategies to build support for comprehensive TAPS bans
Irene Reyes (Philippines), George Bakhturidze (Georgia)
- 14:35–14:45** Comprehensive strategies to challenge PMI's 'Tal Vez' campaign in Brazil
Anna Monteiro (Brazil)
- 14:45–14:55** The Swiss experience
(TBC)
- 14:55–15:05** Evaluation of campaign impact – recommendations for a way forward
Shuo Yang (USA)
- 15:05–15:30** Discussion

Smokefree Environments from the Human Rights Perspective

TYPE

Symposium

TRACK

Post-2015
development agenda

TOPIC

Social and human rights/
vulnerable populations:
crosscutting

COORDINATORS

Cornel Radu Loghin
(Belgium)

Francis Grogna
(Belgium)

CHAIR

Mervi Hara
(Finland)

DESCRIPTION

Passive smoking in closed public spaces is a widespread form of violence, oriented mainly against small children and weak population groups, such as those suffering from lung or heart problems. The problem is particularly acute for pregnant women and employees in those premises, who without defenses are subject to inadvertent smoking and suffer heavy consequences on a personal, family, and societal level.

TARGET AUDIENCE

Smokers and non-smokers.

OBJECTIVES

- New tobacco control approach, from the Human Rights perspective
- Involvement, in TC, of new stakeholders, especially human rights organisations
- Disadvantaged groups protections from the tobacco

KEY WORDS

human rights; smokefree environments

PRESENTATIONS

- 14:00–14:10** Secondhand smoke exposure of children and their human rights: what should we know?
Krzysztof Przewozniak (Poland)
- 14:15–14:25** Smokefree environments from the Human Rights perspective within the UN and the EU institutional systems
Cornel Radu Loghin (Belgium)
- 14:30–14:40** Human Rights and tobacco industry rhetoric
Satu Lipponen (Finland)
- 14:45–14:55** Human Rights and endgame objectives
Mervi Hara (Finland)
- 15:00–15:10** Human Rights and smoking: basic messages
- 15:15–15:25** Patients' rights to be protected from SHS
Roberta Savli (Belgium)

Mentoring and Training in Tobacco Control – a Roadmap for Building Capacity, Sustainability and Future Leaders in LMICs

PANEL DISCUSSION

TYPE

Symposium

TRACK

New emerging products and challenges, issues and strategies

TOPIC

Other

COORDINATOR

Joanna E Cohen
(USA)

CHAIRS

Anne Jones
(Australia)
Ehsan Latif
(UK)

DESCRIPTION

This session will review best practices in mentoring and training in tobacco control and share results and experiences from both high and low income countries. Although there are many types of successful mentoring programmes for building capacity, networks and research agendas, it is still under-utilized and under-estimated as a tool for strengthening coordination of tobacco control and as an approach for enhancing tobacco control sustainability.

TARGET AUDIENCE

Members of tobacco control coalitions including policy makers, academics and advocates in public health, economics and the law.

OBJECTIVES

- Improve knowledge and awareness of how to build tobacco control capacity through mentoring and training programmes
- Highlight benefits and outcomes by sharing experiences and resources for mentoring and training programmes
- Identify and discuss opportunities for strengthening mentoring and training in tobacco control

KEY WORDS

mentoring; training; leadership

PRESENTATIONS

- 14:00–14:20** Best practices in mentoring and training for tobacco control
Jacqui Drope (USA)
- 14:20–14:30** Successes, challenges, and lessons learned from the JHSPH capacity building initiatives
Joanna E Cohen (USA)

PANEL DISCUSSION

- 14:30–15:20** WHO Internship Programme
Elizabeth Tecson (Switzerland)
Tobacco control mentoring in Latin America
Joaquin Barnoya (Guatemala)
Supporting a tobacco control research network in Bangladesh
Mohammad Shahjahan (Bangladesh)
Leadership skills to achieve tobacco control success
Wael Abdel Mageed (Egypt)
- 15:20–15:30** Summary and conclusions

New Conversations from the Tobacco Free Generation 2000 Proposal

TYPE

Symposium

TRACK

New emerging products and challenges, issues and strategies

TOPIC

Innovative ways for achieving tobacco free generations: crosscutting and beyond FCTC

COORDINATOR

Heng-Nung Koong
(Singapore)

CHAIRS

Heng-Nung Koong
(Singapore)
Harry Lando
(USA)

DESCRIPTION

Since the publication of the Tobacco Free Generation 2000 (TFG2000) Proposal in 2010 and its presentation at the 2013 World Conference as an End Game proposal, there have been growing international interests. A host of interests and new conversations have been bubbling up in several parts of the world because the approach has two main benefits. 1. It paints a new vision using a date based proposal to prevent tobacco use in a new generation and 2. It does not disenfranchise current smokers.

TARGET AUDIENCE

The session frames the TFG2000 proposal in the context of major conversation lines that arise from the proposal. Concerns over public engagement, human rights and legalities will be addressed by the panel of presenters.

OBJECTIVES

- Understanding the Rationale for the TFG2000 proposal
- Strategies for Public Acceptance
- Human Rights, Ethical and Legal Considerations
- Reactions and responses from various parts of the world : contributions from others who have heard about TFG2000

KEY WORDS

Tobacco Free Generation 2000; Medical Students; Advocacy by Health Care Workers; End Game Strategy; Singapore; Tasmania

PRESENTATIONS

- | | |
|--------------------|---|
| 14:00–14:15 | Rationale for the Tobacco Free Generation Proposal
<i>John Berrick (Singapore)</i> |
| 14:15–14:30 | Strategies for Public Acceptance
<i>Heng-Nung Koong (Singapore)</i> |
| 14:30–14:50 | Human Rights and Ethical Considerations
<i>Yvette van der Eijk (Singapore)</i> |
| 14:50–15:05 | Legal Perspectives and Considerations
<i>Richard Daynard (USA)</i> |
| 15:05–15:20 | Reactions at the Asia Pacific Area
<i>Adrian Reynolds (Australia), Heng-Nung Koong (Singapore)</i> |
| 15:20–15:30 | Conclusions |

Implementation of Article 5.3 – Best Practices, Challenges, Lessons Learned from Country-Level Experiences

TYPE

Symposium

TRACK

Globalisation of tobacco industry interference:
FCTC Art. 5.3

TOPIC

Country level examples: case studies and counter strategies

COORDINATORS

Stella Aguinaga-Bialous
(Brazil)

John Stewart
(USA)

CHAIRS

Mary Assunta
(Malaysia)

Labram Musah
(Ghana)

DESCRIPTION

Article 5.3 of the WHO FCTC is arguably the backbone of the global tobacco treaty. It is the global public health community's response to the tobacco industry's aggressive campaign to block, weaken, and delay the life-saving measures of the FCTC. However, the implementation of this Article and its guidelines has been sporadic since the passage of the guidelines. This symposium will explore the efforts of the World Health Organization and civil society organizations to build capacity of advocates and governments to implement Article 5.3 as well as available tools to facilitate implementation.

TARGET AUDIENCE

Advocates, government officials, experts, and researchers interested in safeguarding public health policymaking and FCTC implementation from tobacco industry interference.

OBJECTIVES

- Review current state of Article 5.3 implementation and propose strategies that could facilitate implementation
- Review tools currently available for advocates and governments to facilitate implementation
- Discuss country level experiences in countering tobacco industry interference with implementation of Article 5.3

KEY WORDS

tobacco industry; tobacco industry interference; FCTC implementation; Article 5.3; capacity building; advocacy; policy development

PRESENTATIONS

- | | |
|--------------------|--|
| 14:00–14:15 | Current State of Article 5.3 Implementation
<i>Matthew Allen (New Zealand)</i> |
| 14:15–14:25 | WHO's Article 5.3 Workshops – lessons learned
<i>Stella Aguinaga-Bialous (Brazil)</i> |
| 14:25–14:35 | Strategies to implement Article 5.3 in Southeast Asia
<i>Mary Assunta (Malaysia)</i> |
| 14:35–14:45 | Government experience in Article 5.3 implementation |
| 14:45–14:55 | Civil Society experience implementing Article 5.3 in Africa
<i>Labram Musah (Ghana)</i> |
| 14:55–15:10 | FCTC Article 5.3 – recommendations for a way forward
<i>Cloe Franko (USA)</i> |
| 15:10–15:30 | Audience Q&A |

Tobacco Packaging and Labelling: A Global Perspective

TYPE

Symposium

TRACK

Demand side:
FCTC Art. 6 14, Art. 20

TOPIC

Health warnings and
standardised packaging

COORDINATOR

Crawford Moodie
(UK)

CHAIRS

Linda Bauld
(UK)
Florence Berteletti
(Belgium)

DESCRIPTION

Tobacco packaging is a critical communications tool for the tobacco industry and also for governments. This symposium will consider international trends in tobacco packaging and labelling, the importance of health warning design, and the need for innovation with respect to using the packaging to communicate health messages. We will also explore consumer and stakeholders' perceptions of plain packaging. This will include presenting the only existing plain packaging studies from Asia and Africa, and a panel study from Australia conducted before and after the introduction of plain packaging.

TARGET AUDIENCE

Given the significant global interest in tobacco packaging among academics, civil society and policy makers, this symposium will have a broad target audience.

OBJECTIVES

- To explain the importance of tobacco packaging as a communications tool
- To outline key policy developments, and successes, with respect to packaging and labelling
- To highlight the need for continued policy innovation in relation to packaging and labelling
- To demonstrate the need for plain packaging research in developing countries
- To provide an insight into stakeholders perceptions of plain packaging in developing countries

KEY WORDS

Packaging; Health Warnings; Plain Packaging; Policy

PRESENTATIONS

- 14:00–14:10** Socio-cultural differences in reaction to plain cigarette packs among a population of South Africans
Olalekan Ayo-Yusuf (South Africa)
- 14:15–14:25** Tobacco packaging and labelling: Policy developments and international precedents
David Hammond (Canada)
- 14:30–14:40** Regular smokers' visual attention to health warnings: An eye-tracking study
Olivia Maynard (UK)
- 14:45–14:55** Smokers' perceptions of novel ways to use tobacco packaging to communicate health risk and cessation messages with consumers
Crawford Moodie (UK)
- 15:00–15:10** Adult smokers' responses to warning labels on plain packaging in Australia
James Thrasher (USA)
- 15:15–15:25** Perceptions of stakeholders on the issue of plain packaging in India
Monika Arora (India)

Achieving the 25 by 25 NCD target: the Role of Tobacco Control

TYPE

Symposium

TRACK

Post 2015
development agenda

TOPIC

Tobacco control:
Investing in NCD
prevention and control

COORDINATOR

Johanna Ralston
(Switzerland)

CHAIRS

Katie Dain
(UK)

Johanna Ralston
(Switzerland)

DESCRIPTION

In May 2013 all WHO Member States agreed to an ambitious target of reducing premature NCD mortality by 25% by 2025 ("25 by 25"), as part of the Global Monitoring Framework (GMF) for the Global NCD Action Plan on NCDs (GAP). This joint NCD Alliance/World Heart Federation symposium situates tobacco control policy and cessation therapy within the broader framework of the GMF and the GAP. It examines how the development of national NCD plans can be leveraged to strengthen tobacco control policy and to build health system capacity to deliver effective cessation therapy.

TARGET AUDIENCE

Governments, health advocates.

OBJECTIVES

- Situate FCTC implementation and tobacco cessation therapy within the framework of the GAP and GMF
- Identify ways to leverage NCD planning and implementation to strengthen tobacco control policy.
- Identify how to leverage NCD planning and implementation to build health system capacity for tobacco cessation

KEY WORDS

NCD; Global Action Plan; FCTC.

PRESENTATIONS

- | | |
|--------------------|---|
| 14:00–14:10 | Tobacco and the NCD mortality target
<i>Robert Beaglehole (New Zealand)</i> |
| 14:15–14:25 | Strengthening health systems to deliver cessation therapy
in low-income settings
<i>Dongbo Fu (Switzerland)</i> |
| 14:30–14:40 | Tobacco and the Global Action plan: overview
<i>Douglas Bettcher (Switzerland)</i> |
| 14:45–14:55 | Reducing tobacco prevalence by 30%: FCTC implementation
<i>Vera Luiza Da Costa E Silva (Switzerland)</i> |
| 15:00–15:10 | CVD Roadmap: reducing CVD mortality through tobacco control
<i>K Srinath Reddy (India)</i> |
| 15:10–15:30 | Audience Q&A |

The WHO FCTC in the EMR Region and Tobacco Control: 10 years in Existence, What Is Needed?

TYPE

Symposium

TRACK

Post 2015
development agenda

TOPIC

Other

COORDINATORS

Fatimah El-Awa
(Egypt)

Feras Hawari
(Jordan)

CHAIRS

Al Lawati Jawad
(Oman)

Randa Abou El Naga
(Egypt)

DESCRIPTION

The aim of this symposium is that based on evaluating the demand-side measures implementation of the WHO FCTC is to measure the situation of tobacco control at regional level; after 10 years of the WHO FCTC adoption. The session will identify gaps in implementation; come up with a clear way forward towards full implementation of the treaty and finally gear up political commitment for tobacco control in general and the WHO FCTC implementation in particular.

TARGET AUDIENCE

The target audiences are government people attending the meeting as well as civil society groups. The target of the symposium is to reach an understanding point for what is needed in the EMR region and what is missing, compared to the situation in other regions and finally identify the needed actions and who is to conduct it.

OBJECTIVES

- To measure the situation at regional level after 10 years of the WHO FCTC adoption
- To identify gaps in implementation in relation to the situation in other regions
- To come up with a clear way forward towards full implementation of the treaty
- To gear up political commitment for tobacco control in general and the WHO FCTC implementation in particular

KEY WORDS

WHO; FCTC; EMRO; Middle East; political commitment

PRESENTATIONS

- 14:00–14:10** Development in WHO FCTC implementation over the years in EMR countries
Tibor Szilagyi (Switzerland)
- 14:10–14:20** Challenges at country level in implementing the WHO FCTC
Al Lawati Jawad (Oman)
- 14:20–14:30** The experience of Jordan in a changing surrounding political environment
Feras Hawari (Jordan)
- 14:30–14:40** Challenges to legislation developments; enforcement and compliance
Khaled Serry (Egypt)
- 14:40–14:50** Challenges of implementing the WHO FCTC in SEAR
Nyo Nyo Kyaing (India)
- 14:50–15:00** Building national capacity for WHO FCTC- The Africa Experience
Ahmed Ogwell (Congo)
- 15:00–15:10** Way forward in EMR for the WHO FCTC implementation
Fatimah El-Awa (Egypt)
- 15:10–15:30** Discussion

Building National Level Capacity for Tobacco Control – The Case of Africa

TYPE

Symposium

TRACK

New emerging products and challenges, issues and strategies

TOPIC

Other

COORDINATORS

Ahmed Ogwell
(Congo)

William Onzivu
(Uganda)

CHAIR

Dorcas Kiptui
(Kenya)

DESCRIPTION

As the tobacco industry targets Africa for its expansion, governments in the Region need to be more prepared to avoid the spread of the tobacco epidemic. Many countries in the African Region do not yet have comprehensive legislation, while implementation of the WHO FCTC is also not optimal. This session will describe the challenges faced in Africa and how capacity building at country level is acting to strengthen government action in tobacco control and reverse the growing trends in tobacco consumption in the Region.

TARGET AUDIENCE

All tobacco control advocates particular those active at country level.

OBJECTIVES

- To share the unique challenges faced by governments in Africa as they tackle tobacco control issues
- To share the new approaches being used in the Region to build capacity at country level
- To share the successes achieved by this new approach

KEY WORDS

tobacco control; capacity building; country-level action; collaboration; multisectoral

PRESENTATIONS

- 16:00–16:10** The challenges for tobacco control in Africa – facing the enemy
Ahmed Ogwell (Congo)
- 16:15–16:25** Capacity building for tobacco control – the successes in Africa
William Onzivu (Uganda)
- 16:30–16:40** Sustainable tobacco control – The Center for Tobacco Control in Africa (CTCA)
Possy Mugenyi (Uganda)
- 16:45–16:55** Building country-level tobacco control capacity in Africa – areas for urgent attention
Omar Badjie (Gambia)
- 17:00–17:10** Building tobacco control capacity of civil society and academia in Africa
- 17:10–17:30** Discussion

Global Challenges in the Regulation of Tobacco Products

TYPE

Symposium

TRACK

New emerging products and challenges, issues and strategies

TOPIC

Other

COORDINATOR

Ghazi Zaatari
(Lebanon)

CHAIRS

Ghazi Zaatari
(Lebanon)
David Ashley
(USA)

DESCRIPTION

Progress was achieved on tobacco product regulation through FCTC, TobReg, TobLabNet, EU, Health Canada & US FDA; however, many challenges remain in implementing effective regulation of products other than cigarettes – waterpipe and smokeless tobacco, electronic nicotine delivery systems, bidis, etc. There are no agreed upon standards regarding the ingredients, emissions, additives and design features of these products. The symposium will offer recommendations to fill in these gaps and also address unconventional tobacco products that are manufactured and distributed in non-standard commercial ways.

TARGET AUDIENCE

Health professionals, tobacco regulators and policy-makers especially from countries where use of tobacco products other than cigarettes is prevalent.

OBJECTIVES

- List gaps in tobacco product regulations
- Make recommendations to fill the gaps for smokeless and waterpipe tobacco, ENDS and bidis

KEY WORDS

Tobacco product regulation; smokeless; ENDS; waterpipe; bidis

PRESENTATIONS

- | | |
|--------------------|--|
| 16:00–16:10 | Regulation of non-standard tobacco products: Perspectives of a regulator
<i>Ana Claudia Bastos, Dr Andrade (Brazil)</i> |
| 16:10–16:20 | Nicotine, addictiveness, and tobacco product regulation
<i>Dorothy Hatsukami (USA)</i> |
| 16:20–16:30 | What parameters are needed to regulate ENDS?
<i>Dorothy Hatsukami (USA)</i> |
| 16:30–16:40 | Is FCTC tenable for non-standard tobacco products? The case of the waterpipe
<i>Alan Shihadeh (Lebanon)</i> |
| 16:40–16:50 | FCTC implementation of articles 9 & 10: status, challenges and gaps
<i>Ghazi Zaatari (Lebanon)</i> |
| 16:50–17:00 | FDA experiences and challenges
<i>David Ashley (USA)</i> |
| 17:00–17:30 | Discussion and Audience Q&A |

Social Marketing to Change Behavior in Non-Communicable Diseases

TYPE

Symposium

TRACK

Demand side:
FCTC Art. 6–14, Art. 20

TOPIC

Education and
mass media

COORDINATOR

Rebecca Perl
(USA)

CHAIRS

Sandra Mullin
(USA)
Laurent Huber
(Switzerland)

DESCRIPTION

Effective NCD prevention requires initiating changes in behavior at a population level, both through effective public policy and public education. Lessons for how to use social marketing to promote policy and behavior change can be learned not only from tobacco, but also from other non-communicable disease prevention areas such as road safety and obesity prevention. Presentations will include case studies of best practice campaigns using traditional mass media to influence change among governments and citizens alike.

TARGET AUDIENCE

Health professionals interested in health promotion, advocacy, policy, population behavior change and strategic communication.

OBJECTIVES

- To explore best practices across NCD prevention areas that can be applied to NCD advocacy efforts
- To demonstrate the use of communications to achieve program and policy outcomes

KEY WORDS

Public health communications and education; mass media; social marketing; tobacco control; NCD prevention.

PRESENTATIONS

- | | |
|--------------------|---|
| 16:00–16:10 | An overview of non-communicable diseases, tobacco control and the 2015 sustainable development goals
<i>Katie Dain (UK), Johanna Ralston (Switzerland)</i> |
| 16:15–16:25 | Influencing Support for a Tax on Sugary Beverages
<i>Alejandro Cavillo (Mexico)</i> |
| 16:30–16:40 | Shifting Attitudes toward Tobacco Use: The First-Ever National Mass Media Campaign in Indonesia
<i>Stephen Hamill (USA)</i> |
| 16:45–16:55 | Promoting Road Safety in Viet Nam
<i>Tran Anh Thanh (Viet Nam)</i> |
| 17:00–17:30 | Discussion |

Recent Perspectives on the Economics of Tobacco Control

PANEL DISCUSSION

TYPE

Symposium

TRACK

Post-2015
development agenda

TOPIC

Economic arguments:
Art. 6, crosscutting

COORDINATOR

Anne C.K. Quah
(Canada)

CHAIRS

Nigar Nargis
(Switzerland)
Teh-wei Hu
(USA)

SPONSOR

This session is
sponsored by Bloomberg
Philanthropies

DESCRIPTION

Economics provide a rich framework for measuring the impact on the tobacco epidemic and for evaluating and understanding the impact of tobacco control measures such as the WHO FCTC. This symposium brings together leading experts in the economics of tobacco control to present and discuss recent findings across a broad range of topics from an economic perspective: tax/price policies, including the impact of tax structure of effectiveness of those policies, non-price policies, globalization and development issues, and the economic impact of tobacco control.

TARGET AUDIENCE

All conference attendees

OBJECTIVES

- To learn about recent research on taxation policies in tobacco control
- To learn about the impact of the non-price policies (e.g., health warnings, smoke-free laws) on demand for tobacco products
- To learn about globalization of the tobacco industry and the implications for tobacco control
- To learn about the importance of tobacco control in development
- To learn about approaches for understanding the economic impact of tobacco control

KEY WORDS

Economics; tobacco control; FCTC; globalization; development

PRESENTATIONS

- | | |
|--------------------|---|
| 16:00–16:05 | Recent research and conceptual framework on the impact of tobacco tax/price policies
<i>Corne van Walbeek (South Africa)</i> |
| 16:05–16:15 | The impact of non-price policies on demand for tobacco products
<i>EVan Blecher (USA), Geoffrey Fong (Canada)</i> |
| 16:15–16:20 | The impact of globalization on tobacco use and the implications for tobacco control
<i>Mark Goodchild (Switzerland)</i> |
| 16:20–16:25 | Economic impact of tobacco control
<i>Frank Chaloupka (USA)</i> |
| 16:25–16:30 | Tobacco control and the economics of development
<i>Nigar Nargis (Switzerland)</i> |
| 16:30–16:35 | The impact of tax structure on the effectiveness of tax policies to reduce demand for tobacco
<i>Frank Chaloupka (USA)</i> |
| 16:35–16:40 | Commentary on the economics of tobacco and tobacco control
<i>Ken Warner (USA)</i> |
| 16:40–17:20 | Panel Discussion |
| 17:20–17:30 | Summary and conclusions
<i>Nigar Nargis (Switzerland), Teh-wei Hu (USA)</i> |

Regional Collaboration and an Enabling Legal Framework – Driving Forces Behind Latin American Countries Record Adoption of FCTC Policies

TYPE

Symposium

TRACK

Civil Society

TOPIC

Partnerships

COORDINATORS

Patricia Sosa
(USA)

Juan Carballo
(Argentina)

CHAIRS

Patricia Sosa
(USA)

Adriana Blanco
(USA)

DESCRIPTION

The objective of this session is to tell the successful collaborations between government, civil society groups and international entities in Latin America, a region with a large number of countries that have authorized tobacco control programs incorporating FCTC policies.

TARGET AUDIENCE

Government officials, civil society groups, lawyer and policy makers

OBJECTIVES

- Describe the overall progress in adopting tobacco control policies in the PAHO region
- Explain how the legal framework and regional dynamics facilitated this progress
- Identify the major challenges facing the region, and the legal strategies being developed to overcome them
- Share regional strategies to counter the tobacco industry
- Discuss commonalities, differences and applicability of these experiences in other regions

KEY WORDS

Latin America; collaboration; legal strategy; legal capacity building

PRESENTATIONS

- 16:00–16:15** Regional Progress
Adriana Blanco (USA)
- 16:15–16:30** Uruguay and Panama, regional role models and agents of change
Reina Gisela Roa Rodriguez (Panama)
- 16:30–16:45** How governments and civil society groups in PAHO region created a political environment conducive for approval of TC laws and its applicability
Eduardo Bianco (Uruguay)
- 16:45–17:00** Tobacco control policies legal challenges, lessons learned and legal strategies to ensure effective implementation, including legal capacity building
Gustavo Sonora (Mexico)
- 17:00–17:15** Litigation as a legal and judicial strategy to advance in tobacco control policy development: the experience in Colombia
Yul Francisco Dorado Mazorra (Colombia)
- 17:15–17:30** Regional Strategies to counter the TI, lessons learned from TI opposition to ANVISA resolution banning tobacco additives in Brazil and its challenges
Adriana Carvalho (Brazil)

Implementing the FCTC's Illicit Trade Protocol – Challenges and Successes

TYPE

Symposium

TRACK

Supply side:
FCTC Art. 15, 16, 17

TOPIC

Illicit trade

COORDINATORS

Luk Joossens
(Belgium)
Francis Thompson
(Canada)

CHAIRS

Al Lawati Jawad
(Oman)
Vinayak Prasad
(Switzerland)

DESCRIPTION

In 2012, the FCTC Conference of the Parties adopted a Protocol to Eliminate Illicit Trade in Tobacco Products (ITP). In 2015, there remain many unanswered questions about the practicalities of implementation, the availability of technical assistance, co-operation with other international organizations and financial resources. Despite these questions, a number of countries have moved ahead with implementation of some provisions of the Protocol. This session will look at experience to date and discuss what will be needed to make the Protocol a success.

TARGET AUDIENCE

Advocates and policy-makers

OBJECTIVES

- Increase awareness of key provisions of the ITP and its relevance to countering tobacco industry arguments again
- Draw lessons with respect what is needed to properly implement the Protocol

KEY WORDS

Illicit trade; FCTC

PRESENTATIONS

- 16:00–16:10** The changing nature of illicit trade and the strategy of the tobacco industry
Luk Joossens (Belgium)
- 16:15–16:25** Implementing a tracking and tracing system in Africa: the Kenyan example
Caxton Masudi Ngeyo (Kenya)
- 16:30–16:40** Capacity building for ITP implementation- Role of international & Regional intergovernmental organizations
Vinayak Prasad (Switzerland)
- 16:45–16:55** ITP: Challenges and Opportunities in the Pacific region
Matthew Allen (New Zealand)
- 17:00–17:15** Next steps at the international level in preparing for ITP implementation –
Francis Thompson (Canada)
- 17:15–17:30** Audience Q&A

What Do Multi-Country Studies Tell Us about the Tobacco Epidemic and Smoking Cessation?

TYPE

Symposium

TRACK

Demand side:
FCTC Art. 6–14, Art. 20

TOPIC

Other

COORDINATOR

James Thrasher
(USA)

CHAIR

Geoffrey Fong
(Canada)

DESCRIPTION

The Global Adult Tobacco Survey and the International Tobacco Control Policy Evaluation Survey are large, multi-country studies to monitor and evaluate tobacco policy implementation and impacts. Using data from these studies, this symposium will showcase results from cross-country comparative research to better understand similarities and differences in the determinants of tobacco use and smoking cessation, and how these relationships are shaped by policy, programmatic, cultural, and socioeconomic contexts. Sponsored by the Society for Research on Nicotine & Tobacco, Global Health Network.

TARGET AUDIENCE

Researchers, policy makers, and advocates who aim to understand how policy and sociocultural contexts shape tobacco use, and how this information can inform the next generation of tobacco control policies

OBJECTIVES

- Identify determinants of smoking across low- and middle-income countries
- Understand how perceptions of and responses to key tobacco control policies differs across countries
- Describe smoker's awareness of, use of and responses to smoking cessation resources across countries
- Identify key predictors of quit intentions, quit attempts and quit success across countries
- Describe how multi-country studies can inform the evolution of the Framework Convention on Tobacco Control

KEY WORDS

Tobacco; policy; cessation; multi-country studies;

PRESENTATIONS

- | | |
|--------------------|--|
| 16:00–16:15 | Social determinants of tobacco use in low and middle-income countries: Evidence from Global Adult Tobacco Survey
<i>Prakash Gupta (India)</i> |
| 16:15–16:30 | Tracking MPOWER in 14 countries: results from the Global Adult Tobacco Survey, 2008–2010
<i>Mai Nguyen (USA)</i> |
| 16:30–16:45 | Smoking cessation activities and assistance (including use of medications) reported by smokers in 20 countries participating the ITC Project
<i>Ron Borland (Australia), Lin Li (Australia)</i> |
| 16:45–17:00 | Effect of health warning labels on intermediary cessation – Findings from ITC and GATS
<i>Mai Nguyen (USA)</i> |
| 17:00–17:15 | Predictors of quitting intentions and behaviors among smokers across ITC countries with different tobacco control histories
<i>Yuan Jiang (China)</i> |
| 17:15–17:30 | Similarities and differences in simulation models of the tobacco epidemic and the impact of the FCTC across countries
<i>David Levy (USA)</i> |

Innovative Funding Strategies for Global Tobacco Control

PANEL DISCUSSION

TYPE

Symposium

TRACK

New emerging products and challenges, issues and strategies

TOPIC

Innovative funding

COORDINATOR

Katherine Kemper (USA)

CHAIRS

HRH Princess Dina Mired (Jordan)

Derek Yach (USA)

DESCRIPTION

At a time of heightened expectations yet increasingly limited resource, this session plays a pivotal role in shaping the future of global tobacco control. After sharing their organizations' current strategies for supporting tobacco control, panelists will engage in a provocative moderated dialog regarding ways to build a more comprehensive and sustainable funding model for the future. Diverse sectors including government, industry, philanthropy, and development agencies will be represented on the panel.

TARGET AUDIENCE

All stakeholders interested in the future of tobacco control and comprehensive FCTC implementation

OBJECTIVES

- Provide an up-to-date overview of the current funding landscape for tobacco control
- Identify and discuss opportunities and strategies to more efficiently and effectively fund tobacco control

KEY WORD

Funding

PRESENTATIONS

- 16:00–16:10** Introduction to session
HRH Princess Dina Mired (Jordan), Derek Yach (USA)
- 16:10–16:15** Introductions to panel and moderated discussion
Derek Yach (USA)
- 16:15–17:00** Panelist 1: Bloomberg Philanthropies
Jennifer Ellis (USA)
- Panelist 2: Cancer Research UK
Alison Cox (UK)
- Panelist 3: Dubai Ministry of Health
Wedad Al Maidoor (United Arab Emirates)
- Panelist 4: Gates Foundation
Cynthia Lewis (USA)
- Panelist 5: Pfizer Independent Grants for Learning and Change
Jacqueline Waldrop (USA)
- Panelist 6: Saudi Aramco
Alazmi Azmi (Saudi Arabia)
- Panelist 7: U.S. National Institutes of Health
Mark Parascandola (USA)
- Panelist 8: World Bank
Tim Evans (USA)
- 17:00–17:25** Audience Q&A
- 17:25–17:30** Summary and conclusions
HRH Princess Dina Mired (Jordan), Derek Yach (USA)

Tobacco Industry Interference: Same Intention, New Strategies

PANEL DISCUSSION

TYPE

Symposium

TRACK

Globalisation of tobacco industry interference: FCTC Art. 5.

TOPIC

Country level examples: case studies and counter strategies

COORDINATORS

Adriana Blanco
(USA)

Luminita Sanda
(Switzerland)

CHAIRS

Armando Peruga
(Switzerland)

Luminita Sanda
(Switzerland)

DESCRIPTION

This session will provide an overview of the most recent strategies of the tobacco industry to interfere with implementation of the WHO FCTC, with a global, regional and country-level discussion of the most commonly strategies, including litigation arguments, observed. It will also discuss how countries are fighting back and the resources available to assist countries, particularly with implementation of Article 5.3 of the WHO FCTC. The session will be interactive, comprising a panel formed by country representatives and international experts in dialogue with the Chair and the audience. The panel composition covers most of WHO regions and also government / nongovernmental experience. In particular, the Chair will engage in a dialogue with the panellists on South-East Asian countries experience with tools for tracking the industry; on Jordan's and Jamaica's experience in countering industry's approach to new frontiers; on the experience of tobacco control advocates countering tobacco industry's efforts to block the EU Tobacco Products Directive; and on tobacco industry's reaction to New Zealand's announcement of tobacco endgame.

TARGET AUDIENCE

Public health advocates, governmental staff, decision makers involved in tobacco control.

OBJECTIVES

- To review global strategies of the tobacco industry to interfere with WHO FCTC implementation
- To discuss similarities and differences of tobacco industry strategies between the regions
- To understand litigation as a tobacco industry strategy
- To present and discuss the experiences of countries into countering tobacco industry strategies
- To discuss expansion of lessons learned from countries that effectively countered tobacco industry strategies

KEY WORDS

WHO FCTC; FCTC Article 5.3; countering industry interference

PRESENTATIONS

- 16:00–16:10** Introduction and overview
Luminita Sanda (Switzerland), Armando Peruga (Switzerland)
- 16:10–17:00** Panelist 1: *Sheryl Dennis (Jamaica)*
Panelist 2: *Malek Habashneh (Jordan)*
Panelist 3: *Dorcas Kiputi (Kenya)*
Panelist 4: *Paul Badco (New Zealand)*
Panelist 5: *Florence Berteletti (Belgium)*
Panelist 6: *Stella Aguinaga-Bialous (Brazil)*
- 17:00–17:30** Audience Q&A, conclusions and recommendations
Luminita Sanda (Switzerland), Armando Peruga (Switzerland)

Can Tobacco Executives Be Held Responsible for the Tobacco-Related Deaths of Their Customers?

TYPE

Symposium

TRACK

Globalisation of tobacco industry interference:
FCTC Art. 5.3

TOPIC

Litigation as a tool

COORDINATOR

Chris Bostic
(USA)

CHAIRS

Doug Blanke
(USA)

Patricia Lambert
(South Africa)

DESCRIPTION

The lethal consequences of smoking have been known to tobacco corporations for decades, yet they continue the manufacturing, sale and promotion of cigarettes, with full knowledge that the ordinary use of cigarettes causes death. In light of the above, we believe that it is now time to consider criminal laws to ensure that tobacco companies and their executives face the rule of law and justice. This presentation will identify and discuss possible venues and criminal charges.

TARGET AUDIENCE

Government attorneys, legislatures, administrators, policy makers, NGOs, tobacco control researchers, tobacco control lawyers and social scientists, public health professionals and media.

OBJECTIVES

- Discuss the feasibility of levying criminal charges against tobacco executives
- Identify the possible defenses to these criminal charges
- Identify possible domestic and international mechanisms and venues for charges to be brought

KEY WORDS

industry liability; litigation; law; FCTC; Article 19; criminal law

PRESENTATIONS

- | | |
|--------------------|---|
| 16:00–16:15 | Introduction and bases for criminal liability of the tobacco industry
<i>Kelsey Romeo-Stuppy (USA)</i> |
| 16:15–16:30 | Implications of the RICO trial in the United States on criminal liability for the tobacco industry
<i>Sharon Eubanks (USA)</i> |
| 16:30–16:45 | Domestic criminal liability outside the United States
<i>Patricia Lambert (South Africa)</i> |
| 16:45–17:00 | Criminal liability under the Inter-American human rights system
<i>Oscar Cabrera (USA)</i> |
| 17:00–17:30 | Discussion |

Tobacco Cessation in TB and HIV Patients – ‘a Low Hanging Fruit’

TYPE

Sponsored Core Symposium

TRACK

New emerging products and challenges, issues and strategies

TOPIC

Other

COORDINATOR

Mark Parascandola,
Division of Cancer
Control and Population
Sciences, National
Cancer Institute

CHAIRS

Ellen Gritz
(USA)
Erica Pool
(UK)

DESCRIPTION

Tobacco use, TB, and HIV/AIDS together causes more than eight million deaths/year worldwide. The evidence suggests that tobacco use leads to adverse outcomes in TB and HIV/AIDS patients. On the other hand, integrating tobacco control interventions within TB and HIV/AIDS control programmes offers a great opportunity to reduce their interactive disease burden. However, these colliding epidemics have so far been addressed entirely independently through separate programmes. This symposium is an attempt to collaborate and develop integrated research and intervention approaches to these epidemics.

TARGET AUDIENCE

Tobacco control researchers, teachers, students, advocates, policy makers, programme managers, and clinicians.

OBJECTIVES

- To present innovative communicational strategies implemented by LA NGOs replicable by others around the world
- To highlight that tobacco smoking is directly responsible for adverse outcomes in TB and HIV/AIDS patients
- To showcase innovative approaches in offering cessation to TB and HIV/AIDS patients
- To illustrate how best to integrate tobacco cessation within TB and HIV/AIDS control and treatment programmes
- To demonstrate that tobacco cessation in TB and HIV/AIDS patients is pro-equity and benefits marginalised people

KEY WORDS

Tobacco; smoking; cessation; HIV; AIDS; TB; Tuberculosis; Low- and Middle-income countries

PRESENTATIONS

- 09:00 – 09:20** Tuberculosis, HIV, and Tobacco Use: Intervention Research to Reduce Impacts of Three Global Epidemics
Thomas Novotny (USA), Ellen Gritz (USA)
- 09:25–09:35** Interventions for smoking cessation in people living with HIV/AIDS: A Cochrane review
Kamran Siddiqi (UK), Erica Pool (UK)
- 09:40 – 09:50** Stages of change for smoking cessation along the TB continuum: findings from the Korean National Health and Nutrition Examination Survey
Ryan Lindsay (USA)
- 09:55–10:05** A quest for the active ingredients of a behavioural intervention for smoking cessation in TB patients: a methodological study
Omara Dogar (UK)
- 10:10 – 10:20** Promoting tobacco cessation among TB patients living with HIV/AIDS in South Africa
Olalekan Ayo-Yusuf (South Africa)
- 10:25–10:30** Summary and conclusions
Ellen Gritz (USA), Erica Pool (UK)

Oral Presentation Session 1 12:45–13:45 • Capital Suite 1**Innovative Ways for Achieving Tobacco Free Generations, ENDS**

- OP-200–19** Cigarette Consumption and exposure to second-hand smoke in vehicles in Buenos Aires City
S Lopez (Argentina)
- OP-201–19** Perceived risk, smoking status, quitting behaviors and maintenance of smoking cessation among Uruguayan adult smokers
C Morquio (Uruguay)
- OP-202–19** A systematic review of health effects of electronic cigarettes
C Pisinger (Denmark)
- OP-203–19** Regulation of E- cigarettes in the European Union: Loopholes and solutions
K Schaller (Germany)
- OP-204–19** Factors influencing online seeking of smoking cessation information among adult smokers in the US
J Abel (Israel, Kenya)
- OP-205–19** New Zealand's challenges to responding to new nicotine products
P Badco (New Zealand)

Oral Presentation Session 2 12:45–13:45 • Capital Suite 3**Post-2015 Development Agenda, Economic Arguments**

- OP-206–19** Price and tobacco marketing strategy: lessons from 'dark' markets and implications for the WHO Framework Convention on Tobacco Control
T Dewhirst (Canada)
- OP-207–19** Migration from tobacco to alternative crops – the Ghana experience
E Wellington (Ghana, Malaysia)
- OP-208–19** A novel taxation structure for cigarettes at the global level: an endgame for cigarettes
R Venkatachalam Pillai (India)
- OP-209–19** Smoking among the poor and the impact on economy and health in Bali
I M K Duana (Indonesia)
- OP-210–19** Socio-economic and environmental determinants of tobacco product consumption: a case study of Pakistan
N Arshad (Pakistan)
- OP-211–19** Cigarette price differences and cross-border purchase of tobacco products across the European Union in 2012
I Agaku, F Filippidis, U Omaduvie, A Vozikis, C Vardavas (USA, United Kingdom, Nigeria, Greece)
- OP-212–19** What works to reduce socioeconomic inequalities in smoking?
A Amos (United Kingdom)

Illicit trade, Access by Minors

- OP-213-19** Tobacco use by household members predicts tobacco use in school children in Kerala, India
GK Mini, RP Varma, KR Thankappan (India)
- OP-214-19** Moving from efficacy to effectiveness: findings from a school-based tobacco use prevention intervention among Indian adolescents (Project STEPS)
S Radhika (India)
- OP-215-19** Exposing the myths: ITIC's Asia-11 Illicit Trade Indicator
U Dorotheo (Thailand)
- OP-216-19** Promoting cross-border shopping by preserving price differentials between countries: the tobacco industry's pricing games in Central Europe
M Stoklosa (United States of America)
- OP-217-19** Youth accessibility to cigarettes in six sub-Saharan African countries
Y Song (USA)

Globalisation of Tobacco Interference

- OP-218-19** Tobacco industry liability: scientific evidence on smoking to provide subsidies to judiciary power in Brazil
S Martins, M Andreis, A Carvalho, AP Mirra (Brazil)
- OP-219-19** Fundamental human rights and freedom – Articles 9 and 10 of the FCTC
D Barata, M Moreno dos Reis, V Figueiredo, M Oliveira, S Turci, VL Costa e Silva (Brazil)
- OP-220-19** Conflicts of interest in tobacco control in India
N Rao, U Bhojani (India)
- OP-221-19** A major barrier to progress in tobacco control: pressures on tobacco control workers
D G Bal, S Asma, A Yurekli, P Somani, M Arora, S Aguinaga-Bialous (USA, Switzerland, India, Brazil)
- OP-222-19** State-ownership of the tobacco industry: a “fundamental conflict of interest” or a “tremendous opportunity” for tobacco control?
S Hogg, C Jeffrey, S Hill (United Kingdom)
- OP-223-19** Partners, stakeholders or pariahs? Comparing industry preferences for policy engagement across tobacco, alcohol and obesity
I Fletcher, C Jeffrey, S Hill, E Plotnikova (United Kingdom)

Poster Discussion Session 1 12:45–13:45 • Poster Area – Hall 6**Pathways Toward Smoke-Free Generations**

- PD-600–19 Smoking rationalising beliefs and its influencing factors among male smokers in China**
P Zheng, F Wenjie, H Fu, S Chapman (China, Australia)
- PD-601–19 Effect of health promotion and behaviour modification package on knowledge and attitude about tobacco use among dental patients in Delhi**
N Gupta, C Kohli, J Kishore (India)
- PD-602–19 Economic burden of tobacco-related diseases in India**
R John, S Rout, Ravi B Ravi Kumar, M Arora (India)
- PD-603–19 A cluster-randomised trial of a brief tobacco cessation intervention in low-income communities in India: quit rates after 4 weeks**
B Sarkar, L Shahab, M Arora, J.S Ahluwalia, K S Reddy, R West (India, United Kingdom, United States of America)
- PD-604–19 Don't smoke tar to be a star**
S Phansopkar, A Mahuli, S Mahuli (India)
- PD-605–19 Tobacco terminators for tobacco-free society**
V Yetapu, RM Parmar, 1 J Mohan Gupta, V Naresh Kumar (India)
- PD-606–19 Daily tobacco use initiation in India: when do people start? An analysis of GATS (2009–2010)**
V Dogra, P Lal, M Aghi (India)
- PD-607–19 Assessment of point of sale tobacco advertisements, promotion and sponsorship strategies in Bangalore City: a cross-sectional study**
J Dsilva, P Poojary, J P, K B Eshwarappa, R J Singh (India)
- PD-608–19 A school-based smoking prevention programme, 6-month post-intervention effect evaluation**
M Mohammed, M Eggers, N Devries, H De Vries (Netherlands)
- PD-609–19 Nutritional status for children under five in tobacco and non-tobacco growing families in Kiryandongo District, Uganda**
R Maiteki, D Kadobera, A Bagonza, K Namusisi, J Bagonza, F Tushemerirwe, F Mubiru, F Ocen (Uganda)
- PD-610–19 Children learning about second-hand smoking (CLASS): a pilot cluster-randomised controlled trial**
R Huque, O Dogar, I Cameron, K Siddiqi (Bangladesh, United Kingdom)

Poster Discussion Session 2 12:45–13:45 • Poster Area – Hall 6**Protecting Health Policies from Industry Interference**

- PD-611–19 Challenging tobacco industries' innovative tactics: Classmate Spell Bee 2014**
S C Alexander (India)
- PD-612–19 Second-hand smoke exposure among adolescents in West Africa**
H Mamudu, S Veeranki, R John, D Kioko, A Ogwell (USA, India, Kenya)
- PD-613–19 Initiative to protect policies from tobacco Industry interference in Bangladesh**
I Chowdhury (Bangladesh)
- PD-614–19 Nepal's struggle in countering tobacco industry interference**
D Adhikari, A Bhurtyal (Nepal)
- PD-615–19 Litigation as tobacco control tool in Nigeria**
O Onaolapo (Nigeria)
- PD-616–19 A Review of tobacco industry interference in the Philippines**
I Reyes (Philippines)
- PD-617–19 Challenges to FDA regulation of tobacco in the Philippines: a case study on the Graphic Health Warning Law of 2014**
E Ricafort (Philippines)

- PD-618-19 Article 5.3 issues in the Philippines' Graphic Health Warning Law of 2014**
E Ricafort (Philippines)
- PD-619-19 Exposure to tobacco advertisement, promotion and sponsorship among youth in China: results from the largest ever Global Youth Tobacco Survey**
L Zhao, L Xiao, K Palipudi, S Asma (USA, China)
- PD-620-19 Protecting CoP from tobacco industry infiltration is key for global tobacco control success**
M Ililonga (Zambia)
- PD-621-19 Implementing article 5.3 of the FCTC in a local government setting**
D Arnott, H Cheeseman, A Sandford (United Kingdom)
- PD-622-19 Drivers of smoking among TB patients in Republic of Macedonia: results from a cross-sectional study**
D Gudeva Nikovska, F Tozija, M Spasovski (Macedonia, Rep. of)

Poster Discussion Session 3 12:45–13:45 • Poster Area – Hall 6

Mass Media Targets and Messages

- PD-623-19 Exposure of Aboriginal and Torres Strait Islander smokers to anti-tobacco information and its association with attitudes, beliefs and quit-intentions**
A Nicholson, R Borland, P Bennet, S Wallace, J Sarin, A Van Der Sterren, M Stevens, D Thomas (Australia)
- PD-624-19 Impact of capacity building in generating greater media attention on tobacco control: recent trends in tobacco-related media coverage in Bangladesh**
H Shahriar, A Shahedul (Bangladesh)
- PD-625-19 How media monitoring helps in tobacco control advocacy in Bangladesh**
I Rasul, M Hossein (Bangladesh)
- PD-626-19 Knowledge regarding the six most effective tobacco control measures: a study with medical students from the University of São Paulo, Brazil**
S Martins, R B Paceli (Brazil)
- PD-627-19 Investigating tobacco use in top Hollywood movies, 2008-2011**
J M Castaldelli-Maia (Brazil)
- PD-628-19 Household response to cigarette gifting and sharing in Zhejiang, China: a repeat cross-sectional study**
Y Xu (China)
- PD-629-19 Impact of curriculum change on knowledge, attitude and practice of tobacco use among dental students in Chennai, India**
P Saravanan, M K Parangimalai Diwakar (India)
- PD-630-19 Innovative mass media campaign for tobacco control in India**
D Chadha, J Tambe, R Kadam, M Rose (India)
- PD-631-19 Integration of tobacco control in Masters of Public Health curricula of India**
S Goel, A Yadav, V L Sharma (India)
- PD-632-19 Impact of anti-smoking campaigns to discourage Malaysian adolescents from smoking: findings from the ITC Malaysia Survey**
M N Mthair, M Omar, H Hashim, G Fong, R Borland, A S Mohd Samin, N A Abd Rani, N H Jasni (Malaysia, Canada, Australia)
- PD-633-19 Male smokers' and non-smokers' responses to television advertisements on the harms of second-hand smoke in China, India, and Russia**
N Murukutla, T Cotter, M Bayly, S Mullin, M Wakefield (United States of America, Australia, USA)
- PD-634-19 Initial development of a multilingual distance learning curriculum: lessons learnt**
K Kemper, T T Hays (USA)
- PD-635-19 Intended and unintended effects of a national mass media second-hand smoke campaign: socioeconomically disadvantaged parents' accounts**
N Rowa-Dewar, A A Amos (United Kingdom)

Poster Discussion Session 4 12:45–13:45 • Poster Area – Hall 6**Tracking and Investing in NCD Prevention**

- PD-636-19 Argentina Global Adult Tobacco Survey: Main findings**
J Konfino, L Goldberg, D Ondarsuhu, R Caixeta, D Ferrante (Argentina, United States of America)
- PD-637-19 Smokeless tobacco product prices and taxation in Bangladesh: findings from the ITC Bangladesh Survey**
G Hussain, N Nargis, G Fong (Bangladesh, Switzerland, Canada)
- PD-638-19 Clustering of tobacco and other risk factors of non-communicable diseases in Bangladeshi adults: an analysis of STEPS survey 2013**
M M Zaman, M R Bhuiyan, M Rahman, A W Akanda, T Fernando, M N Karim (Bangladesh)
- PD-639-19 Knowledge, attitude and practice and risk perception on smoking and smokeless tobacco among female garment workers in Bangladesh**
M Bhuiyan, M A Al Mamun, A Rahman, S R Choudhury (Bangladesh)
- PD-640-19 Help seeking for tobacco by children: are we prepared to meet their treatment needs?**
A Dhawan, A Chopra, R Pattanayak (India)
- PD-641-19 Risk factors profile for noncommunicable diseases among adult urban population of Puducherry in India**
R C Chauhan, A J Purty, Z Singh (India)
- PD-642-19 Investing in NCD prevention and control through policy interventions: insights from India**
D Singh (India)
- PD-643-19 Smoking and dental caries experience in Indonesian men: analysis of Basic Health Survey 2007**
W Sumartono (Indonesia)
- PD-644-19 Metabolic changes after smoking cessation: cause for concern?**
G Ponciano-Rodriguez, N Mendez-Sanchez, A Villa-Romero, N Paez-Martinez (Mexico)
- PD-645-19 Progress of tobacco control policy in Europe: a one-dimensional process?**
J Bosdriesz, M Willemsen, K Stronks, A Kunst (Netherlands)
- PD-646-19 Environmental tobacco smoke as a risk factor to increasing respiratory childhood infection and pneumonia in the South-West region of Nigeria**
S Omiyefa, R Osoba (Nigeria)
- PD-647-19 Establishing a health promotion fund in a lower-middle income country: early lessons from the Philippines**
L E Yarcia, I Reyes, D Sy (Philippines)

Poster Discussion Session 5 12:45–13:45 • Poster Area – Hall 6**Illicit Trade and Counter Measures**

- PD-648-19 Impact of chewing tobacco ban in Chennai, India**
S Deepak, E M A Santhosam Ebenezer, E Vidhubala (India)
- PD-649-19 Consumer brand preference of tobacco products in Mizoram, India**
J Ralte, H Renthlei, R J Singh, L Lalnuntluangi, L Chhakchhuak, Z Chhakchhuak (India)
- PD-650-19 The multi-sectoral approach on tobacco control: best practice from the field in Tamilnadu**
P Kannan (India)
- PD-651-19 Effective GO-NGO collaboration is a key for success in tobacco control: a case study from Himachal Pradesh in India**
R Thakur, A Mangla, G Chauhan, R J Singh (India)
- PD-652-19 Illicit cigarette consumption and government revenue loss case study: East Java and Central Java Province, Indonesia**
N Wiyono A Iskandar, E Pardede, J M Bowling, K Foong (Indonesia, United States of America, Malaysia)
- PD-653-19 Corruption and illicit cigarette demand: panel data analysis**
N Mohamed Nor, W Bui (Malaysia)

- PD-654-19 Measures to control the tobacco supply chain in the Southeast Asia Region**
I Reyes (Philippines)
- PD-655-19 Economic costs attributable to smoking in Tanzania**
A Kidane, A Hepelwa, E Ngehe, T Hu (Tanzania, United Rep., United States of America)
- PD-656-19 An analysis of purchase price of legal and illicit cigarettes in low- and middle-income countries**
J Brown, R Cherukupalli, J Cohen, C Washington, J Yang, K Smith (United States of America)
- PD-657-19 Who smoked illegal cigarettes in Uruguay between 2006 and 2012: findings from ITC-Uruguay surveys**
D Curti (Uruguay)
- PD-658-19 Working with regulatory services to maximise tobacco control delivery**
C Taylor, A Rutter, R Ferry (United Kingdom)

Poster Discussion Session 6 12:45–13:45 • Poster Area – Hall 6

Steps in Developing the Case for Tax Reform

- PD-660-19 Differences in survival probability in patients with tobacco-related cancers assisted at the Brazilian National Cancer Institute (INCA) in relation to**
M Souza, M Rebelo (Brazil)
- PD-661-19 Inequalities in impact of tobacco control policies in Brazil**
V Figueiredo, V L Costa E Silva, A Biz, F Waltenberg, R Iglesias (Brazil, United States of America)
- PD-662-19 International tobacco control policy evaluation project (ITC project): summary of recent findings**
G Fong, M Cummings, R Borland, M Thompson, D Hammond, A McNeill, R O'Connor (Canada, United States of America, Australia, United Kingdom)
- PD-663-19 Daily cigarette consumption and gender reversal in India: what went wrong?**
P Jena, J Kishore, S Kumar (India)
- PD-664-19 Short-term impact assessment of the tobacco tax reform in the Philippines**
M Aloria (Philippines)
- PD-665-19 Does tobacco influence household spending patterns? Evidence from Zambia**
G Chelwa, C Van Walbeek (South Africa)
- PD-666-19 Determinants of smoking initiation in South Africa using survival analysis**
N Vellios, C Van Walbeek (South Africa)
- PD-667-19 Gender differences in the effect of neighbourhood socioeconomic context on smoking among South African adults: policy implications**
C Ezeh, O Ayo-Yusuf (South Africa)
- PD-668-19 Cigarette price and brand loyalty in Zambia: findings from the ITC Zambia Survey**
R Salloum, F Goma, G Chelwa, Z Richard, X Cheng, S Kaai, A C Quah, J Thrasher, G Fong (United States of America, Zambia, South Africa, Canada)
- PD-669-19 Attitudes regarding tobacco control policies in Georgia: results of a 2014 national survey**
C Berg, N Maglakelidze, M Topuridze, L Sturua, M Shakhnazarova, M Shishniashvili, M Djibuti (United States of America, Georgia)
- PD-670-19 Assessing the potential impacts of tax reform in Vietnam: a projection model**
S Dao, A Tran, L Nguyen Tuan, T Le, H Nguyen (Vietnam)

Poster Discussion Session 7 12:45–13:45 • Poster Area – Hall 6**Tobacco Use and Motivating Users to Quit**

- PD-671-19 Tobacco advertising and press coverage of smoking and health in 19 years of Argentinean newspapers**
S Braun, F Pagliuca, M Raul, E Perez Stable (Argentina, United States of America)
- PD-672-19 Short-term effectiveness of the Smoking Cessation Unit at a primary care level in the city of Buenos Aires, 2008-2013: observational prospective cohort study**
A Angel, S Braun, M A Armaleo, I Agolino, D Sánchez Gelos (Argentina)
- PD-673-19 DSM-5 Tobacco use disorder phenotypes in a representative sample of the largest metropolitan area in South America**
J M Castaldelli-Maia, L Andrade, A Andrade, S Martins (Brazil, United States of America)
- PD-674-19 Impact of passive smoking on hypertension in rural Chinese non-smoking women**
D Zhao, Z Li (China)
- PD-675-19 Alternative tobacco product experimentation among adolescents: a multiple indicators and multiple causes model**
M Penzes, R Urban, A Fogarasi-Grenczer, K L Foley, P Balazs (Hungary, United States of America)
- PD-676-19 Fully integrated tobacco curriculum and tobacco cessation skills in medical colleges in India**
T Ramachandran (India)
- PD-678-19 Cross-cultural adaptation of a smoking cessation intervention using short text messages in Argentina**
L Colantonio, L Pena, M Raul (Argentina, United States of America)
- PD-679-19 Improvement in provider adherence to tobacco use treatment guidelines following a system-level intervention**
S Borderud, J Ostroff, B Narang, D Jannat-Khah, A Campo, Y Li, D Shelley (United States of America)
- PD-680-19 Betel quid and oral diseases in Taiwan: an opportunity for betel quid cessation in the dental office**
I Tami-Maury, E Gritz, C Lam, C Lin, M Tsai, W Ma, T Li, C Li (United States of America, China)

Poster Discussion Session 8 12:45–13:45 • Poster Area – Hall 6**Cessation Interventions and Effectiveness**

- PD-681-19 Efficacy of long-term maintenance in the treatment of smoking cessation**
A M Zanutto (Argentina)
- PD-682-19 Cost-effectiveness of varenicline for smoking cessation: using electronic medical records in a cardiovascular hospital**
J Issa, L Dutra, V G Santos, P C J L Santos, T M O Abe, A C Pereira, A P Cupertino (Brazil, United States of America)
- PD-683-19 Assessment of tobacco cessation counselling in primary care: prospects for efficiency and effectiveness**
O El Shahawy, D Shires, J Elston Lafata (Egypt, United States of America)
- PD-684-19 Does receipt of '5As' services in tobacco cessation have implication for patients' satisfaction in India?**
D Persai, R Panda, S Venkatesan (India, United Kingdom)
- PD-685-19 Effect of tobacco dependence treatment training on competence and confidence: experience of King Hussein Cancer Center and Global Bridges**
R Bader, H Ayub, N Obeidat, I Ghonimat, R Shihab, A Shtaiwi, F Hawari (Jordan)
- PD-686-19 Analysing the relationship of factors in the process of behaviour change in a smoking cessation programme**
Y Yang (Korea, Republic of)
- PD-687-19 Comparison of the effectiveness of smoking cessation methods**
S Lee, I J Hwang, I S Lim (Korea, Republic of)

- PD-688-19 Building capacity of health care providers in Nigeria on tobacco dependence treatment: a feasibility project**
A Adebisi, S Ilesanmi, O Dania (Nigeria)
- PD-689-19 Brief smoking cessation advice for smoke-free environment policy violators: does it work?**
M L Alzona, L Wood (Philippines, France)
- PD-690-19 Community based interventions for improving quitting smoking behaviour**
T Kengganpanich, M Kengganpanich, S Benjakul, K Lattanand. (Thailand)
- PD-691-19 Developing an integrated tobacco curriculum in medical colleges and a community-based smoke-free homes initiative: lessons from India and Indonesia**
M Nichter, M Nichter, T Kr, Y Prabandari (United States of America, India)
- PD-1367-19 Successful quit-smoking and health-related quality of life in Korean general adult population**
S Lee, J Suh, S Cho, M Kang, J Ahn (Korea, Republic of)
- PD-1368-19 The Dissemination Strategy and Cessation Effect of Taiwan's Quit & Win Campaign for Correctional Facility Inmates**
SW Yau, C.L. Hsueh (Taiwan)

Poster Discussion Session 9 12:45–13:45 • Poster Area – Hall 6

Trade, CSR and Litigation as a Tool

- PD-692-19 Indirect advertising and tobacco industry: a study on the ambiguous advertising strategy of tobacco companies in the name of CSR**
F Ovi, M E H Bhuiyan (Bangladesh)
- PD-693-19 Tips from a successful campaign to ban tobacco industry CSR campaigns**
A Syeda, S Mahbubul Alam, A I Sujon (Bangladesh)
- PD-694-19 Tobacco habits, oral mucosal conditions and periodontal status among women beedi rollers of Mangalore City, India**
P Shetty (India)
- PD-695-19 A critical analysis of state and national level implications of public interest litigation on tobacco control filed by Kerala Voluntary Health Service**
S V Itty (India)
- PD-696-19 Litigation as a tool for enforcing tobacco control legal provisions**
A Savariyar, A Rathinam (India)
- PD-697-19 Challenging inclusion of tobacco industries in CSR (New Companies Act, 2013) through Ministry of Health and Family Welfare**
S C Alexander (India)
- PD-698-19 Why medical doctors and dentists in Makassar-Indonesia smoke: a determinant analysis**
N A Bahar, Z Abdullah (Indonesia)
- PD-699-19 Litigation against the tobacco industry in Lebanon: a first case in the Middle East**
J Khalife, W Harake, G Saade (Lebanon)
- PD-700-19 The growing tobacco market in Saudi Arabia**
A Albedah, M Khalil (Saudi Arabia)
- PD-702-19 The position of Turkey in WTO trade disputes conflicting with the Framework Convention on Tobacco Control**
F Yusufi Yilmaz (Turkey)

Poster Discussion Session 10 12:45–13:45 • Poster Area – Hall 6**Smokeless Tobacco – Burden, Trends and Challenges**

- PD-703-19** Determinants of low tax coverage of smokeless tobacco in Bangladesh: a qualitative study
R Huque (Bangladesh)
- PD-704-19** Association between tobacco use and body mass index among Indian males: a preliminary report
M K Parangimalai Diwakar, R Thavarajah, P Saravanan (India)
- PD-705-19** Do warning messages on products motivate women's intention to quit using smokeless tobacco?
S Begum, S Nair, J Schensul, B Donta (India, United States of America)
- PD-706-19** Assessment of pH and pathogens in smokeless tobacco products available in Mangalore City Karnataka, India
B Sadhu (India)
- PD-707-19** Smokeless tobacco use in Myanmar: a challenge for regional tobacco control
N N Kyaing, T Sein, K K Zaw (India, Myanmar)
- PD-708-19** Prevalence and trend of smokeless tobacco [SLT] among youth in South-East Asian countries
D Sinha, K Palipudi, T Gyeltshen, S Asma (India, United States of America, Bhutan)
- PD-709-19** Consumption of smokeless tobacco among females in India
M Gogoi (India)
- PD-710-19** Smokeless tobacco use among Indian youth
D Sinha, N Mathur, V Gajalakshmi, K Palipudi, S Asma, M Arora, M Parascandola (India, United States of America)
- PD-711-19** Developed for addiction: use of gudakhu as dentifrice among young people in rural Chhattisgarh, India
D Sahu, A Arya, S Surabhi (India)
- PD-712-19** A study on smokeless tobacco use among 8th, 9th and 10th grade students in Myanmar
A Tun, T Aung, T Aung, N N Kyaing, S Mon Myat, P T Han (Myanmar, India)
- PD-713-19** Evaluation of cardiovascular risk parameters in smokeless tobacco users
N Mushtaq, L Beebe, M Williams (United States of America)
- PD-714-19** Preventing harms associated with SLT use among women of reproductive age in India through tailored campaign messages about infant health backgrounds
J Schensul, S. Bilgi, S Nair, S Begum, B Donta (United States of America)
- PD-715-19** Global burden of disease due to smokeless tobacco consumption: analysis of surveys from 101 countries
K Siddiqi, S Shah, O Dogar (United Kingdom)

Poster Discussion Session 11 12:45–13:45 • Poster Area – Hall 6**Addiction – Determinants and Motivators to Quit**

- PD-716-19** Attributable fraction of tobacco smoking in cancer incidence in Brazil
L Thuler, M A S Moura, A Bergmann, S Aguiar (Brazil)
- PD-717-19** Comparison of tobacco dependence evaluated by self-assessment and ICD-10 among 582 current smokers from Miyun and Yanqing County in Beijing, China
S Li, D Xiao, S Chu, H Qin, C Wang (China)
- PD-718-19** Effect of ban on chewing tobacco on consumers in Chennai, India
S Deepak, E Vidhubala (India)
- PD-719-19** Prevalence and socio-demographic determinants of tobacco use in countries of the WHO SEA region: findings from the Global Adult Tobacco Survey
K Palipudi, S Rizwan, D Sinha, R Amarchand, A Krishnan, S Asma (United States of America, India)

- PD-720-19 Assessment of bidi dependence in multiple tobacco use settings: evidence and implication in Indian Context**
P Jena, S Kumar, J Kishore (India)
- PD-721-19 Estimating the consumption of tobacco products in India using GATS 2009-10**
G Tripathi, T Soni, P Lal (India)
- PD-722-19 Overlapping reasons for starting smoking and substance abuse**
M Aryanpur, Z Hesami, G H Heydari, M Aryan (Iran, Islamic Rep. of)
- PD-723-19 Prevalence and social determinants of smoking in 15 countries from Central and Western Asia, Latin America and Caribbean: a secondary data analysis**
P M S Pradhan, C Sreeramareddy (Nepal, Malaysia)
- PD-724-19 Motivation and quitting success among adult smokers in the United States**
M Cummings, M Cornelius, R Borland, A Hyland, J Thrasher, G Fong, P Driezen (United States of America, Australia, Canada)
- PD-725-19 Do former smokers still find cigarette-related stimuli to be motivationally salient?**
J Robinson, F Versace, J Engelmann, Y Cui, A Slapin, R Oum, P Cinciripini (United States of America)
- PD-726-19 Racial differences in daily smoking compared to other health-risk behaviours among adolescents in the United States**
S Spieck, C Vardavas, F Filippidis, I Agaku (United kingdom, United States of America)

Poster Discussion Session 12 12:45-13:45 • Poster Area – Hall 6

Tobacco – a Violation of Human and Social Rights

- PD-727-19 Argentina global adult tobacco survey: exposure to media messages**
D Ondarsuhu, J Konfino, L Goldberg, R Caixeta, D Ferrante (Argentina, United States of America)
- PD-728-19 Knowledge, attitudes and beliefs about smoking among Aboriginal and Torres Strait Islander Australians**
A Nicholson, P Bennet, R Borland, S Couzos, M Stevens, A Van Der Sterren, M Davey, D Thomas (Australia)
- PD-729-19 Homeless clients benefit from smoking cessation treatment delivered by a programme for homeless persons**
S Maddox, C Segan, R Borland (Australia)
- PD-730-19 Integrated production system in tobacco cultivation: human rights abuses in Brazil**
M Moreno Dos Reis, A P Natividade De Oliveira, S Turci, D Barata, R Dantas, V Silva, V L Costa E Silva (Brazil)
- PD-731-19 Smoking and chronic kidney disease: identifying associations between users with multiple chronic conditions**
E Banhato, A Galil, R H Santos, S Albertino, F A Colugnati, M G Bastos, T Campos, A P Cupertino (Brazil, United States of America)
- PD-732-19 Awareness of tobacco-related harms among vulnerable populations in Bangladesh: findings from the International Tobacco Control (ITC) Bangladesh Survey**
P Driezen, N Nargis, A Abdullah, G Hussain, G Fong, M Thompson, A C Quah, S Xu (Canada, Bangladesh, Switzerland, United States of America)
- PD-733-19 Second-hand smoke exposure among working women in a developing country: the Jordanian case**
O El Shahawy, L Haddad (Egypt, United States of America)
- PD-734-19 Air quality assessment in public places in Bali**
K H Mulyawan, I M K Duana, I W G Artawan Eka Putra, K Suarjana, A Swandewi, T A Pradnyadewi Ni Luh Nyoman, T S Bam (Indonesia, France)
- PD-735-19 Cotinine level is associated with asthma severity in children**
M Hassanzad, S Khalilzade, M Bolursaz, A Velayati, S Eslampanah Nobari (Iran, Islamic Rep. of)
- PD-736-19 Breast milk substitute manufacturers and the tobacco industry: is there an interference risk?**
O Turcanu (Moldova)

- PD-737-19 Effective pathways to policy change among marginalised and disadvantaged communities**
R Lew (United States of America)
- PD-738-19 Cardiovascular risk of air pollution and smoking**
G Thurston, R Hayes, R Shanley, J Ahn (United States of America)
- PD-739-19 Perspectives on tobacco dependence and its treatment within child and adolescent mental health Services**
L Huddleston, M Kulkarni, A Taylor, K Sayal, E Ratschen (United Kingdom)

Poster Discussion Session 13 12:45–13:45 • Poster Area – Hall 6

Compliance and Enforcement at Point-Of-Sale and in Media

- PD-741-19 Youth actions against tobacco advertisement in Georgia**
M Bakhturidze, D Bakhturidze (Georgia)
- PD-742-19 Widespread violations of point of sale advertising in Mumbai, India**
M Rose, D Chadha, T Bhutia (India)
- PD-743-19 Using community festivals to strengthen implementation of the ban on tobacco surrogate advertising**
D Chadha, R Kadam, J Tambe, M Rose (India)
- PD-744-19 Tobacco industry interference in India: games the industry plays**
B Mathew (India)
- PD-745-19 Tobacco advertisements, promotion and sponsorships in India: tobacco industry continues to play deceitful games in India**
R Thakur, A Mangla, B Mathew (India)
- PD-746-19 Young adults in situ exposition to tobacco advertising and promotion in Switzerland: a proxy observational study**
H Kuendig, F Ebner, A Azzola, M Canevascini (Switzerland)
- PD-747-19 Training teams to conduct a TAPS compliance assessment: lessons from Brazil and China**
D Borzekowski, T Kennedy, P Pires, R Ribas, J Chen, W Junqing (United States of America, Brazil, China)
- PD-748-19 Utilising mobile data collection technology to evaluate tobacco control policy compliance and support effective implementation and enforcement**
A Grant, M Spires, R D Kennedy, J Cohen (United States of America)
- PD-749-19 Examining routes and sites: a TAPS compliance study in Brazil and China**
D Borzekowski, P Pires, R Ribas, J Chen, W Junqing (United States of America, Brazil, China)

Poster Discussion Session 14 12:45–13:45 • Poster Area – Hall 6

Breaking Down the Barriers for Smoke-Free

- PD-750-19 High smoking rates among Australian prisoners: evaluation of a comprehensive smoke-free policy**
M Hefler, D Thomas (Australia)
- PD-751-19 Physicians' attitude towards smoker patients in an urban population of Bangladesh**
M Ahmed, W Chisty, S R Choudhury, J Ahmed (Bangladesh)
- PD-752-19 Pilot programme of creating 100% smoke-free schools in three cities in China**
J Ni, G Xu, N Zhao (China)
- PD-753-19 Making a tertiary health care institution a model tobacco free educational institution: a case study from Indira Gandhi Medical College Shimla in India**
R Chand, R Thakur (India)
- PD-754-19 Innovating fining mechanisms lead to a smoke-free state: a case study from Himachal Pradesh in India**
R Thakur, G Chauhan, R J Singh (India)

- PD-755-19** Opinion poll of 2000 people across five districts of the Bhopal division of Madhya Pradesh regarding tobacco control
B Sharma, M Sinha (India)
- PD-756-19** How effectively do Indian tobacco control laws protect minors and students from tobacco use: results of sub-national compliance surveys in India
R Thakur, P Lal, S Goel, R J Singh (India)
- PD-757-19** Increasing smoke-free public places & creating tobacco-free educational institutions
B Mukhopadhyay (India)
- PD-758-19** Public perceptions and support following implementation of a national tobacco control law
J Khalife, F Sinan, R Ramadan, A Sibai, G El-Nahas (Lebanon, Egypt)
- PD-759-19** Improved indoor air quality at workplaces with smokers support: outcome of the Penang Survey
A S Mohd Samin, R Awang, R Awang, M Omar, J Thambyappa, R Borland, G Fong, A C Quah, H Yong (Malaysia, Australia, Canada)
- PD-760-19** Health care professionals' support for smoke-free policies: are we overlooking pharmacists?
B Aina, O Odukoya, B Faseru (Nigeria, United States of America)
- PD-761-19** Going out, drinking, smoking: the sociocultural context of smokers in entertainment venues vs. the smoking ban
P Boonmongkon (Thailand)
- PD-762-19** Global smoke-free worksite challenge: motivating employers to make their worksites smoke-free
K Gutierrez, Y Richardson, G Lamourelle, R Bader (USA, Jordan)
- PD-763-19** Facilitators and barriers to 'smoke-free home' interventions in mosques: the MCLASS study
A Amos, S Warsi, R King, S Shah, G Mir, K Siddiqi (United Kingdom)
- PD-764-19** Protecting children from secondhand smoke: the success of an integrated approach in the north-east of England
C Taylor, L Surtees, A Rutter, A Lloyd, M Willmore (United Kingdom)

Poster Discussion Session 15 12:45-13:45 • Poster Area – Hall 6

E-Cigarettes, Waterpipe and Dokha: Practices and Impacts

- PD-765-19** Prevalence and correlates of e-cigarette relative risk perceptions under the different regulatory environments of Australia and the UK
H Yong, 1 R Borland, 1 S Hitchman, 2 A McNeill, 2 M Cummings, 3 G Fong (Australia, United Kingdom, USA, Canada)
- PD-766-19** Use of electronic cigarettes in Germany
K Schaller, S Braun, M Poetschke-langer (Germany)
- PD-767-19** Particle emissions of e-cigarettes: impact of the refill liquids used on the number and size distribution of emitted particles
P Katsaounou, E Litsiou, K Glynos, I Kalomenidis, E Chita, S Zakynthinos, E Zervas (Greece)
- PD-768-19** Acute effect of waterpipe smoking on Ankle Brachial Index
Z Hesami, B Sharif Kashani, M Aryanpur, G Heydari (Iran, Islamic Rep. of)
- PD-769-19** Second-hand exposure to e-cigarette emissions in confined spaces
E Fu, E Fernández, M Ballbè, X Sureda, E Saltó, A Riccobene, G Muñoz, J Pascual, J Martinez (Spain)
- PD-770-19** Analysis of nicotine content in dokha samples by HPLC and estimation of the quantum of nicotine inhaled using a standardised midwakh pipe
P K Menon, K Rajendran, S Thapa, R Shaikh (United Arab Emirates)
- PD-771-19** Prevalence and factors influencing dokha use among male secondary school students in Ajman, UAE
N Alshimmari, R Shaikh, J Sreedharan (United Arab Emirates)
- PD-772-19** Salivary cotinine concentration and breath carbon monoxide levels in young adults smoking midwakh in comparison to cigarettes and shisha
R Shaikh, S Al Sharbatti, J Sreedharan, J Muttappallymyalil, M Weitzman, K Rajendran (United Arab Emirates, USA)

- PD-773-19 Smoke-free.gov Journey Campaign: how e-cig communities hijacked a national promotional campaign**
J Havlak, Y Hunt, E Augustson, H Patrick, M Rice, A Nemec (USA)
- PD-774-19 Permitting or prohibiting the use of electronic cigarettes in the workplace: lessons from English policy development**
I Gray, H Cheeseman, D Arnott, A Sandford (United Kingdom)
- PD-775-19 Smokers' and ex-smokers' understandings of electronic cigarettes in the United Kingdom**
C Rooke, A Amos, S Cunningham-Burley (United Kingdom)
- PD-776-19 Why do smokers use electronic cigarettes?**
P Ika, B Gvozdrnovic, B Bulajic Subotic, V Zugic, N Lazovic (Serbia)
- PD-1370-19 The association of waterpipe smoking with quantitative CT measured emphysema in a community based sample**
H Chami, A Haydar, B Ghandour, N Ammar, M Adawi, A Al Mohamad, M Al-Langawi, M Al Kuwari, A Al Mullah (Lebanon, Qatar)
- PD-1371-19 The association of waterpipe smoking with coronary artery calcium score in a community based sample**
H Chami, H Ismael, B Ghandour, N Ammar, M Adawi, M Al Kuwari, A Al Mullah (Lebanon, Qatar)
- PD-1372-19 Benzene uptake in hookah smokers and non-smokers attending hookah social events: regulatory Implications**
Reference: Kassem NOF, Kassem N, Jackson S, Liles S, Daffa R, Zarth A, Younis M, Carmella SC. Hofstetter R, Chatfield D, Matt G, Hecht S, Hovell M.

Poster Discussion Session 16 12:45–13:45 • Poster Area – Hall 6

Empowering Civil Society

- PD-777-19 Are smoking cardiologists interested in smoking cessation?**
I Munteanu, F D Mihaltan (Romania)
- PD-778-19 Use of credibility in medical professionals to address public and reduce tobacco consumption**
S Peiris (Sri Lanka)
- PD-779-19 Those who seek the truth: tobacco litigation in the United States**
M Cummings, R Goldstein, A Brown, R Daynard, L Friedman (USA)
- PD-780-19 Engage youth in an anti-tobacco campaign: an example from Bangladesh**
H Ahmed, A I Sujon (Bangladesh)
- PD-781-19 Happiness in adolescence and maternal smoking during pregnancy**
A M Menezes, J Murray, M Laszlo, F C Wehrmeister, P C Hallal, H Goncalves, M C Assuncao, C B Menezes (Brazil)
- PD-782-19 Large life-shortening effects for smokers with increasing heart rate: a cohort study of 202,581 adult males in Taiwan**
W Chi-pang, Y T Guo, J H Lee, M K Tsai, P J Lu, Y H Cheng, S P Liang (Taiwan)
- PD-783-19 Empowering youth to use existing tools to improve implementation of tobacco control laws in the state**
R Dwivedi, B Ramakant, S Shukla, R Kant (India)
- PD-784-19 Improving monitoring and compliance of smoke-free policy in Lucknow**
R Dwivedi, B Ramakant, S Tripathi (India)
- PD-785-19 Assessing the influence of tobacco use by family members and peers on tobacco use behaviour of adolescents living in urban slums of Delhi, India**
S Bassi, V Gupta, M Arora, M H Stigler, C L Perry, K S Reddy (India, United States of America)
- PD-786-19 Youth movement for tobacco control: a movement to break the tobacco industry chain in Indonesia**
Zakiyah, I Johnson (Indonesia)
- PD-787-19 Tobacco industry interference via use of front groups: Mexican case**
J Zúñiga (Mexico)

Monitoring Compliance with Smoke-Free Laws

- PD-788-19** Restrictions on tobacco use in households with children up to 9 years of age in Brazil: data from Global Adult Tobacco Survey (GATS) 2008
H Carvalho, V Figueiredo (Brazil)
- PD-789-19** Research on the influential factors of enforcement of smoke-free law in five cities in China
J Yang, X Q Zhu (China)
- PD-790-19** Public opinion on smoke-free laws in Middle East countries
G El-nahas, W Abdel Mageed, G Nasr (Egypt)
- PD-791-19** Low compliance even after declaration as smoke-free city: experience from Shimla city
D Singh (India)
- PD-792-19** Low compliance with smoke-free laws in Mumbai coffee shops
M Rose, 1 D Chadha, 1 T Bhutia (India)
- PD-793-19** Reduction of second-hand tobacco smoke in public places following national smoke-free legislation in India
J P Sharma, R Sharma. (India)
- PD-794-19** National compliance with 100% smoking ban in indoor public places
J Khalife, R Ramadan, F Sinan, A Sibai, G El-Nahas (Lebanon, Egypt)
- PD-795-19** Going smoke-free: enforcement of tobacco control policies at the local government level
M A Balane, M S Antonio, R Munsayac, I Escartin, R Molina, J Alcoriza, L Wood, B Bellew (Philippines, Australia)
- PD-796-19** One year of smoke-free law implementation: a cross-sectional survey from the Krasnoyarsk region, Russia
I Berezhnova, O Kutumova, D Trufanov, D Kashnitsky (Russian Federation)
- PD-797-19** Smoke-free hospital in Thailand: intermediate path to 100% smoke-free environment
P Srimoragot (Thailand)

Indirect Marketing Tactics

- PD-798-19** Indirect tobacco advertising in Armenia
A Harutyunyan, N Movsisyan, V Petrosyan (Armenia)
- PD-799-19** A Study on indirect advertising of smoking scenes in TV dramas in Bangladesh
M E H Bhuiyan, F Ovi (Bangladesh)
- PD-800-19** Incidence of tobacco images in Brazilian free-to-air television channels: a pilot study
H Carvalho, V Figueiredo, S Turci, M Moreno Dos Reis 1 L A Camacho, 1 S Aguinaga-Bialous, V L Costa E Silva (Brazil)
- PD-801-19** Six-year investigation into smoking scenes in Chinese movies and television dramas
J Ni, G Xu, N Zhao (China)
- PD-802-19** An analysis of indirect advertisements of tobacco products in two major leading newspapers of Madhya Pradesh
B Sharma, M Sinha (India)
- PD-803-19** Pan masala and mouth freshener serve surrogate for tobacco product advertisements in India
A Mangla, R Thakur (India)
- PD-804-19** Curbing surrogate tobacco advertisements? Mumbai Busses Case Study
D Chadha, R Kadam, N Lad, M Rose (India)
- PD-805-19** Advocacy impedes tobacco surrogate advertisements in Tamil Nadu, India
A Rathinam, A Savariyar (India)

- PD-806-19 Strategic intervention ensures regulation on smoking in movies**
A Rathinam, A Savariyar (India)
- PD-807-19 Tobacco advertisement promotion and sponsorship violations in Indian television channels: a metacentric study from India**
R Thakur, P Lal, R J Singh, S Goel (India)
- PD-808-19 Tobacco and alcohol portrayals in nationally-produced films from Europe and Latin America, from 2004-2009**
E Arillo, I Barrientos, R Perez-Hernandez, C Kollath-Cattano, R Hanewinkel, M Raul, J Sargent, J Thrasher (Mexico, USA, Germany, Argentina, Lebanon)

Poster Discussion Session 19 12:45–13:45 • Poster Area – Hall 6

Cross-Cutting Issues in Tobacco Control

- PD-809-19 The Tobacco-Free Investment Initiative**
B King (Australia)
- PD-810-19 Benefits and challenges of adopting, monitoring and surveillance systems to inform chronic disease prevention: a case study example**
D Murnaghan, J Mac Donald, M Munro-Bernard, S Manske (Canada)
- PD-811-19 The Quebec class action lawsuits: a game-changer for tobacco control in Canada?**
C Callard, N Collishaw (Canada)
- PD-812-19 Tobacco-free schools in the Budgam district of India**
M Dar (India)
- PD-813-19 Relationship between HIV positive status announcement and smoking**
B Baya, C A K Maiga, E Dao, Y S Sarro, M Cisse, S Sangare, S Dao, S Diallo (Mali)
- PD-814-19 Tobacco control and the reduction in smoking-related premature deaths in Uganda, 2005**
C Namuli, K Kamoga Samuel (Uganda)
- PD-815-19 Tobacco use and associated factors among school students in Dubai, 2010: intervention study**
H Obaid, M El Disouky, N Mahdy, F Zurba, S Alnayeemi, M Hassan, B Almazrooei (United Arab Emirates)
- PD-816-19 CT screening detection of noncalcified nodules affects smoking cessation**
W Rom, S Sherman, J Goldberg, J Tsay, E Eylers, A Greenberg, Y Hu (USA)
- PD-817-19 Systems change for sustainable tobacco cessation with provider referrals**
S Karn, A Loukas (USA)
- PD-818-19 The filter fraud: perpetuating the myth of 'safety'**
A Blum, T Novotny (USA)
- PD-819-19 Supporting smoke-free pregnancies: a success story**
A Crossfield, T Williams, F Frankland, D Wiggins, J Dawson (United Kingdom)
- PD-820-19 TB patients learning about second-hand smoke (TBLASS): a pilot individual randomised controlled trial**
N Safdar, S Shah, R Zahid, K Siddiqi (Pakistan, USA)

Poster Discussion Session 20 12:45–13:45 • Poster Area – Hall 6

Partners Working Together for Better Results

- PD-821-19 Enhancing access to smoking cessation supports: new opportunities to adopt a whole of population approach**
L Atkin (Australia)
- PD-822-19 Amendment of tobacco control law in Bangladesh: best practice GO- NGO cooperation**
M A U Ahsan, H Syed Mahfuzul Huq, S M Mahbubus Sobhan, A E Sadat, T Mahabbub (Bangladesh)
- PD-823-19 Regional youth networking to influence local actions**
SM Shaikat, N Tripathi (Bangladesh, Nigeria, USA)

- PD-824-19 Collaboration among Government and NGOs for better implementation of laws: examples from Bangladesh**
A Razzak Razu, A I Sujon (Bangladesh)
- PD-825-19 The China-United States partnership on smoke-free workplaces: a case study**
S Li, M Parascandola, E Yuan, L Yao, L Xiao (USA, China)
- PD-826-19 An exploratory analysis of the role of civil society organisations on joint tuberculosis and tobacco control programmes**
S Gadala, V Sameer, D Bharati, K K Reddy, M Krithika, T Thomas (India)
- PD-827-19 Ban on smokeless tobacco: enduring partnership between government and social sector**
T Bhutia, N Lad, R Kadam, D Chadha (India)
- PD-828-19 Building tobacco control at the village level: the Salaam Mumbai model**
D Chadha, D Patil, R Kadam, M Rose (India)
- PD-829-19 India: multi-sectoral partnerships for integrating tobacco control in response to NCDs**
D Singh, M Arora, R Shrivastav (India)
- PD-830-19 The New Zealand Tobacco Control Data Repository (TCDR)**
P Badco, D Walton (New Zealand)
- PD-831-19 Working together for improving tobacco control in Romania**
M Eremia, L Lotrean, C Radu Loghin (Romania)
- PD-832-19 Locally together to make smoking history in the North East of England: the FRESH model approach**
A Rutter, L Surtees, N Forbes, A Lloyd, M Willmore, C Taylor (United Kingdom)

Poster Discussion Session 21 12:45–13:45 • Poster Area – Hall 6

Integrating Cessation and Lessons Learnt

- PD-833-19 Investigating smoking relapse in women hospitalised due to coronary heart disease: a systematic review**
M A Rahman, K I Edward, L Montgomery, L Worrall-Carter (Australia)
- PD-834-19 Developing a questionnaire to assess the treatment of smokers in the Brazilian public health system: lessons learnt**
L Casado Costa, L Thuler (Brazil)
- PD-835-19 Increasing tobacco treatment in primary care practice in Canada**
S Papadakis, A Pipe, R Assi, M Gharib, M Coja (Canada)
- PD-836-19 Operation status of smoking cessation clinics in China**
L Wang (China)
- PD-837-19 Nicotine dependence and barriers to cessation differences between exclusive cigarette smokers and dual (waterpipe) smokers among Arab Americans**
O El Shahawy, L Haddad (Egypt, USA)
- PD-838-19 Multi-component smoking cessation intervention in rural Kerala, India: results of a community intervention trial**
J Radhakrishnan, A Mathew, A Uutela, P Sebastian (India)
- PD-839-19 National survey of the smoking cessation services in Iran's primary health care system**
Z Hesami, H Sharifi Milani, G Heydari, B Valizadeh, M Aryanpur (Iran, Islamic Rep. of)
- PD-840-19 Pattern of tobacco use and cessation among men who have sex with men (MSM) in a homophobic African country.**
O Odukoya, A Sekoni (Nigeria)
- PD-841-19 Measuring nicotine dependence using the modified Fagerstrom Tolerance Questionnaire (mFTQ) for Thai youth smokers**
N Chansatitporn, P Lapvongwattana, N Kungskulniti, N Charoenca, S Hamann, S Sussman (Thailand, USA)
- PD-1369-19 Competence and willingness to provide tobacco cessation services by trainee dental specialists in Southwest Nigeria**
A Dedeke, O Popoola (Nigeria)

2015 Luther L Terry Awards Ceremony

19:00 • ICC



The Luther L Terry Awards are presented by the American Cancer Society in recognition of outstanding global achievement in the field of tobacco control. They are named for the late United States Surgeon General Luther L Terry, MD, whose groundbreaking work established the foundation for public health scrutiny of the dangers of tobacco use.

The 2015 Luther L Terry Awards awardees are as follows:

Distinguished Career

Jonathan Samet, MD, MS, United States

Exemplary Leadership by a Government Ministry

The United Kingdom Department of Health's Tobacco Programme

Outstanding Individual Leadership

Eduardo Bianco, MD, Uruguay

Outstanding Organization

Smoke Free Partnership, Belgium

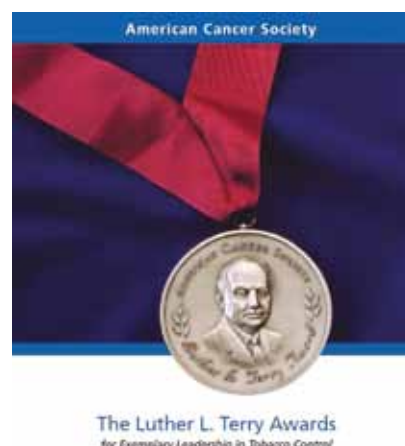
Outstanding Research Contribution

Geoffrey Fong, PhD, Canada, and Frank Chaloupka, PhD, United States

Outstanding Community Service

Patti White, United Kingdom, and Hon. Dame Tariana Turia, New Zealand

The American Cancer Society welcomes all participants in the 16th World Conference on Tobacco or Health to the ceremony honoring the 2015 Luther L Terry Award recipients and to a reception immediately following the ceremony.





FRIDAY, 20 MARCH

MEET THE EXPERTS

08:00–08:45 • Rooms as noted

In these sessions, experts will meet with interested delegates to discuss, face to face, the challenges and opportunities of working in tobacco control today. These sessions are free of charge for registered delegates only.

05. Ms Katie Dain (United Kingdom) Capital Suite 1

Meet Ms Dain to discuss:

National and regional NCD alliances – useful for tobacco control?

06. Ms Patricia Lambert (South Africa) Capital Suite 3

Meet Ms Lambert to discuss:

Litigation in Low- and Middle-Income Countries: A World of Possibility?

07. Prof Judith Mackay (Hong Kong) Capital Suite 5

Meet Prof Mackay to discuss:

Global trends – where is the tobacco epidemic going?

08. Prof K Srinath Reddy (India) Capital Suite 7

Meet Prof Reddy to discuss:

The burden of NCDs – how can we raise awareness among politicians and policy makers?

09. Prof Prakash Gupta (India) Capital Suite 10

Meet Prof Gupta to discuss:

Tobacco control in India – progress and challenges.

10. Dr Vera Luiza da Costa e Silva (Switzerland) Capital Suite 13

Meet Dr da Costa e Silva to discuss:

The FCTC – are we on track?

New Tricks or Just a New Mask? What Can Be Learned from the Tobacco Industry Interference with Public Health?

CHAIRS: DR VERA LUIZA DA COSTA E SILVA (SWITZERLAND)

The plenary session will present and discuss the new forms of tobacco industry interference with policy making and will bring to the discussion how other industries (for example, sugar and alcohol) are using similar interference tactics. It will then discuss what lessons can be learned from countering tobacco industry interference and what is next in the public health agenda related to tobacco and to NCDs. It will further discuss how we can bring the tobacco control movement closer to other social and public health movements that can act together to create economic models that operate to improve the well-being of people instead of profiting from disease and death.

This panel will bring together the examples of tobacco industry interferences in emerging challenges in tobacco control but also link those challenges with other public health issues and the corporations behind them. Regulatory and advocacy models will be discussed that address the behavior of a few globalized industries that influences the lifestyles, social and cultural patterns, rather than focus on changing the individual behavior, to face the public health challenges of the 21st century.

Presentations

- 11:00–11:05** Introduction
Chair: *Dr Vera Luiza da Costa e Silva (Switzerland)*
- 11:05–11:15** Water pipe and the tobacco industry: examples of interference
Rima Nakkash, Assistant Professor, Department of Health Promotion and Community Health (HPCH), Faculty of Health Sciences, American University of Beirut (Lebanon)
- 11:15–11:25** The tobacco industry interference with implementation of the Illicit Trade Protocol
Dr Stella Aguinaga Bialous, President, Tobacco Policy International (Brazil)
- 11:25–11:35** Tobacco industry interference in the judiciary power through front groups
Paula Johns, Director, Alliance for the Control of Tobacco Use (Brazil)
- 11:35–11:45** The Mexican experience with the soda tax
Alejandro Cavillo, Consumer Power (Mexico)
- 11:45–11:55** Beyond tobacco exceptionalism: promoting coherence in regulating addictive industries
Prof Jeff Collin, School of Social and Political Science, University of Edinburgh (UK)
- 11:55–12:25** Panel Discussion
- 12:25–12:30** Conclusions and Summary
Dr Vera Luiza da Costa e Silva (Switzerland)

SESSION SUMMARIES

Key to Tracks

Track A	New emerging products and challenges, issues and strategies
Track B	Post-2015 development agenda
Track C	Supply side: FCTC Art. 15, 16, 17
Track D	Demand side: FCTC Art. 6-14, Art. 20
Track E	Globalisation of tobacco industry interference: FCTC Art. 5.3
Track F	Civil Society

SYMPOSIA

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31.	When Quitting is Not an Option – Tobacco Dependence Treatment in Severe and Serious Cases of Lung Disease	A	Carlos Jimenez-Ruiz (Spain)	Capital Suite 3	129
32.	Recent Achievements and Developments of Tobacco Control Mass Media Campaigns	D	Rebecca Perl (USA)	Capital Suite 5	130
33.	Tobacco Control in Eastern European Countries	E	Cornel Radu Loghin (Belgium)	Capital Suite 10	131
34.	TAPS in Drama in EMR During the Month of Ramadan	D	Nisreen Abdellatif (Egypt)	Capital Suite 13	132
35.	Harmonizing Tobacco Information and Strengthening National Capacity for Surveillance in The Americas	D	Roberta de Betania Caixeta (USA)	Capital Suite 14	133
36.	Integrating Tobacco Control and NCDs in the Sustainable Development Framework	B	Manu Mathur (India), Shana Narula (USA)	Conference Hall AA	134
37.	Implementation and Evaluation of Australia's Plain Packaging Policy	D	Melanie Wakefield (Australia)	Conference Hall AB	135
38.	Towards Implementing Effective Tobacco Tax Strategies: Success Stories and Best Practices	D	Johanna Birckmayer (USA), Evan Blecher (USA)	Conference Hall AC	136

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39.	Role of Air Quality Monitoring and Community-Based Compliance Assessment Tools as Methods to Promote Compliance for Smoke-Free Environment	D	Kayleigh Bleymann (UK), Ravinder Thakur (India)	Capital Suite 5	137
40.	Gender, Tobacco Control and the FCTC: 12 Years On	B	Lorraine Greaves (Canada)	Capital Suite 7	138
41.	The Role Of Supply-Side Measures in Tobacco Control in Setting the Stage for Endgame	C	Sonu Goel (India), Ravinder Thakur (India)	Capital Suite 10	139
42.	The Effects of International Economic Policymaking on Tobacco Control	E	Jeffrey Drope (USA)	Capital Suite 13	140
43.	Can E-Cigarettes be used to Eliminate Cigarettes?	A	Ron Borland (Australia)	Conference Hall AA	141
44.	Richard Doll memorial symposium on new findings from large prospective studies in many countries	B	Richard Peto (UK), Sarah Lewington (UK)	Conference Hall AB	142
45.	Tobacco Industry Interference at Intergovernmental/ International Level	C	Deborah Sy (Philippines)	Conference Hall AC	143

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47.	Implementation of the WHO FCTC: Implications for Women and Tobacco	D	Luminita Sanda (Switzerland), Fatimah El-Awa (Egypt)	Capital Suite 5	145
48.	Solutions to Control Tobacco in Impoverished Communities	B	Kamran Siddiqi (UK)	Capital Suite 7	146
49.	Treatment of Tobacco in 21st Century Trade and Investment Rules	E	Deborah Sy (Philippines)	Capital Suite 10	147
50.	Tobacco Consumption Taxes: Regional Experiences, Advances, Challenges in Latin America and the Caribbean (LAC)	D	Beatriz Champagne (USA)	Capital Suite 13	148
51.	Framing NCDs for Action: Insight and Innovation from the Next Generation of Public Health Leaders PANEL DISCUSSION	B	Hadii Mamudu (USA), Yang Joshua (USA)	Conference Hall AA	149
52.	Measuring the Impact of the FCTC: Findings from the International Tobacco Control Policy Evaluation Project	D	Anne C.K. Quah (Canada)	Conference Hall AB	150

SPONSORED CORE SYMPOSIA

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03. Investing in Developing Tobacco Control Capacity for Africa (14:00–15:30)	B	Possy Mugenyi (Uganda)	Capital Suite 3	152
04. Science to Inform Tobacco Regulatory Decisions: the U.S. as a Case Study (16:00–17:30)	D	Cathy Backinger (USA)	Capital Suite 3	153

SPONSORED SATELLITE SYMPOSIUM

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06.	Illicit Trade, Access by Minors	Capital Suite 3	155
07.	Cessation, Health Warnings	Capital Suite 5	155
08.	Smokefree Environments	Capital Suite 7	156
09.	Standardised Packaging, Taxes	Capital Suite 10	156
10.	Globalisation of Tobacco Interference	Capital Suite 13	156

POSTER DISCUSSION SESSIONS

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25.	Smoke-Free Environments and Second-Hand Smoke – Changing the Norm	Hall 6	159
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27.	Reducing Demand by Targeting Risk Groups	Hall 6	160
28.	E-Cigarettes – Evidence and Analysis	Hall 6	161
29.	Strategies for Countering Tobacco Industry Interference	Hall 6	161
30.	Mass Media and Advocacy Strategies for Target Audiences	Hall 6	162
31.	Assessing Needs for Stronger Collaboration with Civil Society	Hall 6	162
32.	Barriers and Strategies for Building Capacity	Hall 6	163
33.	Economic Evidence for Tax Reform	Hall 6	164
34.	Cessation Models and Partnerships	Hall 6	164
35.	Engaging New Partners	Hall 6	165
36.	Old and New Tobacco Industry Tactics	Hall 6	165
37.	Tax – Impacts on Affordability and Consumption	Hall 6	166
38.	Tobacco Alternatives and Disincentives	Hall 6	167
39.	Perceptions and Risks Of Waterpipe, Hookah, Shisha and Gutkha	Hall 6	167
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41.	Growing and Mobilising Civil Society	Hall 6	168
42.	Tobacco Risks for Vulnerable Populations	Hall 6	169

Innovative Financing for FCTC Implementation

TYPE

Symposium

TRACK

New emerging products and challenges, issues and strategies

TOPIC

Innovative funding

COORDINATOR

Deborah Sy
(Philippines)

CHAIR

Deborah Sy
(Philippines)

DESCRIPTION

A crucial barrier to FCTC implementation is the lack of resources. The dialogues on innovative financing for development have continued in various fora and although tobacco taxes have been identified as a source, tobacco control has hardly been named a beneficiary. Furthermore, with the advent of new technology and private sector involvement, new tools and opportunities to collect and disburse funds are evolving. This builds on research on various forms of innovative financing for tobacco control, such as taxes and charges, solidarity contributions, PPPs, etc.

TARGET AUDIENCE

Legislatures, administrators, policy-makers, NGOs, tobacco control researchers, tobacco control lawyers, social scientists, public health professionals, and media in particular from LMICs and high-burden countries

OBJECTIVES

- To present an update on the use of innovative financing for FCTC implementation at the country levels
- To discuss the merits of additional and innovative funding for tobacco control
- To examine advancement towards innovative solutions in financing at the inter-governmental level
- To discuss viable approaches to address the need for additionality and innovation in financing
- To talk about innovative financing strategies for the acceleration of FCTC implementation

KEY WORDS

innovative financing; resource mobilization; mechanisms of assistance; FCTC implementation

PRESENTATIONS

- | | |
|--------------------|---|
| 09:00-09:15 | Tobacco Control and Innovative Financing
(Health Promotion Fund and its Potential to Accelerate FCTC Implementation)
<i>Prakit Vathesatogkit (Thailand)</i> |
| 09:15-09:30 | The Need for Additional Funding for FCTC Implementation
<i>Deborah Sy (Philippines)</i> |
| 09:30-09:45 | Banking on the Polluters Pay Principle
<i>Edouard Tursan D'Espaignet (Switzerland)</i> |
| 09:45-10:00 | TRTP (Repatriated Profit Tax) and other mechanisms
<i>Cynthia Callard (Canada)</i> |
| 10:00-10:15 | Ways Forward on Innovative Financing for Tobacco Control
<i>Vicente Yu III (Switzerland)</i> |
| 10:15-10:30 | Audience Q&A |

When Quitting Is Not an Option – Tobacco Dependence Treatment in Severe and Serious Cases of Lung Disease

TYPE

Symposium

TRACK

New emerging products and challenges, issues and strategies

TOPIC

Innovative ways for achieving tobacco free generations: crosscutting and beyond FCTC

COORDINATOR

Carlos Jimenez-Ruiz
(Spain)

CHAIRS

Monica Fletcher
(UK)

Susana Luning
(Argentina)

DESCRIPTION

The session examines the following issues: the state of lung health in Europe and the need for tobacco control advocacy; a new ERS website SmokeHaz – an accessible scientific review of the health hazards of smoking; a new ERS consensus document on smoking cessation interventions in smokers that find it difficult to quit; and the outcomes of a European Lung Foundation survey amongst patients of their experience in dealing with healthcare professionals and tobacco dependence treatment

TARGET AUDIENCE

Healthcare professionals, policy makers, administrative personnel, scientific society personnel

OBJECTIVES

- To address needs of difficult to treat smokers with lung disease
- To discuss the different ways scientific societies work on tobacco control and smoking cessation

KEY WORDS

Smoking; prevention; treatment; control; cessation

PRESENTATIONS

- 09:00–09:15** Lung health in Europe – the need for tobacco control advocacy
Constantine Vardavas (USA)
- 09:15–09:30** SmokeHaz: a new scientific review of the health hazards of smoking
Christina Gratiou (Greece)
- 09:30–09:45** A European Respiratory Society Consensus Document to help smokers with pulmonary disorders to quit
Carlos Jimenez-Ruiz (Spain)
- 09:45–10:00** Patient experience of tobacco dependence treatment –
A European Lung Foundation survey of smokers with lung conditions
Dan Smyth (Ireland)
- 10:00–10:30** Discussion

Recent Achievements and Developments of Tobacco Control Mass Media Campaigns

TYPE

Symposium

TRACK

Demand side:
FCTC Art. 6–14, Art. 20

TOPIC

Education and
mass media

COORDINATOR

Rebecca Perl
(USA)

CHAIRS

Kerstin Schotte
(Switzerland)
Tara Singh Bam
(Singapore)

DESCRIPTION

Effective NCD prevention relies on consistent monitoring of policy implementation. Since 2009 the WHO Report on the Global Tobacco Control Epidemic has tracked global tobacco control policy change according to the MPOWER framework, including implementation of mass media campaigns supporting behavior change and policy enforcement around the world. This session will outline principles of strategic tobacco control communication and present an overview of mass media public education globally. Presentations will include examples of best practice campaigns using traditional mass media and new media.

TARGET AUDIENCE

Health professionals interested in health promotion, advocacy, policy, population behavior change and strategic communications.

OBJECTIVES

- To review the status of tobacco control mass media and public education globally
- To demonstrate the use of communications to achieve program and policy outcomes

KEY WORDS

Public health communication and education; mass media; social marketing; tobacco control; NCD prevention

PRESENTATIONS

- | | |
|--------------------|--|
| 09:00–09:15 | Strategic Communication: mass media campaigns for policy and behavior change campaigns
<i>Sandra Mullin (USA)</i> |
| 09:15–09:30 | Principles of effective communication campaigns
<i>Tom Carroll (Australia)</i> |
| 09:30–09:45 | Tobacco control global media environment: overview of the global tobacco epidemic report 2009–2015
<i>Nandita Murukutla (USA)</i> |
| 09:45–10:00 | Integrating new media
<i>Hai Phan Thi (Viet Nam)</i> |
| 10:00–10:15 | Steps forward/sustainability: from NCDs goals and strategy to local policy approaches
<i>Katie Dain (UK)</i> |
| 10:15–10:30 | Audience Q&A |

Tobacco Control in Eastern European Countries

TYPE

Symposium

TRACK

Globalisation of tobacco industry interference: FCTC Art. 5.3

TOPIC

Country level examples: case studies and counter strategies

COORDINATOR

Cornel Radu Loghin (Belgium)

CHAIRS

Florin Dumitru Mihaltan (Romania)

Andrii Skipalskyi (Ukraine)

DESCRIPTION

Tobacco Control Case studies in Eastern European Countries

TARGET AUDIENCE

Tobacco Control Stakeholders in Europe

OBJECTIVES

- Sharing of good practices and experiences
- Capacity Building
- Transfer of Knowledge

KEY WORDS

ENSP, tobacco control, Eastern Europe, Romania, Bulgaria, Hungary, Poland, Czech Republic, Moldova, Ukraine, Georgia, tobacco industry interference

PRESENTATIONS

- 09:00-09:10** Tobacco industry interferences in Romania
Lucia Lotrean (Romania)
- 09:15-09:25** Tobacco control challenges in Georgia
George Bakhturidze (Georgia)
- 09:30-09:40** Moldavian civil society face to face with the tobacco industry
Antonita Fonari (Moldova)
- 09:45-09:55** Bring back the ban: the tobacco industry opposition in Bulgaria
- 10:00-10:10** ENSP activities in Eastern European countries
Cornel Radu Loghin (Belgium)
- 10:15-10:25** The history of tobacco control in Romania a history of friendships
Florin Dumitru Mihaltan (Romania)

TAPS in Drama in EMR during the Month of Ramadan

TYPE

Symposium

TRACK

Demand side:
FCTC Art. 6–14, Art. 20

TOPIC

TAPS

COORDINATOR

Nisreen Abdellatif
(Egypt)

CHAIR

Stephen Hamill
(USA)

DESCRIPTION

Enforcing a total ban on tobacco advertising, promotion and sponsorship (TAPS) is a key policy of the WHO Framework Convention on Tobacco Control (FCTC) and the MPOWER policy package. The TAPS ban includes a comprehensive ban on all forms. However, in the Eastern Mediterranean Region, it has been repeatedly documented that drama, including movies and TV series especially during the month of Ramadan are extensively used to advertise and promote different types of tobacco use. This practice is a clear breach of the total ban on TAPS that jeopardizes all tobacco control efforts at all levels.

TARGET AUDIENCE

The session will focus on tobacco advertising in drama, and attempt to respond to a number of questions: What is the status? How can it be controlled? Who is to be involved? What actions are needed?

OBJECTIVES

- Present situation analyses
- Identify the different aspects of the problem
- Agree on solutions and way forward

KEY WORDS

TAPS; WHO FCTC; Article 13

PRESENTATIONS

- | | |
|--------------------|---|
| 09:00-09:10 | Ramadan drama and tobacco products: situation analyses
<i>Mona Yassin (Egypt)</i> |
| 09:10-09:20 | Moving forward in banning TAPS in drama in the EMR
<i>Nisreen Abdellatif (Egypt)</i> |
| 09:20-09:30 | International best practices in controlling TAPS in Drama: the Indian experience
<i>Nyo Nyo Kyaing (India)</i> |
| 09:30-09:40 | Regulating TAPS in Drama: the Turkish experience
<i>Toker Eguder (Turkey)</i> |
| 09:40-09:50 | Challenges to control TAPS in drama
<i>Stephen Hamill (USA)</i> |
| 09:50-10:30 | Discussion |

Harmonizing Tobacco Information and Strengthening National Capacity for Surveillance in the Americas

TYPE

Symposium

TRACK

Demand side:
FCTC Art. 6–14, Art. 20

TOPIC

Other

COORDINATOR

Roberta de
Betania Caixeta
(USA)

CHAIRS

Adriana Blanco
(USA)

Lauren Bartell
(USA)

DESCRIPTION

Many countries in the Latin American and Caribbean Region have made well known advances in surveillance and policy in the past decade. This symposium on the most recent experience of “America’s Champions” will focus on how countries have brought together and harmonized successes in tobacco surveillance and control policies. The symposium will also illustrate how tobacco information has played an important role in strengthening comprehensive national capacity in tobacco control, and how harmonizing tobacco information in the Americas can further contribute to this capacity.

TARGET AUDIENCE

Public health practitioners, civil society organizations, students, academics and researchers, government officials working in tobacco control.

OBJECTIVES

- To present how tobacco use information can accelerate progress for Latin American countries to become tobacco-free
- To present best practices in partnerships, financing & integration activities in tobacco use surveillance systems
- To present the status of WHO FCTC demand reduction measures (MPOWER package) in Latin America

KEY WORDS

Surveillance; Monitoring; Latin America; Article 20

PRESENTATIONS

- 09:00–09:10** Producing systematic, standardized and comparable data in country and across countries: the second round of the GATS in Mexico
Luz Myriam Reynales-Shigematsu (Mexico)
- 09:15–09:25** Strengthening a tobacco surveillance system using tobacco taxation funds: the experience of Panama
Reina Gisela Roa Rodriguez (Panama)
- 09:30–09:40** The harmonization of tobacco information in the Americas
Roberta de Betania Caixeta (USA)
- 09:45–09:55** A decade of partnership among the Ministry of Health and the National Statistics Office conducting surveillance in Argentina
Dolores Ondarsuhu (Argentina)
- 10:00–10:10** The integration of Tobacco Question for Surveys (TQS) into the Brazilian Information Systems for NCDs and Risk Factors
Deborah Malta (Brazil)
- 10:15–10:25** The GATS as a tool to monitor WHO FCTC implementation in Uruguay

Integrating Tobacco Control and NCDs in the Sustainable Development Framework

TYPE

Symposium

TRACK

Post-2015
development agenda

TOPIC

Tobacco control:
Investing in NCD
prevention and control

COORDINATORS

Manu Mathur
(India)

Shana Narula
(USA)

CHAIRS

K Srinath Reddy
(India)

Laurent Huber
(Switzerland)

DESCRIPTION

The tobacco control community has a unique opportunity to reduce tobacco consumption globally. The UN's original Millennium Development Goals did not include tobacco control or NCDs and are set to expire in 2015. The new set of Sustainable Development Goals will determine national priorities for the next 15 years. If tobacco control indicators are integrated in the SDGs, tobacco will be elevated as a development priority at the global and national level. This session will discuss actions taken so far and advocacy opportunities to integrate tobacco control in the post-2015 development agenda.

TARGET AUDIENCE

Government representatives; Civil society and NGOs; Academics and students; Media.

OBJECTIVES

- Educate participants about the importance of integrating tobacco control and NCDs in the post-2015 development agenda
- Highlight the work that has been done so far to integrate tobacco control in the SDGs
- Inform participants about advocacy opportunities to integrate tobacco control in the post-2015 development agenda
- To compare the NCD and tobacco control movement and deliberate on the learnings from their successes & failures

KEY WORDS

Post-2015; Sustainable Development Goals; SDGs; Millennium Development Goals; MDGs; United Nations; NCDs; development; advocacy

PRESENTATIONS

- 09:00-09:10** The global movement towards post-2015 SDGs: putting tobacco control in context
Manu Mathur (India)
- 09:15-09:25** Learnings from the FCTC: Moving Towards A Treaty To Combat NCDs
Heather Wipfli (USA)
- 09:30-09:40** Capacity building in tobacco control research and advocacy for inclusion of tobacco control in SDGs with best practices from LMICs
Monika Arora (India)
- 09:45-09:55** Progress by civil society on inclusion of tobacco control in post-2015 and SDGs
Laurent Huber (Switzerland)
- 10:00-10:15** Next Steps for Civil Society and the Tobacco Control Community: Opportunities for multi stakeholder engagement and global advocacy
Katie Dain (UK)
- 10:15-10:30** Audience Q&A

Implementation and Evaluation of Australia's Plain Packaging Policy

TYPE

Symposium

TRACK

Health warnings and standardised packaging

TOPIC

Innovative funding

COORDINATOR

Melanie Wakefield
(Australia)

CHAIR

Mike Daube
(Australia)

DESCRIPTION

This symposium will summarise the results of a series of major evaluation studies to understand the extent to which policy objectives were met among Australian consumers. In addition, the session will elucidate tobacco industry counter-marketing mitigation strategies and present research findings that test the veracity of industry claims that standardised packaging would lead prices to plummet, increase use of illicit tobacco, and cause chaos in small retail outlets.

TARGET AUDIENCE

Government personnel, policy advocates and researchers from nations interested to implement standardised packaging.

OBJECTIVES

- Identify how the tobacco industry tried to mitigate plain packaging with new product developments
- Determine whether industry claims of adverse consequences of standardised packaging were realised
- Identify the early effects of the legislation on consumers
- Consider implications of the Australian experience for other nations

KEY WORDS

standardised packaging; consumers; tobacco industry; illicit tobacco; trade disputes

PRESENTATIONS

- 09:00–09:30** Tobacco industry claims and counter-marketing strategies versus empirical evidence
Kylie Lindorff (Australia), Michelle Scollo (Australia)
- 09:40–10:10** Response of smokers to standardised packaging
Sarah Durkin (Australia), Emily Brennan (Australia)
- 10:10–10:20** Summary of evidence and implications for other nations
Melanie Wakefield (Australia)
- 10:20–10:30** Summary and conclusions

Towards Implementing Effective Tobacco Tax Strategies: Success Stories and Best Practices

TYPE

Symposium

TRACK

Demand side:
FCTC Art. 6–14, Art. 20

TOPIC

Taxes

COORDINATORS

Johanna Birckmayer
(USA)

Evan Blecher
(USA)

CHAIRS

Evan Blecher
(USA)

Johanna Birckmayer
(USA)

SPONSOR

This session is sponsored
by American Cancer
Society (ACS)

DESCRIPTION

Tobacco taxation is one of the most effective demand reduction measures in tobacco control. Article 6 guidelines (presented at FCTC COP 6) provide guidance on how to structure tobacco taxes in order to optimize outcomes and recommend that Parties establish long-term tax policies and set health and fiscal objectives that are regularly monitored and adjusted. This session will present country examples of successful tobacco tax policy efforts. Examples of how the industry manipulates tax systems to reduce the impact of such tax policies and how these actions can be countered will be discussed.

TARGET AUDIENCE

Policy-makers, tobacco control advocates and researchers

OBJECTIVES

- Increase understanding of best practices in tobacco taxes and the FCTC Article 6 Guidelines
- Understand the importance of tax structures as a necessary reform in many countries
- Identify actions taken by the tobacco industry to reduce the impact of tobacco taxes and formulate ways to pre-empt the tobacco
- Industry's influence and impact on tax policy

KEY WORDS

FCTC Article 6; tobacco taxation; tobacco industry; country examples

PRESENTATIONS

- 09:00–09:10** Brief overview and introduction of FCTC Article 6 Guidelines
Francis Thompson (Canada)
- 09:15–09:25** Tax increases, stockpiling and cheap cigarettes in the Philippines
Jeremias Paul (Philippines)
- 09:30–09:40** Tax increases and tax structure reforms in Kenya and Uganda
Vincent Kimosop (Kenya)
- 09:45–09:55** Reducing cross-country tax and price differences in the European Union
Stoklosa Michal (USA)
- 10:00–10:10** Key messages
Evan Blecher (USA)
- 10:10–10:30** Audience Q&A

Role of Air Quality Monitoring and Community-Based Compliance Assessment Tools as Methods to Promote Compliance for Smoke-Free Environment

TYPE

Symposium

TRACK

Demand side:
FCTC Art. 6–14, Art. 20

TOPIC

Smoke free environments

COORDINATORS

Kayleigh Bleymann
(UK)

Ravinder Thakur
(India)

CHAIRS

Pranay Lal
(India)

Ehsan Latif
(UK)

DESCRIPTION

MPOWER policy package is intended to assist in the country-level implementation of effective interventions to reduce the demand for tobacco, as ratified by the World Health Organization (WHO) Framework Convention on Tobacco Control. One of the six evidence-based components of MPOWER is 'Protect people from tobacco smoke'. Air quality monitoring and compliance studies are two key tools for measuring second-hand smoke (SHS) levels and hence compliance to smoke-free (SF) laws and regulations. This session will cover aspects of AQM and compliance studies, will further focus on how a simple, innovative, and low-cost methodology can promote compliance.

TARGET AUDIENCE

Policymakers, public health professionals, tobacco and NCD advocates, researchers and students.

OBJECTIVES

- To discuss a low-cost AQM methodology, community-based compliance assessment tools and their impact in terms of making the P in MPOWER work
- To discuss and share lessons learned from a study conducted on AQM across six low- and middle- income countries

KEY WORDS

Air quality monitoring; AQM; MPOWER; Protect; measuring second-hand smoke (SHS); compliance studies

PRESENTATIONS

- 14:00–14:15** Air quality monitoring using a low-cost, innovative, and effective methodology
Fouad Aslam (Pakistan), Sean Semple (UK)
- 14:20–14:30** A cross-country study: results and lessons learnt from across the globe
Angela Jackson-Morris (UK)
- 14:35–14:45** Community-led initiatives to measure compliance – a case study from India
Ravinder Thakur (India)
- 14:50–15:00** The impact of AQM: Making the P in MPOWER work
Daouda Adam (Chad)
- 15:00–15:10** Monitoring progress in smokefree enforcement using compliance assessment studies
Rana Jugdeep Singh (India)
- 15:15–15:30** Audience Q&A

Gender, Tobacco Control and the FCTC: 12 Years On

TYPE

Symposium

TRACK

Post-2015
development agenda

TOPIC

Social and human rights/
vulnerable populations:
crosscutting

COORDINATOR

Lorraine Greaves
(Canada)

CHAIRS

Amanda Amos
(UK)
Mary Okioma
(Kenya)

DESCRIPTION

12 years after adoption of the WHO FCTC with a preamble requiring gendered approaches this symposium will examine integration of gender and implementation of article 4.2.d. Article 4.2.d indicates that Parties to the FCTC “need to take measures to address gender-specific risks when developing tobacco control strategies” and incorporate gender-specific tobacco control measures. But progress has been uneven or non-existent. Presentations will explore progress and gaps in the integration of gender strategies with a focus on women, and recommendations to support global and regional implementation.

TARGET AUDIENCE

Policy makers, global development workers, researchers, students, practitioners, legal experts, gender specialists, women’s health advocates and practitioners in tobacco control.

OBJECTIVES

- Examine implementation and integration of gender in tobacco control with a focus on women and FCTC Article 4.2.d
- Identify barriers to integrating gender in tobacco control and actions to address global trends in women’s smoking

KEY WORDS

gender, FCTC, implementation, women, Article 4.2

PRESENTATIONS

- | | |
|--------------------|---|
| 14:00–14:10 | Global tobacco control: a call for research, action and gender transformative tobacco control
<i>Lorraine Greaves (Canada)</i> |
| 14:15–14:25 | A legal analysis of the FCTC and implications for domestic gender based programmes
<i>Patricia Lambert (South Africa)</i> |
| 14:30–14:40 | An analysis of women’s tobacco use, policy and gender integration in South America
<i>Mariela Alderete (Argentina)</i> |
| 14:45–14:55 | Analysis of the integration of gender in tobacco control in India
<i>Mira Aghi (India)</i> |
| 15:00–15:10 | Women, tobacco and women’s leadership in European tobacco control
<i>Margaretha Haglund (Sweden)</i> |
| 15:15–15:30 | Discussion |

The Role of Supply-Side Measures in Tobacco Control in Setting the Stage for Endgame

TYPE

Symposium

TRACK

Supply side:
FCTC Art. 15, 16, 17

TOPIC

Other

COORDINATORS

Sonu Goel
(India)
Ravinder Thakur
(India)

CHAIR

Ravinder Thakur
(India)

DESCRIPTION

Tobacco products are extremely affordable because production lifecycles is subsidized and backed by incentives. To make proven strategies effective, supply-side corrections are urgently needed in developing countries which can show a way forward for endgames of tobacco products. This symposium will cover a range of topics to understand supply-side interventions which can deter the expansion of the tobacco industry and make demand-side reduction strategies more effective.

TARGET AUDIENCE

Policymakers, tobacco control advocates, public health professionals, civil society activists.

OBJECTIVES

- To explore different supply-side interventions for preventing expansion of the tobacco industry
- To discuss the ongoing good practices in supply-side interventions across different countries

KEY WORDS

Endgame; tobacco industry; tobacco prevalence; tobacco economics

PRESENTATIONS

- 14:00–14:15** Lessons from supply side interventions in India – the case of gutka ban and bidi trade
Ravinder Thakur (India), Pranay Lal (India)
- 14:15–14:25** Origins of endgames and industry arguments
- 14:25–14:35** What next for Australia after plain packaging?
Anne Jones (Australia)
- 14:35–14:45** How can high-burden countries benefit from the endgame in developed countries?
- 14:45–14:55** Approaches to supply side
Cynthia Callard (Canada)
- 14:55–15:05** Supply side interventions in Bangladesh
Ishrat Chowdhury (India)
- 15:05–15:30** Audience Q&A

The Effects of International Economic Policymaking on Tobacco Control

TYPE

Symposium

TRACK

Globalisation of tobacco industry interference: FCTC Art. 5.3

TOPIC

Public health, tobacco and trade

COORDINATOR

Jeffrey Drope (USA)

CHAIR

Jennina Joy Chavez (Philippines)

DESCRIPTION

This symposium will explore the nexus of tobacco control and international economic policy-making, particularly trade and investment. Recently, countries' tobacco control efforts have faced challenges through the international economic system, such as in the World Trade Organization. Much of the interaction involves low- and middle-income countries, both as the antagonists and as the victims. Through a 3-year study in a number of key countries, we examine the key variables that shape these relationships, including the tobacco industry, alternative livelihoods, and development issues.

TARGET AUDIENCE

The audience is health and economics-related officials who make policies at the intersection of tobacco control and economic policies (e.g. trade, investment, tax), and civil society and academics who research on and advocate for these issues.

OBJECTIVES

- Demonstrate how the industry and its allies use alleged economic commitments to undermine tobacco control
- Demonstrate the underlying tensions at the intersection of public health and economic policy-making
- Suggest strategies for integrating public health and economic policies successfully
- Examine the role that livelihoods of farmers in tobacco-growing countries plays at this nexus
- Examine the broader role of development in LMICs in pushing tobacco control efforts successfully

KEY WORDS

trade; investment; World Trade Organization: regional trade agreements; poverty; livelihoods; development

PRESENTATIONS

- | | |
|--------------------|--|
| 14:00–14:15 | Tobacco Cultivation and Foreign Exchange Challenges
<i>Donald Makoka (Malawi)</i> |
| 14:15–14:35 | Two Levels of Rhetoric and Dialogue about Trade & Tobacco Control: International vs. Domestic
<i>Ronald Labonte (Canada), Raphael Lencucha (Canada)</i> |
| 14:35–14:50 | Cooperating on the Tobacco Control-Trade Policy Nexus in the Context of FCTC Article 5.2a
<i>Peter Magati (Kenya)</i> |
| 14:50–15:10 | Governance Challenges at the Intersection of Tobacco Control and Trade Policy
<i>Fastone Goma (Zambia), Zulu Richard (Zambia)</i> |
| 15:10–15:30 | Trade Liberalization, Tobacco Trade, and Tobacco Control in LMICs
<i>Adriana Appau (Canada), Jeffrey Drope (USA)</i> |

Can E-Cigarettes Be Used to Eliminate Cigarettes?

TYPE

Symposium

TRACK

New emerging products and challenges, issues and strategies

TOPIC

Innovative ways for achieving tobacco free generations: crosscutting and beyond FCTC

COORDINATOR

Ron Borland
(Australia)

CHAIRS

Ron Borland
(Australia)
Deborah Arnott
(UK)

DESCRIPTION

A forum from scientists who see potential benefits of e-cigarettes to discuss ways in which e-cigarettes might contribute to more rapidly getting rid of smoking, indeed doing so within a time frame that is unimaginable using other methods. It provides a scientific analysis of the potential harms of vaping, canvasses what we know about the vaping phenomenon, provides early data on population-level impacts, discusses what level of regulation is needed for these products, and the need for further regulating smoked tobacco, and of strategies to do this in ways that also minimises the risks.

TARGET AUDIENCE

Those in tobacco control wanting to understand why some tobacco control researchers see a role for e-cigarettes as a means of reducing smoking, and perhaps even effectively eliminating it and how this might be done in a way that minimises the risks.

OBJECTIVES

- To show how e-cigarettes and other ANDS could have a major beneficial effect on tobacco control efforts.
- To evaluate potential risks and canvass strategies to optimise the balance between costs and benefits.
- To dispel some of the myths and misinformation about these products.
- To put forward the beginning of a coherent framework for moving forward.
- To explain that large gains are rarely made anywhere without some accompanying risks.

KEY WORDS

Electronic cigarettes; Harm reduction; endgame scenarios; alternative nicotine products; eliminating smoking

PRESENTATIONS

- 14:00–14:10** An evaluation of the real and potential harms of e-cigarettes to individual users
John Britton (UK)
- 14:10–14:20** The Vaping phenomenon: An emerging consumer movement.
Jean-François Etter (Switzerland)
- 14:20–14:30** How these products are being used by early adopters of this technology
Konstantinos Farsalinos (Greece)
- 14:30–14:40** Early evidence of population-level impacts
Martin Dockrell (UK)
- 14:40–14:50** An analysis of the risks and how they might be mitigated
Ron Borland (Australia)
- 14:50–15:00** Tilting the playing field: Making current smoked tobacco less attractive and increasing incentives for use of alternatives
Ken Warner (USA)
- 15:00–15:30** Panel discussion and questions from audience
Deborah Arnott (UK)

Richard Doll Memorial Symposium on New Findings from Large Prospective Studies in Many Countries

TYPE

Symposium

TRACK

Post-2015
development agenda

TOPIC

Tobacco control:
Investing in NCD
prevention and control

COORDINATORS

Richard Peto
(UK)
Sarah Lewington
(UK)

CHAIRS

Richard Peto
(UK)
Alan Lopez
(Australia)

DESCRIPTION

Major prospective studies in China, India, Europe, and North and South America are monitoring the changing hazards of smoking and benefits of stopping. Those concerned with tobacco control should be given the opportunity to keep up with the – new health evidence from these studies.

TARGET AUDIENCE

Those concerned with generating or using epidemiological evidence of the hazards of smoking and the benefits of stopping in different populations.

OBJECTIVES

- Present the emerging evidence on the hazards of smoking and the benefits of stopping in different populations
- Present findings on the interaction of smoking with other important risk factors for premature mortality

KEY WORDS

Tobacco; prospective studies; world-wide; hazards of smoking; benefits of quitting

PRESENTATIONS

- 14:00–14:15** China: The evolving epidemic
Zhengming Chen (China)
- 14:15–14:30** India: Cigarettes and bidis
Vendhan Gajalakshmi (India)
- 14:30–14:45** Mexico: Obesity and smoking
Pablo Kuri Morales (Mexico)
- 14:45–15:00** UK: Stopping at various ages
Kirstin Pirie (UK)
- 15:00–15:15** Russia: Alcohol and tobacco
David Zaridze (Russian Federation)
- 15:15–15:30** US: Evolving hazards in successive prospective studies
Michael Thun (USA)

Tobacco Industry Interference at Intergovernmental/ International Level

PANEL DISCUSSION

TYPE

Symposium

TRACK

Supply side:
FCTC Art. 15, 16, 17

TOPIC

Multi-sectoral approach:
collaborations

COORDINATOR

Deborah Sy
(Philippines)

CHAIR

Prakit Vathesatogkit
(Thailand)

DESCRIPTION

Tobacco industry interference (TI) is one of the greatest challenges to tobacco control. UN Secretary General's report to ECOSOC highlighted TI in the UN system. Recent events show TI's strategies/tactics beyond national borders, e.g., Interpol's receipt of Philip Morris' funds; TI showcasing its partnerships with various governments in combating illicit trade; TI supporting governments to challenge tobacco control measures in other countries. This session will thus assess viable strategies to address these challenges in the context of global solutions and international cooperation.

TARGET AUDIENCE

Legislatures, administrators, policy makers, NGOs, tobacco control researchers, tobacco control lawyers, social scientists, public health professionals, and media in particular from LMICs and high-burden countries.

OBJECTIVES

- To present an update on tobacco industry interference at the global and regional levels
- To discuss advancement towards effective solutions at the inter-governmental level
- To discuss viable approaches/strategies to address transnational TI tactics of influencing governments

KEY WORDS

Article 5.3; UN Global Compact; tobacco industry interference; front groups

PRESENTATIONS

14:00–14:15 Introduction

14:15–15:00 Panelist 1: Direct and Indirect Tobacco Industry Influence: Case study on International Labor Organization and International Trade and Investment Ctr
Mary Assunta (Malaysia)

Panelist 2: Inter-regional Tools (African and Southeast Asian Region)
Tobacco Industry Interference Index
Patrick Musavuli (Congo – Democratic Rep.)

Panelist 3: The role of the FCTC in the UN Global Compact and other CSR standards
Yvona Tous (Canada)

Panelist 4: Identifying tobacco industry front groups: Challenges and Tools
Andy Rowell (UK)

Panelist 5: Potential for regional collaboration among public service offices: ASEAN case study

Panelist 6: The role of UN system, international organizations, embassies, governance initiatives in preventing tobacco industry interference
Cloe Franko (USA)

15:00–15:30 Audience Q&A

Tobacco Product Analysis and Public Health Implication

TYPE

Symposium

TRACK

New emerging products and challenges, issues and strategies

TOPIC

Other

COORDINATOR

Yan Ding
(USA)

CHAIRS

Yan Ding
(USA)
Clifford Watson
(USA)

DESCRIPTION

Tobacco use causes extensive, preventable disease and death. Among the thousands of compounds generated in cigarette smoke, at least 250 are harmful to human health. Despite adverse health effects, 80,000 to 100,000 people a day start smoking worldwide. Approximately 10 million cigarettes are purchased per minute. This session will focus on the analysis of harmful constituents in tobacco products, exposure biomarker assessment on the population level, the role of product science in informing international policy, and FDA effort on regulatory science.

TARGET AUDIENCE

Tobacco product scientists; Exposure and/or biomonitoring scientists; Tobacco control policy maker; Tobacco regulator; Public health scientists; Toxicologists.

OBJECTIVES

- Demonstrate the variety of harmful constituents in tobacco products and the diversity of tobacco product analyses
- Demonstrate the impact of tobacco use on exposures to harmful chemicals
- Help the audience understand the role of product science in informing international policy
- Help the audience understand the U.S. FDA efforts related to regulatory science

KEY WORDS

Tobacco product analysis; Harmful and potential harmful constituents; Tobacco exposure biomarkers; Cigarette descriptor; Regulatory science; Product science

PRESENTATIONS

- 16:00–16:10** Speciation of metals in smoke: Implications for health and tobacco product regulation
Ed Stephens (UK)
- 16:15–16:25** Chemical Analysis of Carbonyl Compounds in cigarette mainstream smoke
Yan Ding (USA)
- 16:30–16:40** Apply tobacco exposure biomarker program in two US national surveys for tobacco and public health
Lanqing Wang (USA)
- 16:45–16:55** Application of regulatory science in the US to reducing the adverse impact of tobacco products on public health
David Ashley (USA)
- 17:00–17:10** The role of product science in informing international policy: Implications for FCTC Articles 9 and 10
David Hammond (Canada)
- 17:15–17:30** Discussion

Implementation of the WHO FCTC: Implications for Women and Tobacco

TYPE

Symposium

TRACK

Demand side:
FCTC Art. 6–14, Art. 20

TOPIC

Other

COORDINATORS

Luminita Sanda
(Switzerland)

Fatimah El-Awa
(Egypt)

CHAIRS

Fatimah El-Awa
(Egypt)

Kristina Mauer-Stender
(Denmark)

DESCRIPTION

This session will address how implementation of the WHO FCTC is intrinsically related to advancing the agenda on reversing the epidemic on women and tobacco. Presentations will cover various articles of the WHO FCTC and the impact on women.

TARGET AUDIENCE

Public health advocates; policy makers; gender and tobacco scientists.

OBJECTIVES

- To discuss how the WHO FCTC is applicable to reducing tobacco use among women
- To provide examples from countries of best practices on women and tobacco
- To identify steps necessary to ensure that women's tobacco issue are integral to the WHO FCTC implementation

KEY WORDS

women; tobacco; WHO FCTC; advocacy

PRESENTATIONS

- 16:00–16:15** Developing media campaign targeting women and waterpipe use:
example from Turkey
Tuba Durgut (Turkey)
- 16:15–16:30** Women and tobacco growing: special occupational health concerns in Brazil
Silvana Rubano (Brazil)
- 16:30–16:45** Tobacco use among Gulf Coast Countries population, present and suggested way forward
- 16:45–17:00** Smoking cessation and pregnant women: WHO Guidelines
Lubna Bhatti (Switzerland)
- 17:00–17:15** Women and tobacco use in EURO: how to win this war
Margaretha Haglund (Sweden)
- 17:15–17:30** Discussion

Solutions to Control Tobacco in Impoverished Communities

TYPE

Symposium

TRACK

Post-2015
development agenda

TOPIC

Social and human rights/
vulnerable populations:
crosscutting

COORDINATOR

Kamran Siddiqi
(UK)

CHAIRS

E Vidhubala
(India)
Amanda Amos
(UK)

DESCRIPTION

The prevalence and negative impact of tobacco use is increasing in impoverished and marginalised communities around the globe. In high-income countries, despite a fall in smoking rates, it remains stubbornly high in lower socio-economic and certain minority ethnic groups. A social gradient to tobacco consumption is also apparent in many middle- and low-income countries. Consequently, health inequalities are widening between different social strata. There is a need to develop and adopt progressive and pro-equity approaches that reduce health disparities between different social groupings.

TARGET AUDIENCE

Tobacco control students, advocates, policy makers, programme managers, teachers, clinicians, and researchers.

OBJECTIVES

- To highlight that tobacco use is responsible for a steep social gradient in health across global economies
- To focus on reducing health inequities between ethnic & social groups and not just overall smoking prevalence
- To showcase progressive approaches to control tobacco that helps disadvantaged communities
- To galvanise our efforts to develop and evaluate novel pro-equity approaches to control tobacco

KEY WORDS

tobacco; poverty; inequalities; inequities; ethnicity; disparities

PRESENTATIONS

- | | |
|--------------------|---|
| 16:00–16:10 | Tobacco taxation and the poor: A welfare analysis of cigarette taxation in Bangladesh
<i>Nigar Nargis (Switzerland)</i> |
| 16:15–16:25 | Addressing social inequalities in tobacco use: Experiences from India
<i>Monika Arora (India)</i> |
| 16:30–16:45 | Does socio-economic inequality correlate with smoking prevalence inequality?
<i>William Lea (UK), Kamran Siddiqi (UK)</i> |
| 16:50–17:00 | Addressing the hidden victims – Tobacco workers: Tobacco control solutions through supply reduction
<i>E Vidhubala (India)</i> |
| 17:05–17:15 | What works to reduce socio-economic inequalities in smoking?
<i>Amanda Amos (UK)</i> |
| 17:15–17:30 | Audience Q&A |

Treatment of Tobacco in 21st Century Trade and Investment Rules

TYPE

Symposium

TRACK

Globalisation of tobacco industry interference: FCTC Art. 5.3

TOPIC

Public health, tobacco and trade

COORDINATOR

Deborah Sy (Philippines)

CHAIRS

Mary Assunta (Malaysia)
Chris Bostic (USA)

DESCRIPTION

In the Trans Pacific Partnership Agreement, a multilateral trade agreement (MTA) in which future trade and investment agreements (TIAs) are to be modelled after, both the US and Malaysia have proposed language to treat tobacco uniquely. Tobacco is now a key topic in discussions for an MTA. Meanwhile, global “regulatory chill” created by tobacco companies using TIAs has remained omnipresent despite global commitment to hasten FCTC implementation. Thus, this session will assess viable strategies to address these challenges in the context of TIA negotiations that continue to be (re)negotiated.

TARGET AUDIENCE

Legislatures, administrators, policy makers, NGOs, tobacco control researchers, tobacco control lawyers and social scientists, public health professionals and media in particular from LMICs and high burden countries.

OBJECTIVES

- To present an update on global advancement towards specific treatment of tobacco in trade negotiations
- To discuss viable approaches for providing treatment of tobacco in trade negotiations
- To identify strategies to address tobacco industry tactics and for accelerated FCTC implementation

KEY WORDS

trade; investment; TPP; free trade agreements; dispute

PRESENTATIONS

- | | |
|--------------------|---|
| 16:00–16:15 | Costs of addressing trade-related challenges to tobacco control
<i>Eduardo Bianco (Uruguay)</i> |
| 16:15–16:30 | Tobacco proposals in the TransPacific Partnership Agreement |
| 16:30–16:45 | Multi-sectoral collaboration for tobacco control in trade negotiations
<i>Molly Cheah (Malaysia)</i> |
| 16:45–17:00 | Tobacco control in 21st century trade and investment rules: Options for reform
<i>Deborah Sy (Philippines)</i> |
| 17:00–17:15 | Renegotiation of investment agreements: Potential to expand policy space for tobacco control in the African region? South Africa Case Study
<i>Dorcas Kiptui (Kenya)</i> |
| 17:15–17:30 | Impact of domestic US policies involving tobacco trade in multilateral negotiations
<i>Chris Bostic (USA)</i> |

Tobacco Consumption Taxes: Regional Experiences, Advances, Challenges in Latin America and the Caribbean (LAC)

TYPE

Symposium

TRACK

Demand side:
FCTC Art. 6–14, Art. 20

TOPIC

Taxes

COORDINATOR

Beatriz Champagne
(USA)

CHAIR

Martin Rozada
(Argentina)

DESCRIPTION

Session will present experience on tobacco tax policies in LAC countries and prospects / obstacles to implement further tax increases. Main topics: results of demand and tax studies in LAC, lack of priority of excise taxation in LAC's tax reform policies and at regional and international development banks, potential impact of increased illicit trade, increased regression of tobacco taxation in Argentina, Uruguay, Mexico and Brazil, low applicability of 70% tax share target and new tool to assess tax policies in the region based on the approved Recommendations of the Guidelines of Art. 6 of FCTC.

TARGET AUDIENCE

Tobacco control advocates, researchers, policy makers, government and NGO representatives interested in effective strategies to implement tobacco tax increases, particularly in the LAC region.

OBJECTIVES

- To present obstacles, accomplishments and challenges regarding tobacco tax policy implementation in LAC
- To present regional lessons learned and a need to face hindrances to raise tobacco taxes in LAC and other regions

KEY WORDS

Taxes; Tax administration; Affordability; Regressivity; Equity Guidelines of Art 6; Illicit trade

PRESENTATIONS

- 16:00–16:15** Obstacles to further tobacco tax policies in LAC and moving beyond 70% target of tax share
Alejandro Ramos (Argentina)
- 16:15–16:30** Increasing price and tax is not enough to reduce consumption: evidence in Tax, Real Price and Affordability of Cigarettes in the Last Decade in LAC
German Rodriguez-Iglesias (Argentina)
- 16:30–16:45** Tax Policy in Mexico: a learning scenario on tax policy legislative negotiations, tax administration and its effect on price and consumption
Carlos Manuel Guerrero-Lopez (Mexico)
- 16:45–17:00** Are increments in cigarette taxes regressive? Evidence from Argentina, Brazil, Uruguay and Mexico
Martin Rozada (Argentina)
- 17:00–17:30** Discussion

Framing NCDs for Action: Insight and Innovation from the Next Generation of Public Health Leaders

PANEL DISCUSSION

TYPE

Symposium

TRACK

Post-2015
development agenda

TOPIC

Tobacco control:
Investing in NCD
prevention and control

COORDINATORS

Hadii Mamudu
(USA)
Yang Joshua
(USA)

CHAIR

Gemma Vestal
(Switzerland)

DESCRIPTION

This session focuses on novel ways of framing NCDs to enable policy advocates and health professionals to spur states, individually and collectively, to take bold action on NCDs. Although causes of NCDs are well-documented and policies and programs to address the issue are known, the burden of NCDs continues to increase worldwide. Governmental actions at the national level lag. As such, this session brings voices of young global health professionals to highlight new insights into the emerging NCDs narrative through alternatives of framing NCDs to facilitate national action.

TARGET AUDIENCE

Global health professionals, advocates, governments, NGOs, Intergovernmental organizations, and the general public.

OBJECTIVES

- Present innovative framing of NCDs to foster collective action for national prioritization of NCDs
- Foster leadership development among young professionals in the NCDs arena.
- Initiate broad and inclusive public discussion on how to maximize governmental action on NCDs worldwide.

KEY WORDS

Issue framing; global health; non-communicable diseases (NCDs); young global health professionals

PRESENTATIONS

- 16:00–16:15** Introduction
- 16:15–17:10** Panelist 1: Hegemony and neoliberal political rationality:
Reframing the dominant narrative of NCDs for collective action
Joshua Jang (USA)
- Panelist 2: Human rights as an essential frame for NCDs
Hadii Mamudu (USA)
- Panelist 3: Social Justice and NCDs: Equity as a driver for social change
Abdallah IBRAHIM (Ghana)
- Panelist 4: Social justice and NCDs: equity as a driver for social change
Shusmita Khan (Bangladesh)
- Panelist 5: The economic and development case for action on NCDs
Rijo John (India)
- Panelist 6: Balancing opportunities and coercion:
Labor, workers' rights and NCDs
Cassandra Okechukwu (USA)
- 17:10–17:30** Audience Q&A

Measuring the Impact of the FCTC: Findings from the International Tobacco Control Policy Evaluation Project

TYPE

Symposium

TRACK

Demand side:
FCTC Art. 6–14, Art. 20

TOPIC

Other

COORDINATOR

Anne C.K. Quah
(Canada)

CHAIRS

Fastone Goma
(Zambia)
Michael Cummings
(USA)

SPONSOR

This session is sponsored
by the U.S. National
Cancer Institute (NCI)

DESCRIPTION

In the decade since the FCTC came into force on 27 Feb 2005, the International Tobacco Control Policy Evaluation (ITC) Project has conducted evaluation studies of the impact of FCTC policies to build the evidence base for the FCTC. through its scientific articles and national and policy reports. The ITC Project is currently engaged in an extensive effort to compare FCTC impact across 22 countries, inhabited by over 50% of the world's population and 70% of the world's tobacco users. This symposium will present key ITC findings on health warnings, smoke-free laws, cessation, and taxation.

TARGET AUDIENCE

All conference attendees.

OBJECTIVES

- To learn about the importance of evaluation of FCTC policies in the progression of the FCTC
- To learn about the design and methods that the ITC Project uses in its work on FCTC impact assessment
- To learn about ITC findings on effectiveness on health warnings, smoke-free laws, cessation, and taxation
- To learn about the implications of ITC Project findings for strengthening FCTC implementation and impact

KEY WORDS

Policy; FCTC; evaluation; impact assessment; dissemination

PRESENTATIONS

- 16:00–16:15** What we know about health warnings: Survey and experimental findings from the ITC Project
David Hammond (Canada), Cristina Perez (Brazil)
- 16:15–16:30** Smoke-free policies: Cross-country comparisons and key components of effectiveness from the ITC Project
Geoffrey Fong (Canada), Yuan Jiang (China)
- 16:30–16:45** Cessation policies and methods across ITC countries: From medication to e-cigarettes
Ron Borland (Australia)
- 16:45–17:00** The importance of tax structure and affordability on the impact of tobacco taxation policies
Frank Chaloupka (USA), Nigar Nargis (Switzerland)
- 17:00–17:10** The need for scientific evidence in strengthening the FCTC
Judith Mackay (Hong Kong)
- 17:10–17:30** Discussion

Public Health-led Global Standardised Testing of Tobacco Products

TYPE

Sponsored Core Symposium

TRACK

Demand side:
FCTC Art. 6–14, Art. 20

TOPIC

Other

ORGANISER

World Health Organization

COORDINATOR

Gemma Vestal
(Switzerland)

CHAIRS

Ghazi Zaatari
(Lebanon)
Gemma Vestal
(Switzerland)

DESCRIPTION

The WHO Tobacco Laboratory Network (TobLabNet) was formed to strengthen regional capacity for the research and verification testing of the contents and emissions of tobacco products pursuant to Article 9 and 10 of the WHO Framework Convention on Tobacco Control. TobLabNet is positioned to counter-balance the tobacco industry's decades-long predominance in tobacco testing, research, and international methods development. As public health-created standards are critical to implement global tobacco control, the WHO FCTC COP requested WHO to internationally validate cigarette testing standards.

TARGET AUDIENCE

Tobacco control scientists, health professionals, tobacco regulators and policy makers, especially from countries requiring or intending to require tobacco companies to test and disclose the contents and emissions of tobacco products.

OBJECTIVES

- To understand why a public health-led global standardized testing or tobacco products is critical
- To understand the WHO FCTC COP mandate on the international cigarette testing method validation
- To appreciate the challenges of this undertaking
- To understand how the industry is utilizing ISO TC 126 to undermine this COP-led process

KEY WORDS

FCTC, COP, product regulation, testing standards, international method validation, ISO TC 126

PRESENTATIONS

- 09:00 – 09:10** Describing the request by the WHO FCTC COP to WHO to establish global testing standards for some contents and emissions of cigarettes
Gemma Vestal (Switzerland)
- 09:10 – 09:20** Discussing the process of the international method validation and the countries and laboratories involved
Nuan Ping Cheah (Singapore)
- 09:20 – 09:30** Discussing the logistical and technical challenges encountered by the public laboratories involved in the global validations
Clifford Watson (USA)
- 09:30 – 09:40** Challenges with ISO testing standards vis-a-vis TobLabNet validated standards
Gemma Vestal (Switzerland)
- 09:40 – 09:50** Country experience with regards to public health standards for testing of contents and emissions of tobacco
David Ashley (USA)
- 09:50 – 10:00** How can regulatory agencies use or reference TobLabNet's validated test methods?
Suzy McDonald (Canada)
- 10:00 – 10:30** Question & Answer
Ghazi Zaatari (Lebanon), Gemma Vestal (Switzerland)

Investing in Developing Tobacco Control Capacity for Africa

TYPE

Sponsored Core Symposium

TRACK

Post 2015 development agenda

TOPIC

Tobacco control: Investing in NCD prevention and control

ORGANISER

Centre for Tobacco Control in Africa (CTCA)

COORDINATOR

Possy Mugenyi (Uganda)

CHAIR

William Bazeyo (Uganda)

DESCRIPTION

The session will provide a platform for individuals and organisations involved in tobacco control in Africa to discuss the capacities, gaps and challenges, and also propose recommendations. The session will be used to take stock of current initiatives at national and regional level, show case best practices, and make an investment case for TC in Africa. It will bring on board a wide mix of expertise ranging from TC government technocrats, Civil Society advocates, academia, and political leaders in in key decision making positions relevant for driving TC policy and investment.

TARGET AUDIENCE

Government technocrats, civil society advocates, academia, researchers, political leaders, development partners, regional block representatives, students and individuals interested in NCDs and tobacco.

OBJECTIVES

- To share the Africa experience of establishing a regional TC resource Centre
- Discuss existing TC capacity in Africa in terms of technical, institutional building and material development
- Discuss the contribution of legislators, political leaders in pushing the NCD agenda at national and regional level
- To make a case for TC investment in Africa

KEY WORDS

Investing in tobacco control; Africa; tobacco control in Africa; centre for tobacco control in Africa; Investing, NCD prevention; tobacco and NCDS

PRESENTATIONS

- | | |
|----------------------|--|
| 14:00 – 14:10 | Experiences of setting up a resource center for tobacco control in Africa
<i>Possy Mugenyi (Uganda), Vinyak Prasad (Switzerland)</i> |
| 14:10 – 14:20 | Engaging legislators in NCDs and tobacco control
<i>Chris Baryomunsi (Uganda)</i> |
| 14:20-14:30 | The challenge of non-communicable diseases in Sub-Saharan Africa
<i>Patricia Marquez (USA)</i> |
| 14:30 – 14:40 | The economic burden of tobacco use on the health expenditure on individuals, households and governments in Africa
<i>Nigar Nargis (Switzerland)</i> |
| 14:40 – 14:50 | Experiences of tobacco farmers transitioning to alternative sustainable livelihoods
<i>Kellen Namusisi (Uganda)</i> |
| 14:50 – 15:00 | Engaging regional economic/political blocks in NCDs and tobacco control: A case for ECOWAS, WAEMU, & EAC
<i>Abdoulaye Diagne (Senegal)</i> |
| 15:00 – 15:30 | General Discussion and wrap up |

Science to Inform Tobacco Regulatory Decisions: The U.S. as a Case Study

TYPE

Sponsored Core Symposium

TRACK

Demand side:
FCTC Art. 6–14, Art. 20

TOPIC

Other

ORGANISER

Office of Science,
Center for Tobacco
Products, Food and Drug
Administration, USA

COORDINATOR

Cathy Backinger
(USA)

CHAIR

Cathy Backinger
(USA)

DESCRIPTION

The responsibility given to FDA's Center for Tobacco Products for the pre-market public health review of tobacco product applications is unprecedented. No other country's regulatory agency has been given the responsibility to scientifically evaluate all new tobacco products before they are marketed and determine whether marketing should be allowed. A multi-faceted scientific review is required to carefully consider the risk and benefits to the population as a whole addressing the health risk to the user and the non-user.

TARGET AUDIENCE

Researchers, tobacco regulators, and policy-makers.

OBJECTIVES

- Provide overview of the Center for Tobacco Products program to assess tobacco product applications
- Provide examples of the types of scientific assessments conducted by CTP scientists
- Describe current status of tobacco product applications actions
- Describe and discuss global context of FDA regulatory authority

KEY WORDS

Tobacco product regulation; public health; scientific assessment

PRESENTATIONS

- 16:00 – 16:10** Overview of Center for Tobacco Products, FDA, USA to Assess Tobacco Product Applications
Cathy Backinger (USA)
- 16:10 – 16:20** Product Composition and Design
David Ashley (USA)
- 16:20 – 16:30** Toxicology and Environmental Impact
Kimberly Benson (USA)
- 16:30 – 16:40** Risk Assessment
Kimberly Benson (USA)
- 16:40 – 16:50** Dependence and Health
Carolyn Dresler (USA)
- 16:50 – 17:00** Perceptions, Knowledge, and Behaviors
Conrad Choiniere (USA)
- 17:00 – 17:10** Global Context
Martin Seychell (Belgium)
- 17:10 – 17:30** Audience Q&A

Applied Tobacco Control Policy Research: Case Studies from Low- and Middle-Income Countries

TYPE

Sponsored Satellite Symposium

TRACK

New emerging products and challenges, issues and strategies

TOPIC

Innovative ways for achieving tobacco free generations: crosscutting and beyond FCTC

ORGANISER

Institute for Global Tobacco Control at the Johns Hopkins Bloomberg School of Public Health

COORDINATOR

Stephen Tamplin (USA)

CHAIR

Joanna Cohen (USA)

DESCRIPTION

Applied research initiatives that have influenced policy development and implementation will be featured focusing on a range of tobacco control policy domains: protecting people from SHS, the dangers of tobacco products; enhancing tobacco advertising, promotion and sponsorship bans; economics; banning a class of tobacco products; and building tobacco control research capacity. Studies from 8 countries will highlight lessons learned; the scientific aspects of the research; and the use of applied research in catalyzing positive tobacco control outcomes (e.g. policy and social norm changes).

TARGET AUDIENCE

Tobacco control advocates, policymakers and researchers interested in developing a country- and issue-specific evidence base to drive policy development and implementation.

OBJECTIVES

- Describe a range of innovative tobacco control research studies, aimed at strengthening related policies.
- Explain how an active tobacco control research network has been developed.
- Demonstrate the use and usefulness of multiple methodologies for tobacco control policy research.
- Encourage young researchers to become engaged in strategic and timely research that supports tobacco control.

KEY WORDS

Tobacco control policy research; policy development and implementation; public health policy-related research

PRESENTATIONS

- 17:40-17:50** Assessing the impact and effectiveness of the legal ban on gutka in India
Pradeep Krishnatray (India)
- 17:50-18:00** The nexus of tobacco control and economic policymaking in the Philippines
Jennina Joy Chavez (Philippines)
- 18:00-18:10** Assessing air quality and secondhand smoke biomarkers in water pipe cafes in Turkey
Asli Carkoglu (Turkey)
- 18:10-18:20** Development of the Tobacco Pack Surveillance System and implications for tobacco control in Mexico
Luz Myriam Reynales-Shigematsu (Mexico)
- 18:20-18:30** Effectiveness of pictorial health warning labels on cigarette packs in Indonesia
Dien Anshari (Indonesia)
- 18:30-18:40** Assessing TAPS in Shanghai
Wu Junqing (China)
- 18:40-18:50** The association between the display of cigarette packages at the point-of-sale and smoking susceptibility among adolescents in Brazil
Roberto Eduardo Hess de Souza (Brazil)
- 18:50-19:00** Developing a national Tobacco Control Research Network in Bangladesh to support policy development and implementation
Mohammad Shahjahan (Bangladesh)

Oral Presentation Session 5 12:45–13:45 • Capital Suite 1**Innovative Ways for Achieving Tobacco Free Generations**

- OP-224-20 **Effect of second-hand hookah smoke in hookah bar workers**
M Weitzman (USA)
- OP-225-20 **Effect of hookah smoking on indoor air quality in homes**
M Weitzman (USA)
- OP-226-20 **Return on investment of tobacco control mass media campaigns in low- and middle-income countries**
T Turk (USA)
- OP-227-20 **Sick bedfellows: identifying and confronting allies of the global tobacco industry**
A Blum (USA)
- OP-228-20 **Smoking in pregnancy: an integrated model, incorporating well-being, healthy eating, body image and self-esteem**
L Sankla (United Kingdom)
- OP-229-20 **E-cigarette use was associated with respiratory symptoms among Chinese adolescents in Hong Kong**
M P Wang (Hong Kong)

Oral Presentation Session 6 12:45–13:45 • Capital Suite 3**Illicit Trade, Access by Minors**

- OP-230-20 **Youth working in cigarette retail sales: smoking behavior and socio-demographic characteristics**
E Alderete, S Gregorich, C Kaplan, M Raul, E Perez Stable (Argentina, USA)
- OP-231-20 **Tobacco-free schools : tobacco-free Gennext**
T Bhutia, N Lad, D Chadha (India)
- OP-232-20 **Restricting minor's access to tobacco products in compliance with FCTC Article 16: Experience from two Indian states**
A Yadav, V Gupta, M Arora (India)
- OP-233-20 **Illicit cigarette trade in Malaysia: findings from the ITC Malaysia Survey**
R Awang, M Omar, R Borland, G Fong, P Driezen, AC Quah, AS Mohd Samin, NA Abd Rani (Malaysia, Australia, Canada)

Oral Presentation Session 7 12:45–13:45 • Capital Suite 5**Cessation, Health Warnings**

- OP-234-20 **Electronic cigarettes are effective for smoking cessation: evidence from a systematic review and meta-analysis**
MA Rahman, N Hann, A Wilson, G Mnatzaganian, L Worrall-Carter (Australia)
- OP-235-20 **Mass media campaigns to reduce smoking among young adults: A theory-driven and empirical approach for identifying promising campaign themes**
E Brennan, L Gibson, J Liu, A Momjian, R Hornik (Australia, USA)
- OP-236-20 **Interest groups versus regulatory measures: case study on health warnings in Brazil**
C Perez, VL Costa e Silva, T Cavalcante (Brazil, Switzerland)
- OP-237-20 **Tobacco control curricula in Thai nursing education: analysis of the Survey 2009-2013**
S Kalampakorn, S Senadisai, S Kerdmuang (Thailand)
- OP-238-20 **World Tobacco Turkey 2013 was cancelled by successful intervention of Turkish NGO coalition**
E Dagli, A Gilmore, E Evrengil, M Güner, S Akyildiz, T Gezer (Turkey)

Smoke-Free Environments

- OP-239-20 'Death Clock' campaign to advocate for stronger tobacco control law enactment in Bangladesh
A Shahedul, H Shahriar (Bangladesh)
- OP-240-20 Associations between schools environmental factors and secondary students' smoking-related knowledge, attitude and behaviours in Guangzhou of China
M Han, W-Q Chen
- OP-241-20 Tobacco use and social determinants in 30 Sub-Saharan African countries: analyses of national level population-based surveys
C Sreeramareddy, PMS Pradhan, S Sin (Malaysia)
- OP-243-20 Second-hand smoke exposure and health-related quality of life in never smokers: the Hong Kong jockey club FAMILY project
TH Lam, J Chen, MP Wang, X Wang, SS Soong, NT Wan, SC Chan (Hong Kong)

Standardised Packaging, Taxes

- OP-244-20 Impacts of plain or standardised packaging among adult smokers: insights from the ITC-Australia survey.
R Borland, H YONG, J Balmford, L Li, G Fong, M Cummings, D Hammond (Australia, Canada, USA)
- OP-245-20 The need for scientific evidence in strengthening the FCTC
M Judith (Hong Kong)
- OP-246-20 'Connecting the DOTS'- tuberculosis and tobacco dependence treatment integration in Maharashtra, India
R Panicker, H Gupte, V Thawal, L Chaudhuri (India)
- OP-247-20 Application of the Abridged SimSmoke model to four Eastern Mediterranean countries
D Levy, F El-Awa, H Fouad (USA, Switzerland)
- OP-248-20 The incalculable threat of myriad trade agreements? The political utility of trade arguments to oppose plain packaging
E Plotnikova, C Jeffrey, S Hill, I Fletcher (United Kingdom)

Globalisation of Tobacco Interference

- OP-249-20 Using litigation as a tool for enforcing smoke-free environments: a case of smoke-free hospitals in Bangladesh
T Rahman, MR Masud, A Sikder, F Akhter, A Zubair (Bangladesh)
- OP-250-20 Advocacy ensures effective control of onscreen smoking in Indian movies
A Savariyar, A Rathinam (India)
- OP-251-20 Free trade agreements a challenge to FCTC implementation: a case for tobacco exclusion
M Assunta, Z Zain (Thailand, Malaysia)
- OP-252-20 Endangering domestic public health measures: implications of Vietnam's commitments before the WTO and in International trade agreements
G Benjamin, D Sy (Thailand)
- OP-253-20 Fighting tobacco industry on 85% pictorial warnings
B Ritthiphakdee (Thailand)
- OP-254-20 The portrayal of tobacco in contemporary music videos: a qualitative analysis
J Cranwell, J Britton, M Bains (United Kingdom)

Poster Discussion Session 22 12:45–13:45 • Poster Area – Hall 6**Perspectives on Demand for Tobacco**

- PD-842-20 Youth working in tobacco farming: cigarette smoking behaviour and socio-demographic characteristics**
E Alderete, S Gregorich, C Kaplan, M Raul, E Perez Stable (Argentina, USA)
- PD-843-20 Tobacco use among cardiovascular disease patients in an urban population of Bangladesh**
A Rahman, MA Al Mamun, SR Choudhury, T Haque, F Malik (Bangladesh)
- PD-844-20 The use of and beliefs about menthol cigarettes among Brazilian smokers: findings from the ITC Brazil Survey**
V Figueiredo, G Fong, J Thrasher, AC Quah, A Szklo, F Mendes, T Cavalcante, C Perez (Brazil, Canada, USA)
- PD-845-20 Tobacco epidemic among youth in China**
L Xiao, L Zhao, G Feng, Y Jiang, C Wang, X Chen (China, USA)
- PD-846-20 Smoking prevalence and intention to quit in Greece: results from the Hellas Health IV survey (2011)**
S Schoretsaniti, C Vardavas, F Filippidis, I Petroulia, P Behrakis, G Connolly, Y Tountas (Greece, USA, United Kingdom)
- PD-847-20 Tobacco use among middle school students in Mizoram: assessment of baseline survey data**
J Ralte, H Renthlei, R J Singh, L Lalnuntluangi, L Chhakchhuak, Zo Chhakchhuak (India)
- PD-848-20 Simultaneous use of other tobacco products and its effect on daily cigarette consumption and nicotine addiction assessment: evidence from Bangladesh**
J Kishore, P Jena, M Swain (India)
- PD-849-20 Willingness-to-pay for tobacco use and disuse**
S-I Cho, Y Kim (Republic of Korea)
- PD-850-20 Trend of usage of other tobacco products by Malaysian adult smokers: findings from the ITC Malaysia**
NA Abd Rani, M Omar, A M.ariff, NA Amir, AS Mohd Samin, G Fong, R Borland, H Yong (Malaysia, Canada, Australia)
- PD-851-20 Smokeless tobacco use among adolescent students of Dharan Municipality, Eastern Nepal: a questionnaire survey**
PMS Pradhan, A Ghimire, SRN Surya Raj Niraula, PK Pokharel (Nepal)

Poster Discussion Session 23 12:45–13:45 • Poster Area – Hall 6**Cessation – Predictors and Policies**

- PD-852-20 Unassisted smoking cessation in Argentina**
L Pena, J Konfino, M Raul (Argentina)
- PD-854-20 Neural correlates of depression in smokers: a systematic review of functional imaging studies**
M Gonzales, A Goudriaan, C Azevedo-Marques Périco, A Andrade, C-S Li, J M Castaldelli-Maia (Brazil, Netherlands, United States of America)
- PD-855-20 Prevalence of tobacco use, attitudes and cessation among health professionals of Mangalore City, India**
R George (India)
- PD-856-20 Tobacco cessation in India: evidences from a large scale study**
RK Prusty, M Gogoi (India)
- PD-857-20 Utilisation of a telephone interactive voice-response tobacco cessation support service in the Islamic Republic of Iran**
G Heydari (Iran, Islamic Republic of)
- PD-858-20 The second study on WHO MPOWER tobacco control scores in the eastern Mediterranean countries based on the 2013 report: improvements during two years**
G Heydari (Iran, Islamic Republic of)
- PD-859-20 The New Zealand guidelines for helping people to stop smoking: a new breed of guidelines for the busy health practitioner**
Paul Badco (New Zealand)
- PD-860-20 Therapy of nicotine dependence: compliance and efficiency**
M Smirnova, O Sukhovskaya (Russian Federation)
- PD-862-20 Process of cessation among 692 million current tobacco smokers: an analysis of Global Adult Tobacco Survey data, 2009-2013**
L Mbulo, K Palipudi, G Blotcher-Nelson, KS Murty, S Asma (United States of America)

- PD-863-20** Quitline collaboration to improve tobacco treatment evolving knowledge exchange in the North America Quitline Consortium
S Leischow, J. Saul, G. Moor, L Mercken (United States of America, Netherlands)
- PD-864-20** Predictors of intention to quit at participation and six-month abstinence in the participants of Hong Kong Quit-to-Win Contest (2009-2013)
S Chan, YTD Cheung, D Wong, C Lam, D Leung, L Lau, V Lai, TH Lam (Hong Kong)

Poster Discussion Session 24 12:45–13:45 • Poster Area – Hall 6

Point-Of-Sale: Impact, Marketing and Counter-Tactics

- PD-865-20** Impact of point-of-sale tobacco display bans in Thailand: findings from the International Tobacco Control (ITC) Southeast Asia Survey
L Li, R Borland, H Yong, B Sirirassamee, S Hamann, M Omar, AC Quah (Australia, Canada)
- PD-866-20** Current scenario of tobacco advertising, promotion and sponsorship in Bangladesh
A Sikder, M E H Bhuiyan (Bangladesh)
- PD-867-20** A pilot project to convince shopkeepers to remove tobacco ads
A Syeda (Bangladesh)
- PD-868-20** Activating task Forces for TAPS ban in grassroots
M Ahad, SM Shaikat (Bangladesh)
- PD-869-20** Changes in noticing of Tobacco Advertising in Brazil 2009 to 2012-13: Longitudinal Findings from the ITC Brazil Survey
C Perez, A Szklo, T Cavalcante, F Mendes, G Fong (Brazil)
- PD-870-20** Effective and triumphant Implementation of Section 5 of COTPA-2003: Complete ban on TAPS
MM Alam, D Mishra (India)
- PD-871-20** Assessing point of sale violations in Delhi for strategic advocacy on TAPS ban
C Ramakrishnan (India)
- PD-872-20** New forms of TAPS ban violation and incomplete enforcement of signage in public places in Kerala
P Kumar, P K Raju, B Unnikrishnan (India)
- PD-873-20** Current status of online tobacco advertising and promotion in Korea
O Yumi (Korea, Republic of)
- PD-874-20** The impact of legislative measures banning tobacco advertising, promotion and sponsorship: findings from the ITC Mauritius Survey.
D Mohee, P Burhoo, S Kaai, AC Quah, G Fong (Mauritius, Canada)
- PD-875-20** Shadow reporting on compliance to tobacco advertisement bans at points of sale in Turkey
M Güner, E Dagli, E Evrengil, O Elbek, SRG Turkish Thoracic Society (Turkey)
- PD-876-20** Assessing the implementation of WHO-FCTC, Article 13, on 'Tobacco Advertising, Promotion and Sponsorship' in Uganda, 2012-2013
JV Amany, H Zakumumpa (Uganda)
- PD-877-20** Point of sale tobacco advertising and promotion – a study in 5 Russian cities
RD Kennedy, A Grant, M Spires, O Knorre, J Cohen (United States of America)
- PD-1373-20** Initiating behavioural risk factor surveillance system (BRFSS) in Bangladesh: validation of cell phone interview through face to face interview
K Islam, M Rahman (Bangladesh)

Poster Discussion Session 25 12:45–13:45 • Poster Area – Hall 6**Smokefree Environments and Second-Hand Smoke – Changing the Norm**

- PD-878-20** Monitoring approval of new legislation banning smoking in children's playgrounds and public transport stops in South Australia
J Dono, J Bowden, K Ettridge, D Roder, C Miller (Australia)
- PD-879-20** Smoke-free environments
A K M K Ullah (Bangladesh)
- PD-880-20** Second-hand smoke among women with breast cancer who never smoked
M Souza, L Almeida (Brazil)
- PD-881-20** Second-hand smoke exposure and related knowledge, attitude among adults in urban China
G Feng, Y Jiang, L Zhao, Meng Gang, C Wu, AC Quah, G Fong (China, USA, Canada)
- PD-882-20** Second-hand Smoke Exposure among the Youth in China: Findings from the GYTS China
C Wang, L Xiao, Y Jiang, G Feng (China)
- PD-883-20** Smoke Free Districts of J&K and UP
M Dar (India)
- PD-884-20** Second-hand smoke exposure and self-reported perceived stress in non-smoking Korean: the 5th Korean National Health and Nutrition Examination Survey
L Kiheon, SY Jung (Korea, Republic of)
- PD-885-20** Smoke-free environments in Panama from the perspective of GATS 2013
C Niño (Panama)
- PD-886-20** Smoke-free Hospital in Thailand: intermediate path of development to 100% smoke-free environment
P Srimoragot (Thailand)
- PD-887-20** Smoking situation among primary school children in Thailand
N Kaewsutha, W. Visalseth, S. Apiwat, D. Thakolwiboon (Thailand)
- PD-888-20** Second-hand smoke emission levels in waterpipe cafes in Doha, Qata
N Fanous, A Seidenberg, V Rees, A Al Mulla (United States of America, Qatar)
- PD-889-20** Smoke-free play parks and beaches: changing the cultural norm
A Dickens (United Kingdom)
- PD-890-20** Smoking family, paternal smoking at home and saliva cotinine levels of young children in Hong Kong
MP Wang, TH Lam, YW Wong, D Koh, S Chan (Hong Kong)

Poster Discussion Session 26 12:45–13:45 • Poster Area – Hall 6**Civil Society Links, Impacts and Opportunities**

- PD-891-20** Smoking prevalence in a rural community of Bangladesh
S Numan (Bangladesh)
- PD-892-20** Local government initiatives to keep public places as smoke-free
A Bakul (Bangladesh)
- PD-893-20** Impact of capacity building training for the executive magistrates on tobacco control law enforcement in Bangladesh.
MAU Ahsan, M Mo Zaman, Huq Syed Mahfuzul Huq, I Chowdhury, Alam Md. Alamgir Sikder (Bangladesh, India)
- PD-894-20** Political process of the new tobacco control law in Chile: alliances and the role of the civil society as key factors for success
M Valenzuela, S Covarrubias (Chile)
- PD-895-20** The Rejection of World Tobacco Asia in Indonesia 2012: student movement on tobacco control
Zakiah, I Johnson (Indonesia)
- PD-896-20** Health experts' opinions on tobacco control activities in Iran
H Sharifi Milani, MR Masjedi (Iran, Islamic Rep. of)
- PD-897-20** Role of civil society and medical professionals in tobacco control
M Al Zawawi (Jordan)

- PD-898-20** Independent link between attitude and perception of adolescents towards smoking and home smoking restriction in Malaysia
A Zulkifli, A Emilia, N Zainal Abidin, S Semple, A Abd Rahman, Z Hashim (Malaysia, United Kingdom)
- PD-899-20** The Support for smoke-free policy and the influence of tolerance to smoking on it – experience of a developing country
A Rashid, M Azizah (Malaysia)
- PD-900-20** MPOWER Youth Summit using social media
C Garcia (Philippines)
- PD-901-20** The impact of televised tobacco control advertising content on campaign recall: evidence from the International Tobacco Control (ITC) Uganda Survey
N Walakira, N Nalwonga Amina (Uganda)
- PD-902-20** Producer responsibility and product stewardship for tobacco control: an environmental approach
T Novotny, C Curtis, S Collins, P Stigler, S Cunningham (USA)

Poster Discussion Session 27 12:45–13:45 • Poster Area – Hall 6

Reducing Demand by Targeting Risk Groups

- PD-903-20** Adolescence and psycho-social trench in the XXI Century
V Fallocca (Argentina)
- PD-904-20** An innovative and strong tool for increase awareness on health hazards of tobacco and law among poor-illiterates
M Billah, A Saifuddin, A I Sujon, A Bakul (Bangladesh)
- PD-905-20** Knowledge of harms of tobacco use among Zambian smokers and smokeless users: findings from the ITC Zambia Survey
S Kaai, F Goma, R Zulu, AC Quah, G Fong, L Craig, W Gomez (Canada, Zambia)
- PD-906-20** An analysis of earned media coverage of tobacco control in print media of Bhopal division of Madhya Pradesh.
B Sharma (India)
- PD-907-20** Awareness of and willingness to try E-Cigarettes among adolescent College students of Mangalore city.
E Aluckal (India)
- PD-908-20** Are smokers prone to TB? An assessment of knowledge levels among different groups in India
S Pandurangan, S Chadha (India)
- PD-909-20** Kick the Stick: The Need of Edutainment Education to Prevent Tobacco Use among Young Peoples of Rural Gujarat, India
A Arya, S Surabhi (India)
- PD-910-20** Awareness about anti-smoking related laws and legislation among general population in slums of Delhi, India
N Sharma, T Anand, N Bhagat, A K Kumar, DM Meghachandra Singh (India)
- PD-911-20** A Study of Tobacco-Attributable Cancer Burden in the Kazakhstan
A Zhylykaidarova, K Nurgazyev, E Baimukhametov (Kazakhstan)
- PD-912-20** Development of Thailand's Youth Leaders Against Smoking
T Koboorn (Thailand)
- PD-913-20** ASEAN Tobacco Control Atlas: Resource Tool for Advocacy and Policy Change
Y Tan, U Dorotheo, B Ritthiphakdee (Thailand, Philippines)
- PD-914-20** A new approach to communicating tobacco prevention to school students: HEART2
C Vardavas, A Tzortzi, V Evangelopoulou, V Alexaki, K Vassileiou, P Mithos, P Behrakis (USA)

Poster Discussion Session 28 12:45–13:45 • Poster Area – Hall 6**E-cigarettes: Evidence and Analysis**

- PD-915-20** An empirical analysis on communications about electronic nicotine delivery systems (ENDS) in Chinese social media
K Cui, X Zheng, D Zeng, S Leischow (China, United States of America)
- PD-916-20** E-cigarette use and user profile among current smokers in Finland
A Heloma, O Ruokolainen, H Ollila, T Korhonen, T Laatikainen (Finland)
- PD-917-20** E-cigarette marketing, sale and availability—an emerging challenge for tobacco control in India
R Thakur, P Lal (India)
- PD-918-20** E-Cigarette use among Irish teenagers: a cross-sectional study
K Babineau, L Clancy (Ireland)
- PD-919-20** E-cigarette smoking and its risk factors in Korean adolescents
J Hwang (Korea, Republic of)
- PD-920-20** Awareness and use of e-cigarettes in Malaysia
AS Mohd Samin, M Omar, R Awang, G Fong, R Borland, H Yong, AC Quah, NA Abd Rani (Malaysia, Australia, Canada)
- PD-921-20** Do Smokers have Differential Demand for Conventional, Very Low Nicotine, and Electronic Cigarettes?
B Heckman, M Cummings, G Nagelhout, R Borland, R O'connor, M Carpenter (USA, Netherlands, Australia)
- PD-922-20** Awareness and contact routes to electronic cigarette in UK adolescents
T Clarke, J Lusher (United Kingdom)
- PD-923-20** E-cigarette use was associated with the intention to smoke in Chinese adolescents
MP Wang, SY Ho, LT Leung, TH Lam (Hong Kong)
- PD-924-20** E-cigarette use, nicotine addiction and intention to quit among adolescent smokers in Hong Kong
SY Ho, MP Wang, LT Leung, TH Lam (Hong Kong)
- PD-925-20** Awareness and perceived harmfulness of e-cigarettes and their associations with smokers' intention to quit in Hong Kong
J Chen, MP Wang, S McGhee, A Kwong, V Lai, TH Lam (Hong Kong)

Poster Discussion Session 29 12:45–13:45 • Poster Area – Hall 6**Strategies for Countering Tobacco Industry Interference**

- PD-926-20** Ten years of control of tobacco in Argentina (2003-2013)
M Virgolini (Argentina)
- PD-927-20** How social media and formal media work together to expose ill tactics of Tobacco Industry in Bangladesh.
Mr. Mehedi, I Rasul (Bangladesh)
- PD-928-20** Strengthening development of law and implementation and lessons from Bangladesh
S Rafiqul Islam (Bangladesh)
- PD-929-20** The observatory of the strategies of tobacco industry in Brazil
S Turci, C Cordovil, D Carvalho, V Figueiredo, VL Costa E Silva (Brazil)
- PD-930-20** Maybe you're the target: anti-tobacco campaign on Marlboro global marketing focusing teens
A Monteiro, M Andreis, D Guedes (Brazil)
- PD-931-20** The 2014 FIFA World Cup Brazil: failure of being a smoke-free mega event
C Vianna, M Molinari, Rosa Vargas (Brazil, Mexico)
- PD-932-20** The effect of tobacco smoking during pregnancy on pre-term birth and low birth weight in Hungary
I Rakoczi, P Takacs, A Fogarasi-grenczer, P Balazs, K L. Foley (Hungary)
- PD-933-20** Worldwide response to the observance of the initial World No Tobacco Days: a tobacco industry document study
T Ahmad (India)
- PD-934-20** Exposing Tobacco Industry Interference Through Rapid-Response Social Media Campaigns: The Philippine Graphic Health Warning Experience
P Miranda (Philippines)

- PD-935-20** Awareness of policy-makers about FCTC article 5.3 in Turkey
T Gezer, E Evrengil, E Dagli, M Güner, S Akyildiz (Turkey)
- PD-937-20** Tobacco industry denormalisation campaigns in a UK context: findings from Cancer Research UK's pilot activity
G Butterworth, C Cerny (United Kingdom)

Poster Discussion Session 30 12:45–13:45 • Poster Area – Hall 6

Mass Media and Advocacy Strategies for Target Audiences

- PD-938-20** Mobilising organised media support in policy advocacy for tobacco control in Bangladesh
A Shahedul, H Mehedi (Bangladesh)
- PD-939-20** Online dissemination strategies for tobacco control in global Chinese community – Taiwan's Online Chinese Smoke-Cessation Network as a model
T Chen, C.L. Lin (Taiwan)
- PD-940-20** Strengthening tobacco control at the local level to improve health and reduce poverty in Ghana
H Musah (Ghana)
- PD-941-20** Print media coverage of tobacco control activities undertaken by the Mizoram State Tobacco Control Society in Mizoram, India
J Ralte, S Zote, H Renthlei, R J Singh, L Lalnunluangi, L Chhakchhuak, L Rokhum, V Vantawl (India)
- PD-942-20** Media advocacy for the implementation of regulating smoking in films
B Mathew (India)
- PD-943-20** Newspaper and online media coverage of tobacco control in Indonesia: a quantitative content analysis
R Fauzi, Zakiah (Indonesia)
- PD-944-20** Smoking-display-time-trend of favorite movie stars in Iranian movies
A Ebn Ahmady, G Heydari (Iran, Islamic Rep. of)
- PD-945-20** Media coverage of tobacco control in Jordan: an analysis of newspaper reporting
R Bader, A Shtaiwi, R Shihab, H Ayub, N Obeidat, I Ghonimat, F Hawari (Jordan)
- PD-946-20** Social media: strategy for the dissemination of campaigns for the tobacco control
Y Ochoa Ortiz (Mexico)
- PD-947-20** Smoking prevention and cessation in Romanian women: a vulnerable population that needs a more personalised approach
AC Trofor, C Radu Loghin, L Trofor, AM Albu, EM Bucur (Romania, Belgium)
- PD-948-20** Social media and tobacco messages: a randomised controlled pilot study in Brazil and China
D Borzekowski, J Chen, P Pires, R Ribas, W Junqing (United States of America, China)
- PD-949-20** Master tobacco settlement funding of tobacco prevention for teens: a longitudinal study
C Kraft (United States of America)

Poster Discussion Session 31 12:45–13:45 • Poster Area – Hall 6

Assessing Needs for Stronger Collaboration with Civil Society

- PD-950-20** Peer to peer intervention: 'The Blue Ribbon Way'
R Gokhale (India)
- PD-951-20** Assessment of periodontal health status and its association with smoking habits in Paniya tribes of India.
S Palliyal, O Mampilli (India)
- PD-952-20** Capacity building for female community health workers: an effective tool for tobacco control and empowerment
D Chadha, D Patil, R Kadam, M Rose (India)
- PD-953-20** Educating the youth on tobacco ills to stop them from the trap of Tobacco
Arch Phull (India)
- PD-954-20** Evaluation of smoking knowledge, attitude and behavior in Iranian child labor
M Aryanpur, Ali Ramezankhani, H Sharifi Milani, M Aryan, Z Hesami, gh Heydari (Iran, Islamic Rep. of)
- PD-955-20** Epidemiological profile, prevalence and some risk factors of (second hand) passive involuntary smoking among Iraqi (Adolescents and children) pop
H Hussain, Bush Abdulsattar (Iraq)

- PD-957-20 Comparison of clinical profile and outcome of myocardial Infarction in smokers and non-smokers**
A Panjwani, S Notani, M Malik, N Rizvi (Pakistan)
- PD-958-20 Comparison of policies and their implementation regarding tobacco use, and prevention of its consumption in Public and private schools of Karachi**
M Malik, A Panjwani, S Ghazal, U Misbah, A Khalid, N Rizvi (Pakistan)
- PD-959-20 Investing in youth tobacco control: a review of smoking prevention and control strategies**
P Kimbowa, M Makanga Tonny (Uganda)
- PD-960-20 Effects of tobacco and related products on health and its social implications: a cross-sectional survey from UAE**
J Cheriathu, L John, J Muttappallymyalil, S Al Sharbatti, J Sreedharan, E D'souza (United Arab Emirates)
- PD-961-20 Estimating the total costs of tobacco product litter in large U.S. cities**
J Schneider, C Scheibling, A Peterson, C Curtis, P Stigler (USA)
- PD-962-20 Building and utilising social media communities in resource poor settings to increase public engagement and compliance with smoke-free policies**
M Spires, A Grant, J Alday, J Cohen (USA)

Poster Discussion Session 32 12:45–13:45 • Poster Area – Hall 6

Barriers and Strategies for Building Capacity

- PD-963-20 Prevalence of non psychotic mental disorders in smokers assisted in a unit of smoking cessation in Buenos Aires City: cross sectional study.**
I Agolino, A Angel, S Braun, MA Armaleo, D Sánchez Gelos (Argentina)
- PD-964-20 Missing information on smoking status in medical records of cancer patients in Brazil**
M Souza, M Rebelo (Brazil)
- PD-965-20 Maternal passive smoking in early pregnancy and pre-term birth in rural China: a Prospective Cohort Study**
Z Li (China)
- PD-966-20 Smoking and illicit drug use: intensity of smoking predicts the experimentation with illicit substances in Hungarian adolescents**
R Urban, Zs Elekes, T Domokos, M Penzes, Zs Demetrovics (Hungary)
- PD-967-20 Salivary thioyanate, uric acid and pH as biomarkers for tobacco**
F Pullishery (India)
- PD-968-20 The Union's interventions for tobacco control in Bangladesh**
I Chowdhury (India)
- PD-969-20 Prevalence and factors associated with use of tobacco in Eastern Nepal**
A Shrestha, J Rimal (Nepal)
- PD-970-20 PM 2.5 determination: an Indicator on Romanian young adults SHS exposure**
Z Szasz, V Bacarea, C Hauser, L Biro, A Demeter, Z Abram, P Botianu, H Moldovan (Romania)
- PD-971-20 Physicians' awareness and barriers regarding smoking cessation counseling and therapy: a cross-sectional survey in Saudi Arabia**
H Jradi, H Jradi, B Saddik (Saudi Arabia)
- PD-972-20 Knowledge about tobacco smoking among medical students in Saudi Arabia: findings from three medical schools**
H Jradi, B Saddik, A Al-shehri (Saudi Arabia)
- PD-973-20 Nicotine-free cigarettes: history and marketing**
A Brown, M Cummings (United States of America)
- PD-1366-20 Trend of the cigarette brand preferences before and after the implementation of minimum price regulation in Malaysia: findings from the ITC Malaysia**
M Omar, R Awang, R Borland, G Fong, AS Mohd Samin, NA Abd Rani, NH Jasni, AC Quah (Malaysia, Australia, Canada)

Economic Evidence for Tax Reform

- PD-974-20** Using media for tobacco tax advocacy in Bangladesh.
A Zubair, H Shahriar (Bangladesh)
- PD-975-20** The impact of prices on the onset of tobacco use: an individual-data study for Argentina
G Paraje, E Guindon, R Chavez (Chile)
- PD-976-20** Tobacco tax for health promotion: an advocacy strategy to support local government, case study allocation 70% tobacco tax for tobacco control in Jakar
BF Nusarrivera, D Dollaris, T S Bam, R Elperida (Indonesia, Singapore)
- PD-977-20** Forecasting the future prevalence of current smoking: will Thailand achieve the global goal, 30% reduction of tobacco use in 2025?
S Benjakul, M Kengganpanich, T Kengganpanich, Dusi Sujirarat (Thailand)
- PD-978-20** The demand for cigarette in Tanzania and its Implication on tobacco taxation policy
A Kidane, J Mduma, A Naho, E Ngeh, T Hu (Tanzania, United Rep.)
- PD-979-20** The association between tax structure and cigarette price variability
C Shang, F Chaloupka, G Fong, M Thompson, R O'connor (United States of America)
- PD-980-20** The heterogeneous effects of cigarette prices on brand choice in China: implications for tobacco control policy
J Li, J White, T Hu, G Fong, Y Jiang (United States of America, China)
- PD-981-20** The importance of tax structure and affordability on the impact of tobacco taxation policies
F Chaloupka, N Nargis (United States of America, Switzerland)
- PD-982-20** The use of legal, illegal, and roll-you-own cigarettes to increasing tobacco excise taxes and comprehensive tobacco control policies
D Curti, C Shang, W Ridgeway, F Chaloupka, G Fong (Uruguay, United States of America)
- PD-1366-20** Trend of the cigarette brand preferences before and after the implementation of minimum price regulation in Malaysia: findings from the ITC Malaysia
M Omar, R Awang, R Borland, G Fong, AS Mohd Samin, NA Abd Rani, NH Jasni, AC Quah (Malaysia, Australia, Canada)

Cessation Models and Partnerships

- PD-983-20** Attitudes of cardiac nurses to smoking cessation support services for patients at a major metropolitan hospital in Melbourne
MA Rahman, S Mcevedy, C Wright, S Kemp, L Worrall-carter (Australia)
- PD-984-20** Efficacy of an interactive decision-aid smartphone smoking cessation app on quit rates: a double-blind automated randomised control trial
N Bindhim, L Trevena (Australia)
- PD-985-20** Ex-smokers baseline parameters pattern recognition in a one year smoking cessation study by fuzzy model.
A Costa, J Jansen, R Lanzillotti (Brazil)
- PD-986-20** Expansion of smoking cessation treatment network as the action of the national tobacco control programme in Brazil
V Gomes Borges (Brazil)
- PD-987-20** Evaluation of 10-year national smoking cessation programme in Taiwan: documenting the unexpected benefits
ST Chiou, W Chi-pang (Taiwan)
- PD-988-20** Effectiveness evaluation of a pilot study on quitline in China
Y Nan (China)
- PD-989-20** Building evidence to introduce tobacco treatment services at primary health care settings in India
R Panicker, V Thawal, H Gupte, L Chaudhuri (India)
- PD-990-20** Establishment of tobacco cessation services at PHC (Primary Health Centre) level in Delhi, India
S Arora, kona Prashanto (India)

- PD-991-20** Effect of worksite based tobacco cessation intervention on employees with nicotine dependence: a study from Indian industry
V Surendran, E Vidhubala (India)
- PD-992-20** Effectiveness of cessation programmes on quitting behaviour among male smokers in Malaysia: findings from the ITC Malaysia survey
S Samsudin, M Omar, R Awang, A Misnan, G Fong, R Borland, H Yong, AC Quah (Malaysia, Australia, Canada)
- PD-993-20** Empowerment of village health volunteers in giving brief advice for smoking cessation in Thai communities
K Vathesatogkit (Thailand)

Poster Discussion Session 35 12:45–13:45 • Poster Area – Hall 6

Engaging New Partners

- PD-994-20** Media advocacy on tobacco control: personal experience
A I Sujon (Bangladesh)
- PD-995-20** Gender transformative tobacco control
L Greaves, N Hemsing (Canada)
- PD-996-20** In-school prevention of tobacco use through life skills development: the super army model
D Chadha, T Bhutia, N Lad, M Rose (India)
- PD-997-20** In-school cessation in low-income schools in Mumbai, India
Z Merchant, A Pilankar, D Chadha, M Rose (India)
- PD-998-20** Enforcement and compliance of tobacco control law in a medical college in Delhi, India
N Gupta, P Jain, J Kishore (India)
- PD-1000-20** Engaging young candidates in dentistry against tobacco
L Sjöberg (Sweden)
- PD-1001-20** Implementation of a peer-mediated health education model in the United Arab Emirates: understanding risky behaviors among expatriate teens
L Asfour, Z Stanley, S Sherman (United States of America)
- PD-1002-20** I 'like' MPOWER: using Facebook, online ads and new media to mobilise tobacco control communities: evidence and Senegal case study
S Hamill, R Perl, J Alday (United States of America)
- PD-1003-20** From tobacco control activist to archivist and back again: how museum exhibitions on tobacco are helping to educate a new generation
A Blum (United States of America)
- PD-1004-20** Evidence based online face-to-face tele-health stop smoking service to reduce health inequality
L Sankla (United Kingdom)
- PD-1005-20** Independent association between parental smoking and non-authoritative parenting style as reported by Chinese adolescents in Hong Kong
R Huang, SY Ho, Y Wang, WS Lo, TH Lam (Hong Kong)

Poster Discussion Session 36 12:45–13:45 • Poster Area – Hall 6

Old and New Tobacco Industry tactics

- PD-1006-20** Tobacco content in top grossing movies in Mexico and Argentina, from 2004-2012
M Raul, C Kollath-cattano, E Arillo, I Barrientos Gutierrez, R Perez Hernandez, L Pena, J Thrasher, J Sargent (Argentina, USA, Mexico)
- PD-1007-20** Fast cars and cigarettes: Lamborghini brand sharing and cigarette advertising in the Republic of Korea
T Dewhirst, W Lee (Canada)
- PD-1008-20** How the tobacco industry uses e-mail and internet for marketing their products despite a tobacco advertising ban on the internet ?a German case study
S Schunk (Germany)
- PD-1009-20** Tobacco industry targeting of rural masses tactfully exposed and prevented
A Savariyar, Arul Rathinam (India)

- PD-1010-20 Perceptions of Plain Packaging: A cross-sectional study of Irish teenagers**
K Babineau, L Clancy, S Keogan (Ireland)
- PD-1011-20 Impact of Trans-Pacific Partnership Agreement on tobacco control in ASEAN member states: a case study of Thailand**
N Sirichotiratana, C Prutipinyo (Thailand)
- PD-1012-20 Morphing Packs to Escape Descriptor Ban in Malaysia**
Y Tan, K Foong (Thailand, Malaysia)
- PD-1013-20 Did the tobacco industry know that smoking caused cystic fibrosis-like lung disease before the scientific community?**
E Dagli (Turkey)
- PD-1014-20 How U.S. adults describe various tobacco products and marijuana: the successes and failures of tobacco industry marketing and public health**
C Berg, M Lewis (United States Of America)
- PD-1015-20 Do Consumers Perceive a Difference Between Regular and Nicotine-Free Cigarettes?**
M Cummings, M Cornelius, B Heckman, G Nagelhout, S Heijndijk, T Agar, G Fong, R Borland (USA, Netherlands, Australia)
- PD-1016-20 Technology terminology and imagery on tobacco packaging across fourteen countries**
L Kroart, J Cohen, C Washington, J Brown, K Smith (USA)
- PD-1017-20 An assessment of cigarette brand variants in the Russian Federation**
C Washington, J Cohen, J Brown, L Kroart, K Smith (USA)
- PD-1018-20 Snus Product Advertising and Perceptions: A Mixed Methods Study**
A Kaufman, M Grady, E Grenen, B Leyva, R Ferrer (USA)

Poster Discussion Session 37 12:45–13:45 • Poster Area – Hall 6

Tax – Impacts on Affordability and Consumption

- PD-1019-20 Increasing prices and taxes and reducing the affordability of cigarettes in Brazil**
F Mendes, C Perez, T Cavalcante (Brazil)
- PD-1020-20 Raising taxes on cigarettes in Brazil: the decline in prevalence is the most important result, with no proved evidence of increase in illicit trade.**
AP Teixeira (Brazil)
- PD-1022-20 Behavioural trend of Malaysian smokers with respect to purchasing cigarettes: findings from the ITC Malaysia Survey**
NH Jasni, M Omar, R Awang, HR M.khan, R Borland, G Fong, NA Abd Rani, H Yong (Malaysia, Australia)
- PD-1023-20 Self-reported price of cigarettes, consumption, and compensatory behaviours pre- and post-tax increase: findings from the ITC Mauritius Survey**
G Fong, P Burhoo, M Yan, AC Quah, S Kaai (Mauritius, Canada)
- PD-1024-20 Impact of tobacco tax policy in Panama, 2000-2013.**
V Herrera Ballesteros (Panama)
- PD-1025-20 Estimating the health impacts of tobacco taxation in the Philippines**
M Alba, M Aloria, J. Latuja – Diosana, A Ragos, F Sta. Ana (Philippines)
- PD-1026-20 Price and income elasticities of demand in Uganda**
G Chelwa (South Africa)
- PD-1027-20 Evaluation of the Mathata Thitha concept: in relation to price and non-price factors of cigarettes**
N Fernando, R Seneveratne (Sri Lanka)
- PD-1028-20 An impact of taxation measure on smoking behaviour in Thailand**
M Kengganpanich, S Benjakul, T Kengganpanich (Thailand)
- PD-1029-20 Tax, price and tobacco use among Chinese young people**
T Hu, A Lee (USA)

Poster Discussion Session 38 12:45–13:45 • Poster Area – Hall 6**Tobacco Alternatives and Disincentives**

- PD-1030-20 Promoting FCTC and alternative livelihoods to tobacco farmers in Brazil through radio communication strategies**
D Guedes (Brazil)
- PD-1031-20 Does tobacco industry's diversification intend to reduce tobacco or expand business?**
E Vidhubala, S Jeyaram (India)
- PD-1032-20 Socio economic status and perception towards alternative livelihood of workers involved in Bidi rolling industry of Andhra Pradesh, India**
R Balu, S Rout, S Selvaraj (India)
- PD-1033-20 Do the smokers comprehend pictorial warning printed on the smoking products in India?**
C Sundar, E Vidhubala, V Surendran, F Sahaya (India)
- PD-1034-20 Turkish experience on economically sustainable alternatives to tobacco growing**
P Altan, UB Kutlu (Turkey)
- PD-1035-20 A comparative analysis of supply-side policy approaches: what kinds of negative incentives can phase-out tobacco industry?**
D Gultekin Karakas (Turkey)
- PD-1036-20 Alternative livelihoods: a solution for tobacco farmers**
L K Kagaruki, S Stephen (Tanzania, United Rep.)
- PD-1037-20 Banning filters that don't work and are an environmental hazard**
T Novotny, C Healton, M Cummings, C Curtis, R Barnes (USA)
- PD-1038-20 From cultivation to production: farmer-based research on the political economy of tobacco in Argentina**
M Otanez, C Shammah, L Castronuovo, V Schoj, B Champagne (USA, Argentina)
- PD-1039-20 Tobacco farmers, contract arrangements and alternative livelihoods in Malawi**
M Otanez, B Campbell, R Sandramu (USA)
- PD-1040-20 Results of the baseline survey on alternative livelihood in the Eastern region of Zambia**
C Mfula (Zambia)

Poster Discussion Session 39 12:45–13:45 • Poster Area – Hall 6**Perceptions and Risks of Waterpipe, Hookah, Shisha and Gutkha**

- PD-1041-20 Post gutkha ban-tobacco industries fight back for survival in India**
R Thakur, A Mangla, L Sharma (India)
- PD-1042-20 Prevalence of hookah consumption in Tehran**
A Abdolahinia, M Sadr, MR Masjedi (Iran, Islamic Rep. of)
- PD-1043-20 Waterpipe use and risk of smoking susceptibility among never-cigarette smoking youth**
K Kheirallah, Z Al Bataineh, S Alzoyoud, J Alsulaiman (Jordan)
- PD-1044-20 Sheesha smoking status, knowledge, perceptions about health risks associated with sheesha smoking with University setting**
A Yaldrum, S Ramachandra, K Gundavarapu (Malaysia)
- PD-1045-20 Shisha smoking centers in Kuala Lumpur: an observational study**
K Gundavarapu, D Dicksit, A Yaldrum, S Sulodugu (Malaysia)
- PD-1046-20 Pattern and factors associated with waterpipe use among Qassim University students**
A Fathelrahman, H Al-rashed, A Altwalah, A Al-mahnashi, B Alharbi, S Al-sohaim (Saudi Arabia)
- PD-1047-20 Waterpipe tobacco smoking among university students in the Western Cape Province of South Africa**
C Van Walbeek, LM Kruger (South Africa)
- PD-1048-20 Public campaign against waterpipe tobacco smoking in Turkey**
T Durgut (Turkey)
- PD-1049-20 National prevalence of waterpipe tobacco smoking in the United States**
R Salloum, J Thrasher, R Kates, W Maziak (USA)
- PD-1050-20 Using internet query surveillance to track the popularity of waterpipe tobacco smoking in the United States**
R Salloum, A Osman, W Maziak, J Thrasher (USA)

- PD-1051-20** Customers eat and smoke. They kill two birds with one stone: business operators perceptions of the economic environment and health effects of hookah
P Joudrey, K Jasie, L Pykalo, S Singer, M Woodin, S Sherman (USA)
- PD-1052-20** Perceptions of harm from cigarette and shisha smoking among youth in the Gulf Cooperation Council Countries
G Homs, J Nonnemaker, M Farrelly, K Kamyab (USA)
- PD-1053-20** Risk of Shisha Smoking – Hard Hitting & Yet highly effective Campaign
L Sankla (United Kingdom)

Poster Discussion Session 40 12:45–13:45 • Poster Area – Hall 6

Sustainable Funding: Needs and Mechanisms

- PD-1054-20** A union's approach to supporting members to quit smoking: the challenges and lessons learnt from a pilot programme
S Zandes (Australia)
- PD-1055-20** 'No one size fits all...' Developing a viable funding model for sustainable tobacco control
L Wood, A Carroll, G Mckie, A Jones (Australia)
- PD-1056-20** Establishing a fund for sustainable tobacco control; insights from the Vietnam experience
H Phan Thi, H Doan, L Wood, A Carroll (Vietnam, Australia)
- PD-1057-20** Sustainable funding for tobacco control in Bangladesh: implications of recent budgetary measures
T Rahman (Bangladesh)
- PD-1058-20** Multi-sectoral cooperation and collaboration for tobacco control
Y Tous, S John, D Webb (Canada, India, USA)
- PD-1059-20** Strengthening national tobacco control programme to reduce noncommunicable diseases(NCDs): Myanmar experience and the way forward
A Tun, Khin W Thet, Nyo N Kyaing, Tara S Bam, Phyu T Han, SU Mon Myat (Myanmar)
- PD-1061-20** NIH tobacco or health research and capacity building grant program review
K Duncan, R Sturke (USA)
- PD-1062-20** Framing health inequalities: transnational tobacco companies and the social determinants of health
S Hill, C Jeffrey (United Kingdom)
- PD-1063-20** Examining participation in the WHO Framework Convention on Tobacco Control and the strength of national tobacco control policies
P Glancy, E Plotnikova, S Hill, C Jeffrey (United Kingdom)

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Growing and Mobilising Civil Society

- PD-1064-20** Civil society strategies to promote the regulation of the National Tobacco Control Law in Argentina
P Gutkowski, M Pizarro, C Shammah, V Schoj (Argentina)
- PD-1065-20** Government and civil society collaboration on smoke-free environment: model from Satkhira district
MA Hossain, A Saifuddin, A Bakul, A I Sujon (Bangladesh)
- PD-1066-20** ACT work before the judicialisation of TC policies in Brazil
A Carvalho (Brazil)
- PD-1067-20** #dortmundkills: we take down Big Tobacco, one petition at a time
L Graen, Y Rabindanata Nugraha (Germany, Indonesia)
- PD-1068-20** Best practices of tobacco control in developing countries
D Sinha, N N Kyaing, Muni Gill, F Qureshi, MM Zaman, R J Singh, P Chaturvedi (India, Indonesia, Bangladesh)
- PD-1069-20** Association between cigarette smoking and suicide in psychiatric inpatients
H Sharifi Milani, Z Hesami, MR Masjedi (Iran, Islamic Rep. of)
- PD-1070-20** Comorbidity and correlates of pattern of cigarette smoking among psychiatric in-patients at two hospitals in Tehran
H Sharifi Milani, S Eslampanah, MR Masjedi (Iran, Islamic Rep. of)

- PD-1071-20 Civil alliance for chronic non transmissible diseases driven from the experience on tobacco control**
C Farias (Peru)
- PD-1072-20 Expanding the reach of the tobacco control and health promotion advocacy through the participatory budget process: the Philippine experience**
R Degollacion (Philippines)
- PD-1073-20 Defending the smoke-free legislation at the Constitutional Court of Turkey**
E Dagli, E Evrengil, A Gilmore, Ö Asut, S Akyildiz, D Aslan, M Güner, O Kilinc (Turkey)
- PD-1074-20 Compliance to second-hand Tobacco Smoke Exposure Law (Article 8 of FCTC) in Accra, Ghana**
W Agbenyikey, M Duah (United States of America)

Poster Discussion Session 42 12:45–13:45 • Poster Area – Hall 6

Tobacco Risks for Vulnerable Populations

- PD-1075-20 The social patterning of attitudes toward tobacco control in Argentina**
F De Maio, J Konfino, D Ondarsuhu, L Goldberg, D Ferrante, R Caixeta (Argentina, USA)
- PD-1076-20 Changes in tobacco use among youth in Argentina: findings from the Global Youth Tobacco Survey, 2007-2012**
J Konfino, D Ferrante, L Goldberg, R Caixeta, K Palipudi (Argentina, USA)
- PD-1077-20 Smoking during pregnancy and implementation of the 5As during prenatal care in Argentina**
P Morello, m Berrueta, a Mazzoni, I Gibbons, f Althabe, j Belizan, a Becu (Argentina)
- PD-1078-20 Tobacco cessation training for physicians: the current challenge and opportunity for tobacco control in Bangladesh**
MA Al Mamun (Bangladesh)
- PD-1079-20 Tobacco control in post 2015 development agenda: greater opportunity of sustainable development**
R Md. Masud (Bangladesh)
- PD-1080-20 Smoking prevalence among students in Brazil in 2009 and 2012**
AL Curi Hallal, L Botelho (Brazil)
- PD-1081-20 Integrating tobacco control into national development plans**
Y Tous, E Bianco, D Webb (Canada, Uruguay, USA)
- PD-1082-20 Non-alcoholic fatty Liver Disease (NAFLD): a new disease associated to tobacco smoking?**
G Ponciano-Rodriguez, N Mendez-Sanchez (Mexico)
- PD-1083-20 Is a web-based computer-tailored smoking prevention programme able to prevent smoking among Dutch school children?: findings of a RCT at 12 and 25 months**
H-P Cremers, L Mercken, M Candel, H De Vries, A Oenema (Netherlands)
- PD-1084-20 Will we be smoke-free by 2025? smoking prevalence amongst a longitudinal cohort of Pacific adults in New Zealand.**
E-S Tautolo (New Zealand)
- PD-1085-20 Stated preference for cigarettes among UP Manila students**
JPC Delos Trinos, LM Lobo, CJ Cabaña, SA De Leon, AA Guíñez, A Asaad (Philippines)
- PD-1086-20 Tobacco control: how far do we reach in Myanmar?**
M Cho, NAN Naing Naing Shein, B Ritthiphakdee (Thailand, Myanmar)





SATURDAY, 21 MARCH

MEET THE EXPERTS

08:00–08:45 • Rooms as noted below

In these sessions, experts will meet with interested delegates to discuss, face to face, the challenges and opportunities of working in tobacco control today. These sessions are free of charge for registered delegates only.

11. Dr Tara Singh Bam (Nepal) Capital Suite 3

Meet Dr Singh Bam to discuss:

Integrating cessation in TB services – what can we achieve?

12. Prof Martin Raw (UK) Capital Suite 5

Meet Prof Raw to discuss:

The challenges of offering affordable cessation support

13. Mr Matt Myers (USA) Capital Suite 7

Meet Mr Myers to discuss:

How can we make the case for increasing tobacco taxes?

14. Mr Laurent Huber (Switzerland) Capital Suite 10

Meet Mr Huber to discuss:

The FCA—using its network to keep tobacco control high on the post-2015 development agenda.

15. Prof Mike Daube (Australia) Capital Suite 13

Meet Prof Daube to discuss:

Plain packaging – how can we learn and benefit from the Australia experience?

Tobacco and NCDs: 2025 and Beyond

CHAIRS: PROF JUDITH MACKAY (HONG KONG), DR MONIKA ARORA (INDIA)

This session will broadly aim to emphasize on need to prioritise tobacco control to achieve NCD targets by 2025. Speakers will discuss the acceleration of tobacco control policy and health systems interventions to achieve significant reduction in NCD burden across the globe; broaden tobacco control agenda to integrate and synergise with sustainable development goals and to move towards tobacco endgame; highlight the role of health systems and civil society in further strengthening the tobacco control movement and aligning it with Universal health coverage; and finally discuss the economic costs of inaction in tobacco control that is projected to have a catastrophic impact on Government's health care spending and budgets.

Presentations

- 11:00–11:05** Opening remarks
Prof Judith Mackay
- 11:05–11:12** Monitoring progress towards the 2025 Global NCD Tobacco target:
How many countries are on track and how many need to do more?
Dr Édouard Tursan D'Espaignet, Coordinator, Comprehensive Information Systems for Tobacco Control, WHO Tobacco Free Initiative (TFI) (Switzerland)
- Note:** There will be a short moderated panel discussion following each presentation.
- 11:17–11:24** Tobacco and NCDs in the post 2015 Development Era
Prof K Srinath Reddy, President, Public Health Foundation of India (PHFI) (India)
- 11:29–11:36** Health systems and tobacco control
Dr Susan Mercado, Director of NCDs, WPRO (Philippines)
- 11:41–11:48** Building a civil society movement on NCDs and tobacco control
Ms Katie Dain, Executive Director, NCD Alliance (United Kingdom)
Mr Cary Adams, CEO, Union for International Cancer Control (UICC) (Switzerland)
- 11:53–12:00** Economic costs of inaction
Dr Michael Engelgau, Deputy Director, Center for Translation Research and Implementation Science (CTRIS), National Institutes of Health (NIH)
- 12:05–12:25** Open discussion with panelists
- 12:25–12:30** Closing remarks
Dr Monika Arora

SESSION SUMMARIES

Key to Tracks

Track A	New emerging products and challenges, issues and strategies
Track B	Post-2015 development agenda
Track C	Supply side: FCTC Art. 15, 16, 17
Track D	Demand side: FCTC Art. 6-14, Art. 20
Track E	Globalisation of tobacco industry interference: FCTC Art. 5.3
Track F	Civil Society

SYMPOSIA

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53.	Banning Flavoured Tobacco Products – Overview of Global Issues and Progress	A	Rob Cunningham (Canada)	Capital Suite 1	178
54.	Tobacco Industry Monitoring and Civil Society's Actions to Reduce its Interference in LAC	E	Stella Aguinaga-Bialous (Brazil)	Capital Suite 3	179
55.	Economic Aspects of Tobacco Control: A Global Perspective	D	Muhammad Husain (USA)	Capital Suite 5	180
56.	Tobacco-Free Europe: Different Roads to the Endgame	B	Tellervo Korhonen (Finland)	Capital Suite 7	181
57.	Pictorial Health Warnings: The Best Buy Public Health Intervention in Sustaining Community Participation	D	Tara Singh Bam (Nepal)	Capital Suite 10	182
58.	The FCTC: A Treaty for All Ministries, Not Only Health	A	Mariana Pinho (Brazil), Yvona Tous (Canada)	Capital Suite 13	183
59.	Tobacco Farming and Tobacco Control: Separating Myth From Reality	B	Greg Hallen (Canada)	Conference Hall AA	184
60.	Eliminating Investments in Tobacco Companies	B	Pranay Lal (India), Ashish Kumar Pandey (India)	Conference Hall AB	185
61.	Increasing Reach and Effectiveness of Tobacco Cessation Services Via Quitlines and Provider Training PANEL DISCUSSION	D	Abigail Halperin (USA), Wael Abdel Mageed (Egypt)	Conference Hall AC	186

14:00–15:30		TRACK	COORDINATOR(S)	ROOM	PAGE
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63.	Human Rights Based Approach to Tobacco Control	F	Carolyn Dresler (USA)	Capital Suite 3	188
64.	The Implications of the FCTC Article 14 Guidelines for Treatment Policy	D	Martin Raw (Brazil)	Capital Suite 5	189
65.	Global Smokeless Tobacco and Public Health: Policy and Regulatory Challenges PANEL DISCUSSION	A	Gemma Vestal (Switzerland), Lauren Bartell (USA)	Capital Suite 7	190
66.	National and Regional Experience in Setting Up Tobacco Industry Monitoring Teams in Sub-Saharan Africa	E	Fabrice Ebeh (Togo)	Capital Suite 10	191
67.	Reproductive Health and Tobacco: Considerations for Pregnant Women and Women of Childbearing Age	B	Michele Bloch (USA)	Capital Suite 13	192
68.	Legal strategies on Tobacco Control: Strategic Litigation as an Effective Tool	A	Maria Rios (Argentina)	Conference Hall AA	193
69.	Smoking Cessation Among Populations With Chronic Disease: Cancer, HIV and Substance Use Disorder	D	Babalola Faseru (USA), Ellen Gritz (USA)	Conference Hall AB	194

ORAL PRESENTATION SESSIONS

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12.	Globalisation of Tobacco Interference	Capital Suite 3	195
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14.	Tobacco Control Partnerships	Capital Suite 7	196

POSTER DISCUSSION SESSIONS

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44.	Emerging Challenges and Old Tactics in New Settings	Hall 6	197
45.	E-Cigarettes: Findings, Threats and Lessons Learned	Hall 6	197
46.	Factors in Improving Cessation	Hall 6	198
47.	Benefits of Community Collaboration and Outreach	Hall 6	199
48.	Bridging the Inequality Gaps	Hall 6	199
49.	Compliance and Enforcement: Results and Challenges	Hall 6	200
50.	Tools for Accelerating Smoke-Free	Hall 6	201
51.	Waterpipe, Hookah and Shisha: Gender Issues and Effects	Hall 6	201
52.	Cessation in Health Care Settings	Hall 6	202
53.	Game Changers Using Mass Media Campaigns	Hall 6	203
54.	Tobacco Control and NCDs: Connecting The Dots?	Hall 6	203
55.	Assessing the Health and Economic Impacts	Hall 6	204
56.	Cessation Patterns and Pathways	Hall 6	205
57.	Expansion of smoke-free laws and policies	Hall 6	205

12:45–13:45		ROOM	PAGE
58.	Tools for Enforcing and Reinforcing Health Warnings	Hall 6	206
59.	Protecting and Empowering Youth	Hall 6	207
60.	Making Smoke-Free the Norm in Challenging Places	Hall 6	207
61.	Assessing the Factors that Influence Tobacco Use	Hall 6	208
62.	Effectiveness of Media Campaigns	Hall 6	209
63.	Trade vs Public Health: Links, Threats and Strategies	Hall 6	210
64.	De-Normalising Tobacco for Women and Children	Hall 6	210
65.	Evaluating Impact of Health Warnings	Hall 6	211

Banning Flavoured Tobacco Products – Overview of Global Issues and Progress

TYPE

Symposium

TRACK

New emerging products and challenges, issues and strategies

TOPIC

Other

COORDINATOR

Rob Cunningham
(Canada)

CHAIR

Tih Ntiabang
(Cameroon)

Martina Poetschke-
Langer
(Germany)

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 is government officials, non-government officials, academic researchers, and others involved in the development and implementation of tobacco control policy and legislation.

OBJECTIVES

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

KEY WORDS

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

PRESENTATIONS

- | | |
|--------------------|---|
| 09:00-09:10 | Prohibitions/Restrictions on Flavoured Tobacco Products: International Overview and the Case for Action
<i>Rob Cunningham (Canada)</i> |
| 09:15-09:25 | The tobacco industry reaction to the additives ban in Brazil
<i>Paula Johns (Brazil)</i> |
| 09:30-09:40 | The battle over menthol during the EU Tobacco Products Directive: Lessons Learned
<i>Florence Berteletti (Belgium)</i> |
| 09:45-09:55 | Who Controls What is in Tobacco Products and Why it is so Important: The US Experience
<i>Matthew Myers (USA)</i> |
| 10:00-10:10 | The campaign in Chile to ban menthol and other flavoured tobacco products
<i>Maria Teresa Valenzuela (Chile)</i> |
| 10:15-10:30 | Audience Q&A |

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

TYPE

Symposium

TRACK

Globalisation of tobacco industry interference: FCTC Art. 5.3

TOPIC

Other

COORDINATOR

Stella Aguinaga-Bialous (Brazil)

CHAIR

Antonio Zavala (Mexico)

DESCRIPTION

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.

TARGET AUDIENCE

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.

OBJECTIVES

- To expose the tobacco industry's interference strategies to block tobacco control policies.
- To share response actions from the civil society to counter interference.

KEY WORDS

Tobacco industry; civil society; interference; response

PRESENTATIONS

- 09:00-09:15** Introducing The Regional Initiative to Monitor the TI Interference and Civil Society Response in LAC
Mariela Alderete (Argentina)
- 09:15-09:30** The challenge of prohibiting tobacco additives in Brazil: Tobacco Industry Interference and Civil Society Initiatives to Counter Interference
Monica Andreis (Brazil)
- 09:30-09:45** Tobacco Industry Interference with Tax Policy in Mexico
Yahaira Ochoa Ortiz (Mexico)
- 09:45-10:00** The challenges in the prohibition of tobacco advertising, promotion and sponsorship: Interference in Law's Regulation and Civil Society Response
Cynthia Shammah (Argentina)
- 10:00-10:15** Tobacco Industry Interference: a learning scenario in tobacco control
Yul Francisco Dorado Mazorra (Colombia)
- 10:15-10:30** Discussion

Economic Aspects of Tobacco Control: A Global Perspective

TYPE

Symposium

TRACK

Demand side:
FCTC Art. 6–14, Art. 20

TOPIC

Taxes

COORDINATOR

Muhammad Husain
(USA)

CHAIRS

Frank Chaloupka
(USA)

Muhammad Husain
(USA)

SPONSOR

This session is sponsored
by the Centers for
Disease Control and
Prevention (CDC)

DESCRIPTION

Article 20 of the Framework Convention for Tobacco Control (FCTC) emphasizes the need for research on tobacco use and control at the national, regional, and global levels. In particular, more research is needed to assess the impact of tax and price policies; to assess the economic impact of tobacco use and control; and on the nexus between tobacco use and poverty. This session offers a global perspective by presenting evidence from five studies relating to these aspects from a number of countries. The study outcomes can inform policy makers in making tobacco control policy decisions.

TARGET AUDIENCE

Policy makers in the ministries of finance, health, social welfare; tobacco control advocates; social scientists, academics.

OBJECTIVES

- Disseminate research evidence related to the effectiveness of tax policies
- Highlight various aspects of tax reforms, the determinants of and challenges for the successful implementation
- Facilitate evidence-based policy decisions related to tobacco use and control
- Presenting research findings on the nexus between tobacco consumption, poverty and (mal-) nutrition
- Stimulate research and further explorations among academics and social scientists

KEY WORDS

Taxes on tobacco; Tax reform; Illicit trade in cigarettes, Tobacco-poverty-malnutrition nexus; Public health; Economic impact of tobacco use; Economic Aspects of tobacco control; Global perspective

PRESENTATIONS

- 09:00–09:10** Effect of increased value-added taxes on tobacco prices, tobacco use behaviors, and consequences-Findings from ITC and GATS of India
Frank Chaloupka (USA)
- 09:15–09:25** Manufacturers' response to changing tobacco tax policies and its consequences on the government tax revenues and the public health
Anne-Marie Perucic (Switzerland)
- 09:30–09:40** The political economy of the illicit trade in cigarettes in South Africa
Evan Blecher (USA)
- 09:45–09:55** Money gone up in smoke: The tobacco and malnutrition nexus in Bangladesh
Muhammad Husain (USA)
- 10:00–10:10** Tax Reform and Tobacco Control: The Philippine Experience
Jeremias Paul (Philippines)
- 10:15–10:30** Audience Q&A

Tobacco-Free Europe: Different Roads to the Endgame

TYPE

Symposium

TRACK

Post-2015
development agenda

TOPIC

Other

COORDINATOR

Tellervo Korhonen
(Finland)

CHAIR

Jaakko Kaprio
(Finland)

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

- To stimulate discussion on evidence-based approaches for implementation of tobacco endgame strategies
- To identify actions to enhance full implementation of the WHO FCTC
- To evaluate current strategies developed in Europe to achieve a tobacco-free country

KEY WORDS

endgame; road map; Europe; tobacco-free

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)

Pictorial Health Warnings: The Best Buy Public Health Intervention in Sustaining Community Participation

TYPE

Symposium

TRACK

Demand side:
FCTC Art. 6–14, Art. 20

TOPIC

Health warnings and
standardised packaging

COORDINATOR

Tara Singh Bam
(Nepal)

CHAIRS

Ehsan Latif
(UK)
Shanta Bahadur Shrestha
(Nepal)

DESCRIPTION

Article 11 of the WHO Framework Convention on Tobacco Control (WHO FCTC) requires Parties to the Convention to implement large, rotating health warnings on all tobacco product packaging and labelling. Pictorial health warnings on tobacco packages are a cost-effective means to increase public awareness about the dangers of tobacco use. Pictorial Health warning is one of the most frequently legally challenged strategies by tobacco industry globally. The symposium aims to discuss and share lessons learnt the effectiveness of pictorial health warning in building public awareness on danger of tobacco use. It would also aim to open a window of opportunity to build policy discussion to establish pictorial health warning in other products such as alcohol.

TARGET AUDIENCE

Policymakers, public health professionals, tobacco and NCD advocate, researchers and students.

OBJECTIVES

- Discuss the effectiveness of pictorial health warnings in building public awareness on the dangers of tobacco use
- Open a window of opportunity to build policy discussions to establish pictorial health warnings in other products

KEY WORDS

Pictorial Health warnings; Article 11

PRESENTATIONS

- 09:00–09:10** The Union Technical Assistance in promoting highest level of pictorial health warning – lessons learnt
Tara Singh Bam (Nepal)
- 09:15–09:25** Implementation of a 75% pictorial Health warning in Nepal – lessons learnt
Shanta Bahadur Shrestha (Nepal)
- 09:30–09:40** Achieving a 40% pictorial Health Warning in Indonesia; a step toward gaining public support in tobacco control
Lily Sulistyowati (Indonesia)
- 09:45–09:55** Tobacco Industry litigation-challenging pictorial health warning policy globally – who won and who lost?
Vandana Shah (USA)
- 10:00–10:10** From text warning to standardised plain packaging – lessons from Australia for strengthening global tobacco control
Anne Jones (Australia)
- 10:15–10:25** WHO FCTC Article 11 – how far have we achieved?
Luminita Sanda (Switzerland)

The FCTC: A Treaty for all Ministries, not only Health

TYPE

Symposium

TRACK

New emerging products and challenges, issues and strategies

TOPIC

Other

COORDINATORS

Mariana Pinho
(Brazil)

Yvona Tous
(Canada)

CHAIRS

Prakit Vathesatogkit
(Thailand)

Sylviane Ratte
(France)

DESCRIPTION

When the WHO Framework Convention on Tobacco Control (FCTC) was negotiated more than 10 years ago, it was well understood that a whole-of-government approach to tobacco control, involving many ministries besides Health, would be critical to addressing the tobacco epidemic. But establishing effective multi-sectoral coordination for tobacco control is challenging. To date, only a few governments have succeeded in mobilizing whole-of-government support for tobacco control. Luckily, initial steps have been taken to address this serious gap in FCTC implementation.

TARGET AUDIENCE

Policy makers, tobacco control focal points, civil society

OBJECTIVES

- Highlight the importance of whole-of-government engagement in tobacco control
- Introduce practical experience in building whole-of-government support for tobacco control
- Provide information on available support and tools for multi-sectoral action and coordination on tobacco control

KEY WORDS

Multi-sectoral cooperation and collaboration for tobacco control; whole-of-government implementation of the FCTC

PRESENTATIONS

- 09:00-09:10** FCTC implementation & multi-sectoral coordination
Edgardo Ulysses Dorotheo (Philippines)
- 09:10-09:20** Sustainable measures to mobilize whole-of-government implementation of the FCTC
Yvona Tous (Canada)
- 09:20-09:30** UK: Practical experience with whole-of-government involvement in tobacco control
Deborah Arnott (UK)
- 09:30-09:40** Brazil: Practical experience with whole-of-government involvement in tobacco control
Tânia Cavalcante (Brazil)
- 09:40-09:50** India: Practical experience with whole-of-government involvement in tobacco control
Shoba John (India)
- 09:50-10:00** Available tools to support countries in establishing multi-sectoral programmes and coordination for tobacco control
Douglas Webb (USA)
- 10:00-10:30** Discussion

Tobacco Farming and Tobacco Control: Separating Myth from Reality

TYPE

Symposium

TRACK

Post-2015
development agenda

TOPIC

Alternative
sustainable livelihoods:
FCTC Art. 17, 18

COORDINATOR

Greg Hallen
(Canada)

CHAIRS

Ahmed Ogwell
(Congo)

Greg Hallen
(Canada)

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

- Expose the myths behind tobacco industry claims and outline recommendations that would allow farmers to improve their livelihoods.
- Increase understanding of the factors that influence demand for tobacco leaf and the factors that can strengthen tobacco control policies
- Discuss the intent of Article 17 and related policy recommendations

KEY WORDS

FCTC Article 17; tobacco farming; sustainable alternative livelihoods

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

Eliminating Investments in Tobacco Companies

TYPE

Symposium

TRACK

Post-2015
development agenda

TOPIC

Other

COORDINATORS

Pranay Lal
(India)
Ashish Kumar Pandey
(India)

CHAIR

Mira Aghi (India)

SPONSOR

This session is sponsored
by the International Union
Against Tuberculosis
and Lung Disease
(The Union)

DESCRIPTION

Easy access to public funds and private investments ensures that tobacco industry can expand into new markets and profit from existing ones. Despite tobacco control efforts, tobacco industry remains profitable. Can responsible investing deter investments in tobacco companies? What are opportunities and challenges that can eliminate these investments? This symposium will review the current investments in the tobacco industry with the view to impact the easy access of funds for the industry, efforts made thus far to deter investments, and how restricting funding can directly halt and reverse the tobacco epidemic.

TARGET AUDIENCE

Policy makers, tobacco control advocates, public health professionals, civil society activists.

OBJECTIVES

- Review investment patterns and growth trends of the tobacco industry, globally and regionally
- Understand the global scenario of investments and the role of socially responsible investments
- Mapping existing legal frameworks and provisions to reduce, restrict and eliminate investments in the tobacco industry

KEY WORDS

donors; tobacco control; tobacco epidemic; socially responsible investments; FCTC

PRESENTATIONS

- 09:00–09:15** Who invests in tobacco companies? A review of the Big 5
Cynthia Callard (Canada)
- 09:15–09:30** Are there provisions in global treaties that can restrict tobacco industry influence?
Matthew Allen (New Zealand)
- 09:30–09:45** How has the tobacco industry invested in Southeast Asia?
Mary Assunta (Malaysia)
- 09:45–10:00** Role of ethical finance in tobacco control
Pranay Lal (India)
- 10:00–10:15** The Australian case study for tobacco-free investment
Bronwyn King (Australia)
- 10:15–10:30** Audience Q&A

Increasing Reach and Effectiveness of Tobacco Cessation Services Via Quitlines and Provider Training

PANEL DISCUSSION

TYPE

Symposium

TRACKDemand side:
FCTC Art. 6–14, Art. 20**TOPIC**

Cessation

COORDINATORSAbigail Halperin
(USA)Wael Abdel Mageed
(Egypt)**CHAIRS**Kimber Richter
(USA)Ken Wassum
(USA)**DESCRIPTION**

Article 14 of the FCTC commits countries to help tobacco users quit via primary care, quitlines and access to low-cost medications. Many countries lack a trained workforce that can deliver treatment tailored to local realities. This panel presentation provides real-world examples from multiple countries of how quitlines are integrated into national strategies for tobacco control, how providers are trained and programs accredited, and related challenges and opportunities. Presenters include developers of quitlines and training programs as well as global leaders implementing these policies and programs.

TARGET AUDIENCE

Tobacco quitline managers and clinical staff, health care professionals, NGOs involved in tobacco control policy and treatment, health care policy makers, health ministries and other government agencies.

OBJECTIVES

- Describe the need for expanding the reach of tobacco treatment
- Describe common elements of evidence-based training programs, how training programs are accredited, and the pros/cons of provider certification
- Provide examples of training programs within and across countries
- Describe common elements of effective, evidence-based quitlines
- Provide examples of how quitlines have been integrated into countries with varying resources

KEY WORDS

Smoking cessation; Article 14; Tobacco quitlines; Training; Treatment; Health Care; Policy; Accreditation

PRESENTATIONS

09:00–09:10 Maximizing Access to Tobacco Treatment Globally:
Integrating Telephone Quitlines and Provider Training
Timothy McAfee (USA)

09:10–10:00 Panelist 1: ATTUD and the Council for Tobacco Treatment Training Programs
(CTTP): Training Program Accreditation and Individual Certification
Christine Sheffer (USA)

Panelist 2: Global Bridges International Training Curricula
for Healthcare Professionals
Katherine Kemper (USA)

Panelist 3: Outcomes of a Trial Focusing on Training Providers to Address
Cessation in Two Indian States
Rajmohan Panda (India)

Panelist 4: Integration of Quitlines for Tobacco Control and Treatment
in the WHO Eastern Mediterranean Region (EMRO)
Randa El-Naga (Egypt)

Panelist 5: Roles of Private and Public Sector Quitlines: Argentina's Experience
Alejandro Jose Videla (Argentina)

10:00–10:10 Discussion Summary
Timothy McAfee (USA)

10:10–10:30 Audience Q&A

Standardised Packaging: Tobacco Industry Counter Campaigns in Australia, UK and Ireland

TYPE

Symposium

TRACK

Globalisation of tobacco industry interference:
FCTC Art. 5.3

TOPIC

Country level examples: case studies and counter strategies

COORDINATORS

Alison Cox
(UK)

Eoin Bradley
(Ireland)

CHAIRS

Alison Cox
(UK)

Eduardo Bianco
(Uruguay)

DESCRIPTION

The tobacco companies know standardised packaging will be effective so they are fighting to overturn the first such policy introduced in Australia in December 2012, and running multi-million dollar campaigns to block similar measures from being introduced in Ireland, UK and New Zealand. This symposium will use 3 case studies to analyse their counter-campaigns and share lessons learnt. It will focus on how strategies familiar from other campaigns are being used: front groups; casting doubt on the evidence; using the threat of illicit trade; and the threat of legal action.

TARGET AUDIENCE

Tobacco control advocates, public health policy makers, funders.

OBJECTIVES

- To inform and encourage other countries to take on standard packs campaigns by sharing experience
- To inform defence against tobacco industry strategies across policy areas by sharing lessons learnt
- Share analysis of tobacco industry's use of evidence requirements under EU Better Regulation requirements
- Provide latest update on legal challenges against Australia, and industry efforts to create regulatory chill

KEY WORDS

Standardised Packaging; Tobacco Industry Tactics; Illicit Trade; Front Groups; Legal Challenges; Evidence; Trade Agreements

PRESENTATIONS

- 14:00–14:15** Australia – What Really Happens When Plain Packaging Is Implemented
Kylie Lindorff (Australia)
- 14:15–14:30** Back From The Brink: The UK Experience Of The Standard Packs Campaign
Deborah Arnott (UK)
- 14:30–14:45** Having It Both Ways: Tobacco Industry's Attempt To Hijack The Evidence Based Policy Agenda While Misusing Evidence
Andy Rowell (UK)
- 14:45–15:00** A Foot In Every Door: The Irish Experience Of Tobacco Industry Influence
Donal Buggy (Ireland)
- 15:00–15:15** The Latest In The Legal Challenges To Plain Packaging
Kylie Lindorff (Australia)
- 15:15–15:30** Discussion and conclusions

Human Rights Based Approach to Tobacco Control

TYPE

Symposium

TRACK

Civil Society

TOPIC

Advocacy and human rights

COORDINATOR

Carolyn Dresler (USA)

CHAIRS

Harry Lando (USA)

Zariah Zain (Malaysia)

DESCRIPTION

The human rights based approach (HRBA) to tobacco control provides research, policy and advocacy tools to hold accountable the tobacco industry to the harm it unleashes in several domains. The FCTC was developed from previous human rights treaties – it can be applied more broadly as a HRBA. HRBA intersects with the right to a healthy environment (secondhand smoke; exposure to pesticides or green tobacco sickness); the right to a sustainable income (crops prices; indentured servitude); and the right to information (education). The symposium describes HRBA to analyze abuses and suggest remedies.

TARGET AUDIENCE

Everyone who is interested in learning more about a human rights based approach to tobacco control and mechanisms where this approach can be used to enforce current legal regulations.

OBJECTIVES

- Attendees will learn about human rights abuses in the exploitation of women/girls in bidi rolling
- Attendees will learn about the human rights abuses rampant in tobacco agriculture globally and locally in Zambia
- Attendees will learn some of the legal challenges in examining criminal charges for the global deaths from tobacco
- Attendees will learn how MPOWER can be used with other human rights treaties
- Attendees will learn how the human rights based approach informs the Tobacco Free Generation

KEY WORDS

human rights; tobacco agriculture; MPOWER; Tobacco Free Generation; bidi rolling

PRESENTATIONS

- | | |
|--------------------|--|
| 14:00–14:15 | Exploitation of women and girl bidi rollers by the bidi industry
<i>Mira Aghi (India)</i> |
| 14:15–14:30 | The MPOWER framework and the United Nations Human Rights Treaties: promoting tobacco control goals
<i>Mark Spires (USA)</i> |
| 14:30–14:45 | Using human rights to promote the Tobacco Free Generation
<i>Yvette van der Eijk (Singapore)</i> |
| 14:45–15:00 | Too many deaths from an industry that perpetuates them
<i>Kelsey Romeo-Stuppy (USA)</i> |
| 15:00–15:30 | Discussion and conclusions |

The Implications of the FCTC Article 14 Guidelines for Treatment Policy

TYPE

Symposium

TRACK

Demand side:
FCTC Art. 6–14, Art. 20

TOPIC

Cessation

COORDINATOR

Martin Raw
(Brazil)

CHAIRS

Vimla Moodley
(South Africa)
Thomas Glynn
(USA)

DESCRIPTION

In 2010 the Conference of the Parties to the FCTC adopted guidelines for Article 14 of the convention, on tobacco cessation and treatment. These guidelines set out a comprehensive set of recommendations to Parties on how to develop (or further develop) cessation support. In this symposium we will look at progress on treatment to date, what the Article 14 guidelines recommend, and consequently what countries, especially low- and middle-income countries, might be doing now to develop or enhance their provision of cessation support.

TARGET AUDIENCE

Healthcare professionals, administrators and policy makers, inside and outside government.

OBJECTIVES

- To understand how the provision of cessation support fits within the broader context of tobacco control
- To review and understand the recommendations of the Article 14 guidelines
- To review progress on treatment to date
- To present and consider the experience of some countries

KEY WORDS

FCTC Article 14, cessation support, cessation policy

PRESENTATIONS

- 14:00–14:10** The importance of treatment and its relation to other tobacco control measures
Judith Mackay (Hong Kong)
- 14:10–14:20** The Article 14 guidelines and what they recommend we should focus on
Dongbo Fu (Switzerland)
- 14:20–14:25** Status of cessation support globally
Martin Raw (Brazil)
- 14:25–14:35** Country experiences: New Zealand
Hayden McRobbie (New Zealand)
- 14:35–14:45** Country experiences: Uruguay
Eduardo Bianco (Uruguay)
- 14:45–14:55** Country experiences: Lebanon
Jade Khalife (Lebanon)
- 14:55–15:05** Cytisine: what is it and why is it so important?
Witold Zatonski (Poland)
- 15:05–15:30** Chaired Panel Discussion
Panelist 1 – *Beatriz Champagne (Argentina)*
Panelist 2 – *Judith Mackay (Hong Kong)*
Panelist 3 – *Dongbo Fu (Switzerland)*
Panelist 4 – *Martin Raw (Brazil)*

Global Smokeless Tobacco and Public Health: Policy and Regulatory Challenges

PANEL DISCUSSION

TYPE

Symposium

TRACK

New emerging products and challenges, issues and strategies

TOPIC

Smokeless tobacco: crosscutting

COORDINATORS

Gemma Vestal
(Switzerland)

Lauren Bartell
(USA)

CHAIRS

Mark Parascandola
(USA)

Samira Asma
(USA)

SPONSOR

This session is sponsored by the Centers for Disease Control and Prevention (CDC)

DESCRIPTION

The use of smokeless tobacco (SLT) products has traditionally received less attention compared to smoked tobacco; however, SLT use significantly contributes to the burden of tobacco-related death and disease. This symposium will showcase a summary of key highlights from the NCI and CDC SLT report, *Smokeless Tobacco and Public Health: A Global Perspective*, as well as findings from the 2013 WHO SLT Survey. A panel of tobacco control experts will then discuss emerging policy scenarios and SLT policy recommendations.

TARGET AUDIENCE

Participants (legislatures, policy makers, media, public health practitioners, civil society organizations, lawyers, students, academia and researchers, etc.) with an interest in learning more information about new and emerging product challenges around smokeless tobacco.

OBJECTIVES

- Present key highlights and recommendations from the 2013 WHO SLT Survey and *Smokeless Tobacco and Public Health: A Global Perspective* report
- Discuss global challenges, sources of information, research gaps, regulatory challenges, and policy needs to better address the epidemic

KEY WORDS

Smokeless tobacco; SLT; Chewing tobacco; Snus; Snuff; WHO FCTC; Research and policy

PRESENTATIONS

- 14:00–14:10** Highlights from the Global Smokeless Tobacco Report: *Smokeless Tobacco and Public Health: A Global Perspective*
Dorothy Hatsukami (USA)
- 14:10–14:20** Key Findings from the 2013 WHO SLT Survey
Roberta de Betania Caixeta (USA)
- 14:20–14:30** Global progress on product regulation of SLT
Gemma Vestal (Switzerland)
- 14:30–15:10** Panel discussion moderator
K Srinath Reddy (India)
- Panelist 1 – *Prakash Gupta (India)*
- Panelist 2 – *Mitch Zeller (USA)*
- Panelist 3 – *Patricia Lambert (South Africa)*
- Panelist 4 – *Dhirendra Sinha (India)*
- Panelist 5 – *Pankaj Chaturvedi (India)*
- 15:10–15:30** Audience Q&A

National and Regional Experience in Setting Up Tobacco Industry Monitoring Teams in sub-Saharan Africa

TYPE

Symposium

TRACK

Globalisation of tobacco industry interference:
FCTC Art. 5.3

TOPIC

Country level examples:
case studies and
counter strategies

COORDINATOR

Fabrice Ebeh
(Togo)

CHAIR

Tih Ntiabang
(Cameroon)

DESCRIPTION

The scope of tobacco industry interference in tobacco control policy making in sub-Saharan African countries is huge. Among other strategies, the industry uses direct and indirect political lobbying to hinder the tobacco control legislative process in these countries. Face with this challenge, the African Tobacco Control Alliance (ATCA) partnered with in-countries advocates and ministries of health to establish multi-stakeholder platforms tasked to continuously monitor and counter industry interference. ATCA would like to share its successes, challenges and lessons learnt through this process.

TARGET AUDIENCE

Tobacco control advocates, tobacco control researchers, tobacco control lawyers, policy makers, NGOs, public health professionals and media in particular from LMICs

OBJECTIVES

- To share field experience on the effectiveness of setting up multi-stakeholder Tobacco Industry Monitoring teams
- To discuss strategies for more civil society South-South cooperation

KEY WORDS

FCTC Article 5.3, Tobacco Industry Monitoring, Tobacco Industry Interference;
South-South cooperation

PRESENTATIONS

- 14:00–14:15** Overview of ATCA's approach to thwart tobacco industry interference
Patrick Musavuli (Congo – Democratic Rep.)
- 14:15–14:30** Case study Uganda: successes and challenges of a multi-stakeholder industry monitoring team in Uganda
Hellen Neima (Uganda)
- 14:30–14:45** Case study Senegal: passing a FCTC compliant legislation amid conspicuous industry interference
Sagna Bamba (Senegal)
- 14:45–15:00** Implementing art. 5.3 of the FCTC: recommendations from sub-Sahara Africa and South East Asia
Deborah Sy (Philippines)
- 15:00–15:30** Discussion

Reproductive Health and Tobacco: Considerations for Pregnant Women and Women of Childbearing Age

TYPE

Symposium

TRACK

Post-2015
development agenda

TOPIC

Social and human rights/
vulnerable populations:
crosscutting

COORDINATOR

Michele Bloch
(USA)

CHAIRS

Carolyn Dresler
(USA)

Monique Chaaya
(Lebanon)

SPONSOR

This session is sponsored
by the U.S. National
Cancer Institute (NCI)

DESCRIPTION

Tobacco use and secondhand smoke (SHS) exposure during pregnancy has serious adverse health effects on women and children. The WHO released new guidelines for the management of tobacco use and SHS exposure during pregnancy, and new and nontraditional products, such as electronic nicotine delivery systems and waterpipes, are changing the landscape of tobacco use.

Presentations on studies conducted in selected countries will increase our understanding of the use and health effects of the wide variety of tobacco products used during pregnancy.

TARGET AUDIENCE

Researchers, clinicians, community leaders, advocates, and policy makers, and other stakeholders in the field of women's health and maternal and child health

OBJECTIVES

- Highlight new global guidelines to address tobacco use and SHS exposure during pregnancy
- Summarize state-of-the-science of known reproductive toxicity of tobacco constituents and research gaps 3. Discuss strategies and priorities in decreasing exposure to tobacco products in women of childbearing age

KEY WORDS

Pregnancy; reproductive health; guidelines; cessation; secondhand smoke; waterpipe; smokeless tobacco; electronic nicotine delivery system

PRESENTATIONS

- 14:00–14:15** WHO Recommendations for the Prevention and Management of Tobacco Use and Second-Hand Smoke Exposure in Pregnancy
Cheryl Oncken (USA), Lubna Bhatti (Switzerland)
- 14:15–14:30** Smoke-free Homes and Cessation in Fathers of Newborns in China
Rachel Grana (USA)
- 14:30–14:45** Waterpipe Use During Pregnancy
Monique Chaaya (Lebanon)
- 14:45–15:00** U.S. NIH-CDC Workshop on Tobacco and Reproductive Health
Lucinda England (USA)
- 15:00–15:15** Use of Smokeless Tobacco During Pregnancy in India:
Building Evidence for Nationwide Campaign Against Use
Saritha Nair (India)
- 15:15–15:30** Discussion

Legal Strategies on Tobacco Control: Strategic Litigation as an Effective Tool

TYPE

Symposium

TRACK

New emerging products and challenges, issues and strategies

TOPIC

Other

COORDINATOR

Maria Rios
(Argentina)

CHAIRS

Patricia Sosa
(USA)

Oscar Cabrera
(USA)

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

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

KEY WORDS

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

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
- 14:45–15:00** Phillip Morris International v. Uruguay before ICSID
Silvina Echarte (Uruguay)
- 15:00–15:30** Discussion

Smoking Cessation Among Populations With Chronic Disease: Cancer, HIV and Substance Use Disorder

TYPE

Symposium

TRACK

Demand side:
FCTC Art. 6–14, Art. 20

TOPIC

Cessation

COORDINATORS

Babalola Faseru
(USA)
Ellen Gritz
(USA)

CHAIRS

Babalola Faseru
(USA)
Ellen Gritz
(USA)

DESCRIPTION

About 20-70% of patients living with chronic conditions use tobacco and have poorer health outcomes. The 2014 US Surgeon General's Report concluded that cigarette smoking is related to multiple adverse outcomes in cancer patients and survivors, including increased mortality, risk for second primary cancers and recurrence, poorer response to treatment and increased treatment-related toxicity.

Similarly, people with HIV and substance use disorder have a greater likelihood of developing other chronic conditions (including cancers), have poorer response to treatment and die earlier than non-smokers. Quitting smoking improves the prognosis, quality of life and response to treatments of individuals with cancer, HIV and substance use disorder. If Article 14 of the FCTC is to be effective, countries must reach and treat subgroups of these high-prevalence tobacco users.

Speakers will provide an overview of tobacco cessation research and treatment in oncology, HIV and substance use disorder settings in the US and resource-limited global settings.

TARGET AUDIENCE

Health care professionals and advocates, HIV treatment providers, addiction professionals, health care policy makers, government agencies, tobacco treatment providers, researchers

OBJECTIVES

- To summarize the adverse effects of tobacco use on cancer patients and survivors, patients living with HIV and substance use disorder
- To present ongoing research and treatment programs in global settings, including resource-limited countries
- To explore how tobacco advocates can encourage adoption and integration of tobacco treatment in cancer, HIV and substance misuse care

KEY WORDS

Tobacco cessation; smoking; cancer; oncology; HIV; substance use disorders; cessation; medical care; policy; treatment; underserved populations; health disparities

PRESENTATIONS

- 14:00–14:15** Voice of the Victim
Rana Jugdeep Singh (India)
- 14:15–14:30** Promoting Smoking Cessation in Cancer Patients in Hong Kong: Challenges and Opportunities
Sophia Chan (Hong Kong)
- 14:30–14:45** The Road to a Comprehensive Tobacco Dependence Treatment Program: Needs, Challenges, and Outcomes
Feras Hawari (Jordan)
- 14:45–15:00** Evidence-Based Smoking Cessation Medication Treatment Among Individuals with Substance Use Disorders
Shadi Nahvi (USA)
- 15:00–15:15** Comprehensive Screening and Treatment for Alcohol and Other Drug Disorders Among People in Smoking Cessation Programs
Helen Chan (Hong Kong)
- 15:15–15:30** Smoking Cessation Among HIV+ Inpatients: Results from 8 U.S. Hospitals Participating in the CHART Group
Kathleen Harrington (USA), Scott Sherman (USA)

Oral Presentation Session 11 12:45–13:45 • Capital Suite 1**Poverty and Human Rights**

- OP-255-21 Systematic review of the link between tobacco and poverty**
B Casetta, A Ciapponi, A Bardach, A J Videla, N Soto, P Morello (Argentina)
- OP-256-21 The effect of tobacco consumption on household budget allocation in Mexico**
B Saenz, L Reynales-Shigematsu, J Jimenez (Mexico)
- OP-257-21 Save our farmer: an evidence-based regional campaign to counter tobacco farming front groups in ASEAN**
L Reyes, S Ratanachena (Thailand)
- OP-258-21 Analysing and implementing the WHO Framework Convention on Tobacco Control using the Convention on the Rights of the Child at the Regional level in Sweden**
S Bengtsson, B Dahl-Jansson, M Schöld, E Thörnqvist (Sweden)
- OP-259-21 Tobacco endgame: smoke-free Sweden 2025**
G Boëthius, E Thörnqvist, L Sjöberg (Sweden)
- OP-260-21 Ending the tobacco epidemic in the United States: healthy people 2020**
G Promoff, B King, P Terry, B Kenemer, A MacNeil, S Brady, L Dobrzynski, E Ochiai (United States of America)

Oral Presentation Session 12 12:45–13:45 • Capital Suite 3**Globalisation of Tobacco Interference**

- OP-261-21 Intercountry coordination to counter tobacco industry interference in WHO South-East Asia Region**
N N Kyaing, L Sanda (India)
- OP-262-21 Seeing through the smoke: Existing flexibilities in IIAs and BITs for tobacco control**
A Jacob, A Buragohain (India)
- OP-263-21 Implementation of the Framework Convention on Tobacco Control in Africa: Current Status of Legislation**
R Mbugua, D Ongore, A A Bukusi, A Wagura (Kenya)
- OP-264-21 Tobacco Control: evaluating unique treatment of tobacco in trade treaties**
D Sy, A Villanueva (Thailand)
- OP-265-21 Tobacco industry interference in the UN system**
D Sy (Thailand)
- OP-266-21 The question of tobacco corporate social responsibility: trajectory, legal and political underpinnings and policy implications**
E Evrengil (Turkey)

Oral Presentation Session 13 12:45–13:45 • Capital Suite 5**The Role of Tobacco Control Activists**

- OP-267-21 BASTA!: eight years of youth activism in Argentina**
V Sandler, M Beraldo, C Jorge (Argentina)
- OP-268-21 Transparency as a remedy against racketeering: fulfilling the promise of exposing big tobacco's dirty secrets**
M Muggli, H Crystal, K Klausner (United States of America)
- OP-269-21 The tobacco control activist and the tobacco control bureaucrat: an unlikely but essential and successful relationship**
D G Bal, A Blum (United States of America)
- OP-270-21 Defeating big tobacco in the Big Apple: how New York City became an international model for tobacco control activism**
A Blum (United States of America)

Tobacco Control Partnerships

- OP-271-21 **Effectiveness of an intervention to teach physicians how to assist patients quit smoking in Argentina**
M Raul, C Kaplan, S Gregorich, J Livaudais Toman, L Pena, M Alderete, V Schoj, E Perez Stable (Argentina)
- OP-272-21 **Attitudes of key RNTCP staff on a joint, collaborative programme to combat the global epidemics of TB and Tobacco**
S Gadala, V Sameer, Das Bharati, K K Reddy, Mura Krithika, Tomi Thomas (India)
- OP-273-21 **Regional strategic partnership among ASEAN countries for desired tobacco control policy**
Y Tan, B Ritthiphakdee (Thailand)
- OP-274-21 **Using YouTube as a vehicle for tobacco control communication**
A Khan, R Shillenn, J Cohen (United States of America)

Monitoring the Impact of FCTC Implementation

- PD-1087-21 **Lessons from achievement of a dedicated health surcharge on tobacco products**
A I Sujon, Syed Syed Mahbulul Alam, A Syeda (Bangladesh)
- PD-1088-21 **Socioeconomic differences in the impact of smoking tobacco and alcohol prices on smoking in India.**
GE Guindon, P Contoyannis, A Nandi, F Chaloupka, P Jha (Canada, United States of America)
- PD-1089-21 **Positive reactions to third-hand smoke exposure are associated with smoking susceptibility and ever smoking among young children in Hong Kong**
JJ Chen, SY Ho, MP Wang, TH Lam (China, Hong Kong)
- PD-1090-21 **How a standardised work plan lead to rapid expansion of smoke-free in India – an experience from sixty jurisdictions**
R J Singh, R Sharma (India)
- PD-1091-21 **Analysis of the decision of initiating smoking in Mexico: a behavioural economics approach**
CM Guerrero-Lopez, L Reynales-shigematsu, EE Servan-Mori, AD Quezada-Sánchez (Mexico)
- PD-1092-21 **Impact evaluation of tobacco control interventions in Pakistan**
M Javed, Dr. Attiq Ur Rehman (Pakistan)
- PD-1093-21 **Research and advocacy for changes in ECOWAS and WAEMU countries: towards a better implementation of Article 6 in the West African region**
A Diagne, B S Nafissatou (Senegal)
- PD-1094-21 **Implementation of regulation on pictorial health warnings**
M Peiris (Sri Lanka)
- PD-1095-21 **Reduction of tobacco consumption through mass media education**
S Peiris (Sri Lanka)
- PD-1096-21 **Monitoring the implementation of WHO Framework Convention on Tobacco Control using secondary data in Former Soviet Union countries**
G Usmanova (Uzbekistan)
- PD-1097-21 **Monitoring the implementation of WHO Framework Convention on Tobacco Control using secondary data in WHO Eastern Mediterranean Region (EMR) countries**
G Usmanova (Uzbekistan)

Poster Discussion Session 44 12:45–13:45 • Poster Area – Hall 6**Emerging Challenges and Old Tactics in New Settings**

- PD-1098-21 Smoking related attitudes among medical students and young physicians in Argentina**
M Salgado, M Raul, C Kaplan, E Perez Stable (Argentina)
- PD-1099-21 The impact of Uruguay's 2010 'Single Presentation Law' on misperceptions of light cigarettes and prevalence of "light" cigarette smokers**
M.H Stigler, G Fong, L Craig, E Bianco, M Boado, P Driezen, M Yan, M McNally (Canada, Uruguay)
- PD-1101-21 The joint effects of smoking quantity, CHRNA7 polymorphism on the risk of hyperglycemia in Chinese male smokers**
X-Q Ye (China)
- PD-1102-21 Tobacco and tobacco-related cancers in France: a window of opportunity to move forward**
C Estaquio, H Nabi, A Deutsch, D Bessette, J Viguiet, F Calvo (France)
- PD-1103-21 Tobacco use and aphthous ulceration: a dilemma in tobacco cessation dental clinic**
S Mohamed (India)
- PD-1104-21 Technical assistance and legal advice as key factors of success in the Latin American Region to develop and implement tobacco control policies**
M Espinosa, M Molinari, J Romo, G Sonora (Mexico)
- PD-1105-21 Tobacco smoking using Midwakh is an emerging health problem**
M Al-houqani, R Ali, C Hajat (United Arab Emirates)
- PD-1106-21 Tobacco watcher: real-time global surveillance for tobacco control**
J Cohen, JW Ayers, M Dredze (United States of America)
- PD-1107-21 Social and cultural context of betel quid consumption and its potential health consequences**
E Gritz, I Tami-Maury, C Lam, C Lin, M Tsai, C Chiu, W Ma, T Li (United States of America)
- PD-1108-21 Smoke, smog and lung cancer**
M Parascandola (United States of America)
- PD-1109-21 The UAE paradox: stricter tobacco control policies, but a stronger tobacco industry**
A Blum (United States of America)
- PD-1110-21 Tobacco regulation and product judgments**
A Kaufman, L Rutten, M Parascandola, K Blake, E Augustson (United States of America)

Poster Discussion Session 45 12:45–13:45 • Poster Area – Hall 6**E-Cigarettes: Findings, Threats and Lessons Learnt**

- PD-1112-21 How e-cigarette retailers present their products on their German language websites: a randomised study**
S Braun (Germany)
- PD-1113-21 Marketing strategies of electronic cigarettes in India**
CV Divyambika, E Vidhubala (India)
- PD-1114-21 E-cigarette use, product characteristics, and perceived satisfaction: findings from the ITC Netherlands Tobacco and Nicotine Products Survey**
S Heijndijk, G Nagelhout, M Cummings, R Borland, G Fong, D Hammond, M Willemsen (Netherlands, United States of America, Australia, Canada)
- PD-1115-21 Opinions and practices regarding electronic cigarettes use among Romanian adolescents**
L Lotrean, B Varga, M Popa, C Radu Loghin (Romania)
- PD-1116-21 Electronic cigarettes use and attitudes towards their regulations in workplaces and public places among general population in Spain**
J Martínez-sánchez, M Ballbè, E Fu, E Fernández (Spain)
- PD-1117-21 Is electronic-cigarette a tobacco industry discovery dating decades back?**
E Dagli (Turkey)

- PD-1118-21 E-Cigarettes: “old wine in a new bottle”?**
N Shantakumari, J Muttappallymyalil, L J John, J Sreedharan (United Arab Emirates)
- PD-1119-21 E-cigarettes: an update on the prevalence and recent developments on its regulations**
L John, J Muttappallymyalil, J Sreedharan, N Shantakumari (United Arab Emirates)
- PD-1120-21 Electronic cigarette industry and public health laws: opposition tactics and policy successes in the U.S.**
C Hallett (United States of America)
- PD-1121-21 Monitoring retail environments and tobacco control policy gaps related to electronic nicotine delivery systems (ENDS)**
A Grant, M Spires, RD Kennedy, J Cohen (United States of America)
- PD-1122-21 Experimentation with electronic cigarettes in young adults from three Eastern European countries**
M Abdelrazig, O Pop, M Penzes, A Cazacu-stratu, R Urban, C Squier, K L. Foley (United States of America, Hungary)

Poster Discussion Session 46 12:45–13:45 • Poster Area – Hall 6

Factors in Improving Cessation

- PD-1123-21 How are people trying to quit smoking?: evidence from more than a decade of data**
J Bowden, C Miller, K Ettridge, D Banham, J Dono (Australia)
- PD-1124-21 Hypertension screening is a good opportunity for tobacco cessation in Bangladeshi villagers**
T Zissan, MM Zaman, J Ahmed, SR Choudhury, M Ahmed (Bangladesh)
- PD-1125-21 Exploring use of smoking cessation pharmacotherapies and the risk of major cardiovascular events**
J Issa, L A De Souza, C A Da Rocha, PCJ Santos, TMO Abe, A.C Pereira, A.P Cupertino (Brazil)
- PD-1126-21 Factors associated with quit intentions among Zambian smokers: findings from the ITC Zambia Wave 1 Survey**
S Kaai, F Goma, G Fong, G Meng, AC Quah (Canada, Zambia)
- PD-1127-21 Identifying predictors of quit intentions among adult smokers in Mauritius: findings from the ITC Mauritius Waves 1 and 3 Survey**
M Chan Sun, G Fong, S Kaai, G Meng, P Burhoo, I Moussa, AC Quah, R Nunkoo (Mauritius, Canada)
- PD-1128-21 Predictors of tobacco treatment in primary care practice in Canada**
S Papadakis, r Assi, m Gharib, a Pipe (Canada)
- PD-1129-21 Improving the delivery of smoking cessation interventions by physicians among ambulance patients in Kiev, Ukraine**
O Stoyka (Ukraine)
- PD-1130-21 Factors influencing tobacco use treatment patterns among Vietnamese health care providers working in community health centers**
D Shelley, L Nguyen, N Vandevanter, N Nguyen (United States of America, Viet Nam)
- PD-1131-21 Feasibility of a web-based smoking cessation programme for vocational students**
A Loukas, K. Pasch, C Yingling, S Pennewell, K Barr, L An (United States of America)
- PD-1132-21 Implementing tobacco use treatment guidelines (Article 14) in health centers in Vietnam**
D Shelley, L Nguyen, F Stillman, N Vandevanter, N Nguyen (United States of America, Viet Nam)
- PD-1133-21 Increasing adherence to varenicline to increase smoking cessation among HIV+ smokers**
D Shelley, T Tseng, m Gonzalez, C Cleland, P Krebs, S Sherman (United States of America)
- PD-1134-21 Global Bridges Healthcare Alliance for tobacco dependence treatment: network analysis of an international healthcare professional training network**
J Okamoto, R Hurt, T Hays, K Kemper, T Glynn, S Leischow (United States of America)

Poster Discussion Session 47 12:45–13:45 • Poster Area – Hall 6**Benefits of Community Collaboration and Outreach**

- PD-1135-21 Social mobilisation for the implementation of measures to ban smoking**
T Bi Boli Francis, L Tall (Côte D'ivoire)
- PD-1136-21 Social determinants of intention to quit and actions taken among current tobacco using youths in the slums of Villupuram town in Tamil Nadu, India,**
A Dongre (India)
- PD-1137-21 Tobacco: usage, awareness and effect on oral health among malayali tribes, Yelagiri Hills, Tamil nadu, India**
D Francis (India)
- PD-1138-21 Recall and self-perceived effectiveness of anti-tobacco advertisements among hospital visitors at Mangalore, India: a cross sectional study**
A Jain, M Biswal, A Renukaprasad, A Garg, J Singh, R Agarwal (India)
- PD-1139-21 Voice of tobacco victims to de-normalising tobacco industry in Indonesia**
N Fauziyana (Indonesia)
- PD-1140-21 "Smoke-free area and smoke-free home" project in Belawae Health Center and Buntu Buangin Village, Sidenreng Rappang (Sidrap) District, Indonesia: an evaluation**
N Luntungan (Indonesia)
- PD-1141-21 Smoking rates and attitudes towards second-hand smokings: a comparative study**
D Dicksit, K Gundavarapu, A Mehra, C Squier (Malaysia)
- PD-1142-21 Tobacco control campaign in Uganda: a population-based trend analysis**
G Yiga, R Recheal Nakalema (Uganda)
- PD-1143-21 World No Tobacco Month: impacting the news cycle as an academic institution**
R Shillenn, A Khan, J Cohen (United States of America)
- PD-1144-21 The importance of branding and design as it relates to tobacco control communication**
A Khan, R Shillenn, J Cohen (United States of America)
- PD-1145-21 Spit It Out: community coalitions and smokeless tobacco use**
D Reed (United States of America)
- PD-1146-21 "Quit to Win": a smoking cessation promotion and scientific research project with community participation**
A Kwong, V Lai, L Lau, HCW Li, TH Lam (Hong Kong, China)

Poster Discussion Session 48 12:45–13:45 • Poster Area – Hall 6**Bridging the Inequality Gaps**

- PD-1147-21 Levels of education in tobacco consumption and its association with other drugs versus first consultation visit date**
C Di Giano, P Di Giano (Argentina)
- PD-1148-21 Tobacco control policies and reduction of cardiovascular diseases and myocardial infarction deaths in Olavarria, Buenos Aires, Argentina**
R Pitarque, A Bolzan (Argentina)
- PD-1149-21 Mortality risks of COPD from a prospective cohort of 390,269 subjects: assessing involvement beyond the lungs**
W Chi-pang, M-K Tsai, JH Lee, Y- H Cheng, PJ Lu, S-P Liang, YT Guo (Taiwan)
- PD-1150-21 Reassessing the role of physical activity for smokers: how critical is it?**
W Chi-pang, M-K Tsai, PJ Lu, Y- H Cheng, JH Lee, S-P Liang, YT Guo (Taiwan)
- PD-1151-21 The correlation between tobacco use and media publicity among youth in China**
X Chen (China)
- PD-1152-21 Tobacco use and oral cancer: a population based study in Mangalore Taluka, Dakshina Kannada, India**
P Jodalli (India)

- PD-1153-21** Three years' experience of improving implantation of national tobacco control programme (NTCP) in 75 districts of Uttar Pradesh State of India
S Tripathi, R Dwivedi, dr A B Singh (India)
- PD-1154-21** Psychological problems and personality traits in college student smokers based on nicotine dependence
F Matinkhah, ash Mousavi, mona Moradi (Iran, Islamic Rep. of)
- PD-1156-21** Prevalence of tobacco use among women: a cross sectional survey from a squatter settlement of Karachi, Pakistan
M Irfan, N Iqbal, S Awan, J Khan (Pakistan)
- PD-1157-21** Reasons of failure to quit smoking: a cross sectional survey in major cities of Pakistan
M Irfan, N Haroon, S Awan, J Khan (Pakistan)
- PD-1158-21** SmokeHaz: definitive systematic reviews on the effects of active and passive smoking on respiratory health outcomes
L Jayes, J Britton, C Vardavas, J Leonardi-Bee (United Kingdom, United States of America)

Poster Discussion Session 49 12:45–13:45 • Poster Area – Hall 6

Compliance and Enforcement: Results and Challenges

- PD-1159-21** Is the behaviour of purchasing "loose" cigarettes associated with intensity of smoking? An analysis from Global Adult Tobacco Survey, India.
M Singh, V Dogra, A Kumar (India)
- PD-1160-21** Daily cigarette consumption and quantity bought during last purchase: Information from GATS-India data and its validity
S Kumar, P Jena (India)
- PD-1161-21** Assessment of point of sale tobacco advertisement, promotion and sponsorship strategies in Karnataka: a cross sectional study
P Poojary, K.B. Eshwarappa, Jael Dsilva (India)
- PD-1162-21** Compliance levels of tobacco control laws in Karnataka, India
J P, R J Singh, P Poojary, Jael Dsilva, K.B. Eshwarappa (India)
- PD-1163-21** Compliance to smoke-free rules? in the State of Karnataka, India- A Cross Sectional Study
J P, M P, R J Singh, P Poojary, Jael Dsilva (India)
- PD-1164-21** Compliance to ?Smoke Free Rules? in Bangalore City- A Cross Sectional Study
K.B. Eshwarappa, J P, R J Singh, P Poojary, Jael Dsilva (India)
- PD-1165-21** Disparities in Tobacco Message Penetration: Findings from the Global Adult Tobacco Survey Nigeria
O Popoola, A Adebisi (Nigeria)
- PD-1166-21** Content and Bibliometric Analysis of Tobacco Regulatory Science Research: Exploring the Developing Field of Tobacco Product Regulation
J Okamoto, S Leischow, H Liu, D Li (United States of America)
- PD-1167-21** Evaluation of point of sale display ban in large shops in England: Findings from a large school based cohort study
I Bogdanovica, A McNeill, L Szatkowski, J Britton (United Kingdom)
- PD-1168-21** Evaluation of smoking cessation using Cytisine in tobacco cessation service hospitals Cacak, Serbia
N Lazovic, P Ika, D Bojovic (Serbia)

Poster Discussion Session 50 12:45–13:45 • Poster Area – Hall 6**Tools for Accelerating Smoke-Free**

- PD-1169-21 Utilisation of telephone surveys in assessing the intervention of the Buenos Aires 100% Smoke-free Project?**
M C Angueira, M Rolla, F Aurelio, S Cortese, J Oribe, N Galvagni Pardo (Argentina)
- PD-1170-21 Shisha and smokeless tobacco use among university students in Egypt: prevalence, determinants and economic aspects**
R Abou El Naga, Hana Mosleh, Nesr Kamal (Egypt)
- PD-1171-21 Supari : an emerging epidemic among Mumbai's youth**
M Rose, D Chadha, R Kadam, T Bhutia, N Lad, Z Merchant, A Pilankar, D Patil (India)
- PD-1172-21 Waterpipe and cigarette smoking among Iranian professional athletes**
Z Hesami, M Aryanpur, Ghol Heydari, H Sharifi Milani (Iran, Islamic Rep. of)
- PD-1173-21 Smoke-free New Zealand: a nation's commitment to stop the damage caused by smoking**
P Badco (New Zealand)
- PD-1174-21 Create a smoke-free environment for the pregnant mothers**
HS De Seram (Sri Lanka)
- PD-1175-21 Review of the quality of studies on the economic effects of smoke-free policies on the hospitality industry**
J Nandunga, N Nalutaaya Christine (Uganda)
- PD-1176-21 Smoke-free policies in homes and cars among U.S. adults: What exceptions exist regarding products and situations?**
C Berg, M Kegler (United States of America)
- PD-1177-21 A new tool for smoking cessation: leveraging Mondays for successful quits**
E De Leon, L Fuentes, M Johnson, J Cohen (United States of America)
- PD-1178-21 Physicians as tobacco control activists: now needed more than ever**
A Blum, E Solberg (United States of America)
- PD-1179-21 Muslim communities learning about second-hand smoke (MCLASS): a pilot cluster randomised controlled trial**
K Siddiqi, S Shah, H Tilbrook, C Fairhurst, A Amos, D Torgerson, H Thomson, A Sheikh (United Kingdom)
- PD-1180-21 Assessing the impact of textual and pictorial warning on smokers**
P Ika, B Bulajic Subotic, B Gvozdrnovic, N Lazovic, S Rajjevic (Serbia)
- PD-1374-21 Smoke-free violations in hospitality premises in Istanbul**
P Ay, E Dagli, E Evrengil, M Güner (Turkey)

Poster Discussion Session 51 12:45–13:45 • Poster Area – Hall 6**Waterpipe, Hookah and Shisha: Gender Issues and Effects**

- PD-1181-21 Knowledge of waterpipe smoking among medical students of Bangladesh**
JHB Masud (Bangladesh)
- PD-1182-21 Young adults and hookah: why they start and what they believe**
F Hammal, TC Wild, BF Finegan (Canada)
- PD-1183-21 Community leaders knowledge and attitude towards a waterpipe use: a qualitative assessment**
F Hammal, BF Finegan (Canada)
- PD-1184-21 Immediate effects of water-pipe smoking on control of breathing among young smokers**
A Lappas, E Konstantinidi, G Dotis, A Tzortzi, P Behrakis (Greece)
- PD-1185-21 Perception of young adults toward hookah use in Mumbai**
K Oswal, Ms Karnik, D Saranath (India)
- PD-1186-21 Cigarette smoking and waterpipe use epidemics in Arab world: recognising dual users among youth**
K Kheirallah, J Alsulaiman, S Alzoyoud, S Veeranki (Jordan, United States Of America)
- PD-1187-21 Gender differences in the protective effect of developmental assets in cigarette and waterpipe tobacco use among youth in Lebanon**
D Bteddini, R Afifi, R Nakkash (Lebanon)

- PD-1189-21 Narghile (Shisha) smoking [NS] is a new alternative for tobacco industry: is it really less harmful?**
A Albedah (Saudi Arabia)
- PD-1190-21 Correlation of cigarette and water-pipe use among university students in Istanbul**
M Güner, E Dagli, E Evrengil, S Akyildiz (Turkey)
- PD-1191-21 Gender Differences in Waterpipe Smoking Behaviors and Withdrawal Symptoms Associated with Nicotine**
S Kawkab, T Odom-maryon, D Howell, S Mcpherson, J Roll (United States of America)
- PD-1192-21 Hookah service industry economic environment and business models**
P Joudrey, K Jasie, L Pykalo, S Singer, M Woodin, S Sherman (United States Of America)
- PD-1193-21 Characteristics of never waterpipe smokers that put them at increased risk of smoking waterpipe: a cross-sectional study of 6th and 7th graders in Lebanon**
M Jawad, R Afifi, Z Mahfoud, D Bteddini, P Haddad, R Nakkash (United Kingdom, Lebanon)

Poster Discussion Session 52 12:45–13:45 Poster Area – Hall 6

Cessation in Health Care Settings

- PD-1194-21 Tobacco addiction and its treatment in clinical practice guidelines (CPG) in Armenia.**
N Movsisyan, A. Danielyan, A Harutyunyan, V Petrosyan (Armenia)
- PD-1195-21 Interventions for tobacco cessation among tuberculosis patients for better treatment outcome in Dhaka, Bangladesh**
S Islam, M Akramul Islam, M Kabir, K Basher (Bangladesh)
- PD-1196-21 Smoking cessation among diabetes patients in Kerala, India: two year follow-up results from a Pilot randomised controlled trial**
T Kr, Mini Gk, M Hariharam, G Vijayakumar, M Nichter, PS Sarma (India)
- PD-1197-21 Tobacco use pattern of patients referred outside Mizoram for treatment**
J Ralte, L Chhakchhuak, K Hmingthansangi, V Lalruata (India)
- PD-1198-21 Smoking among hospitalised patients in a tertiary level hospital in India**
R Basha, M Herbert, T Kr, M Nichter (India)
- PD-1199-21 Integrating tobacco treatment into a tertiary care hospital in Mumbai: case study**
V Thawal, H Gupte, R Panicker, L Chaudhuri (India)
- PD-1200-21 Smoking cessation as a part of cancer prevention measures in Kazakhstan**
A Zhylkaidarova (Kazakhstan)
- PD-1201-21 Long term effectiveness of free of charge smoking cessation in a tobacco treatment center from Iasi, Romania**
AC Trofor, E Barnea, L Trofor, AM Albu, C Chirila (Romania)
- PD-1202-21 Supporting patients with COPD in smoking cessation: can a new assessment instrument improve counseling effectiveness?**
L Lund (Sweden)
- PD-1203-21 The initial outcome of tobacco cessation clinic for patients with NCD launched by Thai Physician Alliance Against Tobacco (TPAAT)**
N Auamkul, A Thongphiew, S Ratanachaiyavong, S Pausawad (Thailand)
- PD-1204-21 Reducing hospital readmission rates by implementing an inpatient tobacco cessation service**
M Cummings, K Cartmell, M Mueller, G Warren, D Wilson, D Woodard (United States of America)

Poster Discussion Session 53 12:45–13:45 • Poster Area – Hall 6**Game Changers Using Mass Media Campaigns**

- PD-1205-21 Translating data into government action: the fall and rise of smoking rates and reinstatement of a terminated anti-tobacco mass media campaign**
J Dono, C Miller, J Bowden, K Ettridge (Australia)
- PD-1206-21 Supporting passage and implementation of tobacco control legislation in Vietnam through mass media: educating, motivating, mobilising public engagement**
T Carroll, M Lien, H Phan Thi, L Nguyen Tuan, S Hamill, K Kolinsky, N Murukutla, S Mullin (Australia, United States of America, Viet Nam)
- PD-1207-21 Using cinema rooms for the fulfillment of article 12 of WHO FCTC in Brazil**
D Carvalho, C Cordovil, S Turci, V Figueiredo, VL Costa E Silva (Brazil)
- PD-1208-21 Tobacco advertising/promotions and adolescents smoking risk in low- and middle- income countries**
S Veeranki, H Mamudu, R John, D Kioko, A Ogbwell (United States of America, India, Congo)
- PD-1209-21 The game changers: media in tobacco control a strategy for increasing news media coverage of tobacco and health in India**
B Mathew (India)
- PD-1210-21 Tobacco awareness campaign through school-based prevention programmes**
W Sebastian, Y Mayasari, L Rianaputi (Indonesia)
- PD-1211-21 Unplugged-smoking prevention programme among Polish teenagers-justification for the introduction in the schools based of a biomarker of tobacco smoking**
E Florek, M. Kulza, M. Napierala, A. Wachowiak (Poland)
- PD-1212-21 The national profile and media habits of Saudi cigarette smokers**
A Albedah (Saudi Arabia)
- PD-1213-21 The exposure of teenagers to anti-tobacco awareness: a cross-sectional study in schools of Sousse Tunisia**
J Maatoug, Sana Bhiri, moun Safer, Nawe Zammit, I Harrabi, H Ghannem (Tunisia)
- PD-1214-21 Training healthcare professionals: building capacity online for key groups and encouraging completion**
A Awopegba, R Shillenn, R Shillenn, J Cohen (United States of America)
- PD-1215-21 Tips from former smokers: a hard-hitting campaign that continues to motivate millions to quit**
K Gutierrez, D Beistle, T McAfee (United States of America)
- PD-1216-21 Warning about the harms of tobacco in 22 countries: Global Adult Tobacco Survey, 2008-2013**
J Chiosi, L Andes, On Behalf Of The Gats Collaborative Gr (United States of America)

Poster Discussion Session 54 12:45–13:45 • Poster Area – Hall 6**Tobacco Control and NCDs: Connecting the Dots?**

- PD-1217-21 Sex-stratified and age-adjusted social gradients in tobacco in Argentina and Uruguay: evidence from the Global Adult Tobacco Survey (GATS)**
F De Maio, J Konfino, D Ondarsuhu, L Goldberg, B Linetzky, D Ferrante (Argentina)
- PD-1218-21 Argentina Global Adult Tobacco Survey: Tobacco Cessation Characteristics**
J Konfino, D Ondarsuhu, L Goldberg, R Caixeta, D Ferrante (Argentina, United States of America)
- PD-1219-21 Smoking prevalence and associated factors in a tobacco farming rural area of Dom Feliciano, Brazil.**
F Melo Nogueira, V Indio Do Brasil, F Carvalho, M Sarpa, U Otero, V Cunha Oliveira (Brazil)
- PD-1220-21 Willingness-to-quit: a major determinant of treatment uptake in treatment-seeking smokers**
C-K Lai, WC Chang (Taiwan)
- PD-1221-21 Tobacco control awareness among future health professionals in India**
G Singh, P Gupta, S Dhirendra, S Asma (India, United States of America)
- PD-1222-21 Tobacco control and non-communicable diseases: connecting the dots**
Dr Ramakant, S Shukla, B Ramakant, R Dwivedi (India)

- PD-1223-21 Tobacco consumption and its association with non- communicable diseases in Ahmedabad: a cross sectional study**
H Nayak, S Vyas (India)
- PD-1224-21 Tobacco cessation through use of oral health care providers in Kenya.**
E Dimba, Wamb Njiru, LW Gathece, RJ Mutave, A Ogwell (Kenya, Congo)
- PD-1225-21 The situation of tobacco control in Kyrgyzstan: progress and gaps**
C Bekbasarova (Kyrgyz Republic)
- PD-1226-21 Strengthening the health information system regarding tobacco use among NCD patients attending public health institutions in Mauritius**
P Burhoo, n Jeeanody, s Manohur, I Moussa, a Surnam (Mauritius)
- PD-1227-21 Tobacco and the oral potentially malignant disorder screening programme (PMD) in 6th Regional Health Service Network, Thailand**
D Thamrongloahaphan, O-O Mungkung, P Prasertsom, N Tungcharoendee, S Arunpraphan (Thailand)

Poster Discussion Session 55 12:45–13:45 • Poster Area – Hall 6

Assessing the Health and Economic Impacts

- PD-1228-21 Characteristics of tobacco use in Argentina: findings from the Global Adult Tobacco Survey**
J Konfino, D Ondarsuhu, L Goldberg, R Caixeta, D Ferrante (Argentina, United States of America)
- PD-1229-21 Prevalence of smoking among the physicians of Bangladesh**
MA Al Mamun, SR Choudhury, S Jubayer (Bangladesh)
- PD-1230-21 The impact of tobacco growing in the livelihood of female tobacco growers in a Brazilian municipality**
AP Natividade De Oliveira, M Moreno Dos Reis, S Turci, R Dantas, V Silva, C Gross, VL Costa E Silva (Brazil)
- PD-1231-21 Prevention of risk factors for chronic diseases through a protocol of comprehensive health care for tobacco growers**
AP Natividade De Oliveira, M Moreno Dos Reis, S Turci, V Figueiredo, VL Costa E Silva (Brazil)
- PD-1232-21 The Cuban cigarette market and the decision between tobacco or health**
N Suarez (Cuba)
- PD-1233-21 Obstacles to diversification: an analysis of actor networks and power relations in Malawi's tobacco sector**
L Graen (Germany)
- PD-1234-21 Burden and trend of smokeless tobacco use among adults in India**
K Palipudi, P Gupta, S Asma, D Sinha, P Jha (United States of America, India, Canada)
- PD-1235-21 Determinant factors of smoking behavior in the poor early adolescent**
HM Hario Megatsari (Indonesia)
- PD-1236-21 FCTC Ratification, economic condition and smoking prevalence: cross countries comparison**
A Ahsan, N Wiyono, D Setyonaluri (Indonesia)
- PD-1237-21 Food expenditure pattern, tobacco expenditure and nutritional status of under-five children**
DR Andrias (Indonesia)
- PD-1238-21 Development of the Korean Antismoking Campaign Evaluation Index (KACEI)**
H Kim, O Yumi, YW Kim, HJ Paek, JM Park, CS Kim (Korea, Republic of)
- PD-1239-21 Econominc impacts of tobacco vis-à-vis rice farming and its implications in agricultural development planning in the Philippines**
JL Reyes (Philippines)

Poster Discussion Session 56 12:45–13:45 • Poster Area – Hall 6**Cessation Patterns and Pathways**

- PD-1240-21 Tobacco control in Brazil: an evaluation of the impact of tobacco control policies on smoking prevalence**
S Martins, UP Santos, M Terra-Filho (Brazil)
- PD-1241-21 Do people aged 65+ find it easier to quit smoking than those aged 18-64?: Evaluation of a 3-year follow-up study in Taiwan**
K-C Hsueh, MY Chou, M-S Tu (Taiwan)
- PD-1242-21 Assessing the pattern of tobacco use, motivating factors, and the effectiveness of cessation services among tobacco users in Mizoram, India**
J Ralte, L Chhakchhuak, L Rebecca Hnamte, Lal Dinsangi Chhakchhuak, K Hmingthansangi, Van Lalruata, Lal Hriatpuia Royte, L Chawngthu (India)
- PD-1243-21 Effectiveness of mobile-based messaging to promote tobacco cessation: Intervention development, practicalities and user reactions**
J Ralte, L Chhakchhuak, L Rebecca Hnamte, Lal Dinsangi Chhakchhuak, K Hmingthansangi, Van Lalruata, Lal Hriatpuia Royte, L Chawngthu (India)
- PD-1244-21 A comparative gender study of levels of tobacco dependency and tobacco related illnesses among patients visiting a tobacco cessation centre in Aizawl, India**
J Ralte, zo Kaitluangi, L Chhakchhuak, L Rebecca Hnamte, Lal Dinsangi Chhakchhuak, Lal Hriatpuia Royte, Zo Ramhmangaihzuoli Khiangte, L Chawngthu (India)
- PD-1245-21 E Cigarettes: a blessing or a curse in tobacco control?**
D Acharya (India)
- PD-1246-21 A hospital-based 'systems approach' to treating tobacco use in LMICs**
R Gupta, P Gupta, S. Khan, N. Soni (India)
- PD-1247-21 A comparative study on tobacco cessation methods: a quantitative systematic review**
G Heydari (Iran, Islamic Rep. of)
- PD-1248-21 Are second-hand smoke-related diseases in children associated with parental smoking cessation?**
T Tabuchi, T Fujiwara (Japan)
- PD-1249-21 The effects of transcutaneous acupoint stimulation in the treatment of tobacco addiction: a randomised controlled trial**
A Krobthong (Thailand)
- PD-1250-21 Effectiveness of implementing a simplified smoking cessation 'EASE' protocol into the routine work of NCD clinics in Thailand**
S Rungruanghiranya, A Thongphiew (Thailand)
- PD-1251-21 Effective population-based smoking cessation interventions worthy of investment: An assessment of the Thai experience**
F Nuchsongsin, S Pitayarangsarit (Thailand)

Poster Discussion Session 57 12:45–13:45 • Poster Area – Hall 6**Expansion of Smokefree Laws and Policies**

- PD-1252-21 "I came to this event as a sceptic, but now I'm convinced": methods used to increase stakeholder support for a smoke-free policy**
I Davey, J Brewster (Australia)
- PD-1253-21 Making home smoke-free by school children in Bangladesh**
J Ahmed, SR Choudhury, MM Zaman, M Mo Zaman (Bangladesh)
- PD-1254-21 Tobacco control policy and the burden of smoking among doctors and nurses in Koprivnica-Krizevci County, Croatia**
D Gazdek, 1 S Samardi, 2 L Kovai, 3 M Sikavica-Gapari 4 (Croatia)
- PD-1255-21 Statutory total school smoking bans in reducing the socio-economic differences in smoking**
H Ollila, H Kivimäki, S Karvonen, A Haukkala (Finland)

- PD-1256-21 Socio-economic inequalities in second-hand smoke exposure at home and at workplace in fifteen low- and middle-income countries (LMICs).**
G Nazar, JT Lee, M Arora, C Millett (India)
- PD-1257-21 "Healthy Cities" in Russia: creating smoke-free environment on city level**
I Berezhnova, T Shestakova, E Terskih, A Kotov, T Kolpakova, D Kashnitsky (Russian Federation, United States of America)
- PD-1258-21 Strengthening the implementation of smoke-free law in Turkey**
P Altan, S Polat (Turkey)
- PD-1259-21 The roles of men, women, and children in establishing and enforcing smoke-free home policies in Shanghai, China**
C Berg, P Zheng, M Kegler (United States of America, China)
- PD-1260-21 Tobacco-free Sochi Winter Olympics Legacy: Russian tobacco control legislation and international experience.**
A Kotov, I Berezhnova, E Latif, I Morozova (United States of America, Russian Federation, United Kingdom)
- PD-1261-21 Support for smoke-free policies in 17 countries from the Global Adult Tobacco Survey (2009-2013)**
J Morton, R Bashir, Y Song, K Palipudi, S Asma (United States of America)
- PD-1262-21 Socio-demographic determinants of exposure to second-hand smoke in 27 European countries, 2012.**
F Filippidis, I Agaku, C Giralaki, C Jimenez-ruiz, B Ward, C Gratzou, C Vardavas (United Kingdom, Spain, Greece, United States of America)
- PD-1263-21 Work towards the endgame: MPOWER in Hong Kong and the next steps**
A Kwong, V Lai (Hong Kong)

Poster Discussion Session 58 12:45–13:45 • Poster Area – Hall 6

Tools for Enforcing and Reinforcing Health Warnings

- PD-1264-21 Responses of cigar and cigarillo smokers to the Australian plain packaging policy: a qualitative study and online survey**
C Miller, K Ettridge, M Wakefield (Australia)
- PD-1265-21 Mobile court: effective tools for enforcement of tobacco control law in Bangladesh**
M Al-amin, I Chowdhury, A I Sujon, A Syeda (Bangladesh, India)
- PD-1267-21 Warning labels and Georgian young adults smoking behaviour**
M Beruchashvili, Leva Baramidze (Georgia)
- PD-1268-21 "Pictures don't lie, seeing is believing": exploring attitudes to the introduction of pictorial warnings on cigarette packs in Ghana**
A Singh, E Owusu-dabo, J Britton, M Munafo, L Jones (Ghana, United Kingdom)
- PD-1269-21 Perception of tobacco users regarding health warnings on packages of tobacco products in 3 districts of Karnataka, India**
A D'cruz, U Shetty, S Bhandary, R Fernandez, S Hegde (India)
- PD-1270-21 Tobacco/smoking habits and awareness about anti-smoking acts among general public in Gurgaon, Haryana, India.**
C Francis, D Francis (India)
- PD-1271-21 Mounting a campaign for strong pictorial health warnings on tobacco packages through utilisation of the Right to Information Act in India**
B Mathew (India)
- PD-1272-21 Is there any association between exposure to health warnings on tobacco products and intention to quit among users in India?**
A Rao, S Goel, R J Singh (India)
- PD-1273-21 The Impact of cigarette packaging and health warnings on risk perception in young children in relation to their parents smoking status**
KM Taib, SM Yasin, NQ Nur Qaasimah (Malaysia)

- PD-1274-21 Tobacco brand presence and diversification across 14 low- and middle-income countries**
L Kroart, J Cohen, C Washington, J Brown, K Smith (United States of America)
- PD-1275-21 The association between pictorial health warnings and quit smoking intention among male smokers in Vietnam**
N Tran, DW Meyrowitsch (Viet Nam)
- PD-1276-21 'Plain Packs Protect': the first campaign of its kind in the Northern Hemisphere**
A Dickens (United Kingdom)

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Protecting and Empowering Youth

- PD-1277-21 Social network campaign to prevent youth from tobacco use and initiation (2014)**
V Sandler, M Bruzzzone, N Ortega Diaz, A De La Puente, J Konfino (Argentina)
- PD-1278-21 Children's social representations of cigarettes: a photovoice project in Petrópolis, Rio de Janeiro, Brazil**
R Feijo (Brazil)
- PD-1279-21 Public's attitude towards tobacco sales restrictions in Georgia**
G Bakhturidze, Nana Peikrishvili, M Mittelmark, L Aaro (Georgia)
- PD-1280-21 Status of compliance to the law limiting access to tobacco products among students in Chennai city, India.**
E Vidhubala, S Jeyaram (India)
- PD-1281-21 Creating a tobacco-free environment for students: advocacy on tobacco sales within 100 yards of Mumbai schools**
D Chadha, T Bhutia, M Rose, R Kadam (India)
- PD-1282-21 What circumstances will make bidi smokers quit smoking bidis?**
M Aghi, P Lal, A Pandey, V Dogra (India)
- PD-1283-21 Role of Municipal Corporation in tobacco control: a case study from Shimla Municipal Corporation in India**
A Mangla, G Chauhan (India)
- PD-1284-21 Local enforcement in the Philippines with expanded access restriction in zones of youth activity and health**
R Arriola, Lisa Wood (Philippines, Australia)
- PD-1285-21 Protecting minors from harmful effects of tobacco use in metropolitan Manila, Philippines**
L Yapchiongco, ML Alzona, Lisa Wood (Philippines, Australia)
- PD-1286-21 Gender differences in change in smoking prevalence and predictors of smoking among Ugandan adolescent between 2007 and 2011**
O Ayo-yusuf, P Ebusu (Uganda)
- PD-1287-21 The implementation of India's Gutka Bans? What happens when an existing tobacco product is removed from the marketplace?**
RD Kennedy, M Spires, S Tamplin, J Cohen (United States of America)

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Making Smokefree the Norm in Challenging Places

- PD-1288-21 Creating smoke-free restaurants beyond the requirements of the law: a success story from Bangladesh**
Mr. Helal Ahmed, A I Sujon (Bangladesh)
- PD-1289-21 Brazil: still challenging to have a 100% smoke-free legislation?**
C Vianna, M Molinari (Brazil, Mexico)
- PD-1290-21 Brief intervention to implement home bans on smoking: evaluating the findings from a randomised trial**
J Wang, S Zhu, S Wong, J Chu, Y Nan (China)

- PD-1291-21 Attitudes towards smoking restrictions in Georgia**
Nana Peikrishvili, G Bakhturidze, M Mittelmark, L Aaro (Georgia)
- PD-1292-21 Creation of favourable environment and building capacity among government officials for tobacco control efforts in Kerala, India**
P Kumar (India)
- PD-1293-21 Estimation of salivary biomarkers in passive smoking children: a comparative study**
S Bhandary, S Rao, S Shetty, A D'cruz (India)
- PD-1294-21 Assessing compliance to smoke-free provision of Indian tobacco control legislation in SIRSA, a religious destination of Northern India**
G Tripathi, R Thakur, R J Singh (India)
- PD-1295-21 Beyond no smoking signages, additional measures are needed to create smoke-free environment effectively: Kerala experience**
P Kumar, B Christopher (India)
- PD-1296-21 Campaign development in Latin America: progress, challenges, opportunities**
M Molinari, C Cedillo, A Blanco, T Cavalcante, L Salgado (Mexico, United States of America, Brazil, Honduras)
- PD-1297-21 Assessing Nigerian university students' Attitudes to environmental tobacco smoke: opportunities for health education**
E Nwagu, E K Nwagu (Nigeria)
- PD-1298-21 A holistic approach towards a smoke-free Region? a success story from Krasnoyarsk, Russia**
I Berezhnova, E Terskih, D Kashnitsky (Russian Federation)
- PD-1299-21 Assessment of the smoke-free indoor and outdoor regulation in the WHO European region**
C Martinez, E Fernández, J Guydish, G Robinson, JM Martínez-sanchez (Spain)
- PD-1300-21 Progression toward a smoke-free home: the role of partial bans**
R Haardoerfer, M Kegler, L Bundy, C Escoffery, C Berg, M Fernandez, R Williams, M Hovell (United States of America)
- PD-1301-21 Avoidance practices in smoking households and children's salivary cotinine level**
YW Wong, TH Lam, MP Wang, S Chan, KS Quee (Hong Kong)

Poster Discussion Session 61 12:45–13:45 • Poster Area – Hall 6

Avoidance Practices in Smoking Households and Children's Salivary Cotinine Level

- PD-1302-21 Modeling the health impact of cigarette smoking by pregnant women in Brazil**
A Szklo, D Levy, L Almeida (Brazil, United States of America)
- PD-1303-21 Prevalence and correlates of menthol cigarettes in Zambia: findings from the ITC Zambia Survey**
A Green, G Fong, F Goma, S Kaai, P Driezen (Canada, Zambia)
- PD-1304-21 5-year trends in daily and heavy smoking consumption amidst the economic crisis and after recently implemented antismoking legislation in Greece**
S Schoretsaniti, I Petroulia, F Filippidis, P Behrakis, C Vardavas, G Connolly, Y Tountas (Greece, United States of America)
- PD-1305-21 Developing a model: MPOWER in a non NTCP (National Tobacco Control Programme) state**
G Chauhan (India)
- PD-1306-21 Implementing the National Tobacco Control Programme in India: an Evaluation**
A Yadav, A Tewari, M Chatterjee, A.K. Singh, A Bassi, M Arora (India)
- PD-1307-21 Preliminary evidence of waterpipe effect on respiratory symptoms in young long-term users**
N Obeidat, H Ayub, I Ghonimat, S Dawahrah, F Hawari (Jordan)
- PD-1308-21 Prevalence of smoking and smoking related knowledge and attitudes among pharmacy students in Qassim University**
B Alharbi, A Al-mahnashi, H Al-rashed, A Altwalah, A Fathelrahman (Saudi Arabia)
- PD-1309-21 Changes from 2007 to 2011 in tobacco use and factors that may affect use among Uganda youth: the Global Youth Tobacco Survey**
D Kadobera, M Chaussard, S Ndyababangi (Uganda, United States of America)

- PD-1310-21 Is the younger generation picking up smoking earlier in emerging market countries?**
L Zhao, S Asma, K Palipudi (United States of America)
- PD-1311-21 An analysis of cigarette prices and tobacco use in Thailand: evidence from the repeat Global Adult Tobacco Surveys (GATS) of 2009 and 2011**
M Husain, L Mbulo, L Andes (United States of America)
- PD-1312-21 Association between daily smoking and unhealthy weight control behaviours among adolescents in the United States**
S Spieck, I Agaku, C Vardavas, F Filippidis (United States of America, United Kingdom)
- PD-1313-21 Parental pro-smoking practices and smoking susceptibility in children in Hong Kong**
LT Leung, SY Ho, WM Au, MP Wang, TH Lam (Hong Kong)

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Effectiveness of Media Campaigns

- PD-1314-21 Evaluation of a tobacco control media campaign in Bangladesh**
ABM Kamruzzaman, SR Choudhury, MA Al Mamun, T Rahman (Bangladesh)
- PD-1315-21 Campaign: narghile smoking and smoking initiation.**
V Cunha Oliveira, A Cardoso, V Borges, Alin Carvalho (Brazil)
- PD-1316-21 Effect of seeing tobacco use in media on trying and actual tobacco use among adolescents in India**
S Goel, V Mittal, V L Sharma (India)
- PD-1317-21 Effects of the World Lung Foundation's "Sponge" media campaign on smokers' behaviour in Mauritius**
I Moussa, O.A. Ayo-yusuf, J Thrasher, G Fong (Mauritius, United States of America)
- PD-1318-21 Effect of tobacco control policies on information seeking for smoking cessation in the Netherlands: a Google Trends study**
S Troelstra, J Bosdriesz, M De Boer, A Kunst (Netherlands)
- PD-1319-21 Evaluation of a TV campaign showing testimonials of patients with smoking-related diseases**
J Etter (Switzerland)
- PD-1320-21 Development and expansion of the local media network to reduce smoking in Thai communities**
W Kaewsri (Thailand)
- PD-1321-21 Community-based interventions for tobacco control in developing countries could be effective: The case of Sousse, Tunisia**
J Maatoug, Sana Bhiri, Nawe Zammit, I Harrabi, Soni Hmad, H Ghannem (Tunisia)
- PD-1322-21 Effect Of The first National Tobacco Control Campaign in Senegal, Africa**
N Murukutla, R Perl, J Miao, S Mullin (United States of America)
- PD-1323-21 Cost-effectiveness of tobacco control mass media campaigns in low- and middle-income countries (LMICs): Examples from Senegal, India, China, Vietnam**
N Murukutla, T Turk, J Miao, S Mullin (United States of America)
- PD-1324-21 An exploratory study of generational differences in health information seeking and smoking behaviours in Bulgaria.**
I Stoyneva (United States of America)
- PD-1325-21 "Be there tomorrow": a campaign that changed the behaviour of 125,000 smokers in the South West of England**
F Andrews, A Dickens (United Kingdom)
- PD-1326-21 Eliciting negative emotions from media campaigns: the positive experience from England**
A Rutter, A Lloyd, J Mckendrick, M Willmore, C Taylor, L Surtees, L Gardiner (United Kingdom)

Trade vs Public Health: Links, Threats and Strategies

- PD-1327-21** Prevalence of current tobacco consumption in a north Algerian population: results of a household survey
M Atif, A Chibane, N Lanasri, L Makhoulouf, A Biad (Algeria)
- PD-1328-21** Exporting an inherently harmful product: the marketing of Virginia Slims cigarettes in the United States, Japan and Korea
T Dewhirst, W Lee, G Fong, P Ling (Canada, United States of America)
- PD-1329-21** Survey and analysis of tobacco use prior to the implementation of the “Changchun Method on Prevention of Hazards from Tobacco” in China
Z Xu, GH Qi (China)
- PD-1330-21** Knowledge, attitude and practices about tobacco use among school personnel of Mangalore City, India
S Alva (India)
- PD-1331-21** Advocacy for use of WHO-FCTC article 5.3 in line with COTPA 2003 to prevent tobacco industry interference
R Dwivedi, B Ramakant, S Shukla, D Ramakant (India)
- PD-1332-21** Association between cigarette smoking and suicidal attempts among disadvantaged adolescents in five global cities
A Olumide, A Robinson, M Decker, Yan Cheng, H Brahmbhatt, O Ojengbede, F Sonenstein, R Acharya (Nigeria)
- PD-1333-21** A comprehensive analysis of existing studies on tobacco control and trade
A Villanueva, D Sy (Philippines)
- PD-1334-21** An analysis of the Philippines’ position on intellectual property rights protection: implications on tobacco control
A Villanueva, G Benjamin, D Sy (Philippines)
- PD-1335-21** Cotinine levels in urine of pregnant women as a biomarker of fetal exposure to tobacco smoke
E Florek, M. Napierala, M. Kulza, K. Mielnik, J. Mazela, T.A. Merritt (Poland)
- PD-1336-21** Epidemiology of tobacco use: the dilemma of underreporting and underestimation in GCC countries
A Albedah (Saudi Arabia)
- PD-1337-21** Countering tobacco industry’s challenges on tobacco tax policy in ASEAN
R Sophapan, S Ratanachena, JL Reyes, B Ritthiphakdee, D U Dorotheo (Thailand, Philippines)

De-Normalising Tobacco for Women and Children

- PD-1338-21** Predictors of intention to quit smoking among tertiary students in Dhaka, Bangladesh
KN Kabir, MA Rahman (Bangladesh, Australia)
- PD-1340-21** Relapse in women smokers: profile of a Population
V Gomes Borges, CM Cantarino (Brazil)
- PD-1341-21** Tobacco cessation interventions for underserved, high risk women
L Greaves, N Hemsing, N Poole (Canada)
- PD-1342-21** Strengthening implementation of tobacco-free policies to restrict youth access to tobacco products: health promotion in Bihar, India
A Bassi, A Yadav (India)
- PD-1343-21** School personnel’s support for tobacco-free policies and the level of enforcement in Ugandan schools.
E Wanyonyi, O Ayo-Yusuf (Kenya, South Africa)
- PD-1344-21** Telephone counseling for smoking cessation in pregnancy
O Sukhovskaya, O. Lavrova, V. Kulikov, M Smirnova (Russian Federation)
- PD-1345-21** Smoking cessation among adolescent school students in Bangkok
P Lapvongwattana, N Charoenca, N Kungskulniti, N Chansatitporn, S Hamann, S Sussman (Thailand)

- PD-1346-21 Predicting factors for quit attempt in Thai adolescents**
S Rojnawee, W Chaiyawat, J Yunibhand (Thailand)
- PD-1347-21 Using periodic messaging via text messaging and e-mail for cessation among young U.S. smokers: a knowledge synthesis**
E De Leon, L Fuentes, J Cohen (United States of America)
- PD-1348-21 Implementing a regional approach to reducing the number of pregnant smokers across the North East of England**
M Willmore, A Rutter, H Wareing, E Milne (United Kingdom)
- PD-1349-21 Unique education programmes and tailor-made cessation services to curb the tobacco epidemic among women**
A Kwong, V Lai (Hong Kong)
- PD-1350-21 The family approach to promote and support smoking cessation**
A Kwong, V Lai, L Chu (Hong Kong)
- PD-1351-21 Smoking cessation telephone counseling for youth: Effective regardless of recruitment methods?**
YW Wong, HCW Li, C Lam, D Wong, S Chan, TH Lam (Hong Kong, China)

Poster Discussion Session 65 12:45–13:45 • Poster Area – Hall 6

Evaluating Impact of Health Warnings

- PD-1352-21 The impact of new tobacco product health warnings on the number of quitline calls in Argentina**
M Virgolini, D Fenoy, V Fallocca (Argentina)
- PD-1353-21 Impact of plain packaging implementation, subsidisation of NRT and media campaign intensity on Quitline calls and Quit website hits**
S Durkin, M Wakefield, M Zacher (Australia)
- PD-1354-21 Impact of the 2009 enhancement of cigarette health warning labels in Uruguay: longitudinal findings from the ITC Uruguay Survey**
S Gravely, G Fong, P Driezen, M McNally, M Thompson, J Thrasher, M Boado, E Bianco (Canada, United States of America, Uruguay)
- PD-1355-21 Evaluating compliance of cigarette packaging with FCTC and national legislation in 15 countries**
H Mir, C Chow, A Gilmore, M Mckee, S Yusuf (Canada)
- PD-1356-21 Analysing compliance of labelling on tobacco packets in six Middle Eastern countries**
H Mir, C Chow, M Mckee, S Yusuf (Canada)
- PD-1357-21 Estimated ten-year risk for cardiovascular diseases among asymptomatic adults in China**
N Feng (China)
- PD-1358-21 Design and evaluation of pictorial health warning labels for Chinese cigarette packs**
J Yang, Y Jiang, G Feng, q Li (China)
- PD-1359-21 Impact of health warnings in tobacco products on tobacco users in India**
F Sahaya, E Vidhubala, Ira Loshali (India)
- PD-1360-21 Effects of health warnings on intention to tobacco use among indigenous adolescents**
N Mukherjee, B Pal (India)
- PD-1361-21 Implementation of pictorial health warnings in Indonesia: a review of the policy change process**
D Kania, F Qureshi (Indonesia)
- PD-1362-21 Impact of Malaysian pictorial cigarette pack warnings' on smokers**
A Fathelrahman, L Li, R Borland, G Fong, M Omar (Saudi Arabia, Australia, Malaysia)
- PD-1363-21 Enabling FCTC implementation in Africa: graphic pack warnings resource for the Sub-Saharan (AFRO) region**
I Morozova, S Mullin, R Perl, N Murukutla, T Cotter (Russian Federation, United States of America)
- PD-1364-21 Compliance of tobacco packs with health warning requirements: a four-country study**
J Brown, J Cohen, C Washington, K Smith (United States of America)
- PD-1365-21 Impact of graphic warning labels on cigarette packaging in Turkey**
R Chandora, B Talley (United States of America)

CLOSING CEREMONY

16:00–17:00 • ICC

The WCTOH Organising Committee invites all registered delegates and accompanying persons to attend this culminating event at which the resolutions of the WCTOH 2015 will be presented. The Closing Ceremony will be followed by a Closing Reception.

JOIN US IN 2018

The 17th World Conference on Tobacco or Health will be held in Africa in 2018. Details will be announced as soon as possible. We hope you will plan to join us again!

WCTOH 2015

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