

28. Tobacco Industry Interference: Same intention, new strategies PANEL

Thursday, 19 March 2015, 16:00 - 17:30

Room Conference Hall AB



Type	Symposium
Track	Globalisation of tobacco industry interference: FCTC Art. 5.3
Topic	Country level examples: case studies and counter strategies
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	<ol style="list-style-type: none"> 1. To review global strategies of the tobacco industry to interfere with WHO FCTC implementation 2. To discuss similarities and differences of tobacco industry strategies between the regions 3. To understand litigation as a tobacco industry strategy 4. To present and discuss the experiences of countries into countering tobacco industry strategies 5. To discuss expansion of lessons learned from countries that effectively countered tobacco industry strategies
Keywords	WHO FCTC; FCTC Article 5.3; countering industry interference
Coordinator(s)	Adriana Blanco (USA), Luminita Sanda (Switzerland)
Chair(s)	Armando Peruga (Switzerland), Luminita Sanda (Switzerland)
Presentations	<p>16:00 - 16:10» Introduction and overview Luminita Sanda (Switzerland), Armando Peruga (Switzerland)</p> <p>16:10 - 17:00» Panelist 1: Sheryl Dennis Sheryl Dennis (Jamaica)</p> <p>16:10 - 17:00» Panelist 2: Dorcas Kiptui Dorcas Kiptui (Kenya)</p> <p>16:10 - 17:00» Panelist 3: Florence Berteletti Florence Berteletti (Belgium)</p> <p>16:10 - 17:00» Panelist 4: Stella Aguinaga-Bialous Stella Aguinaga-Bialous (Brazil)</p> <p>16:10 - 17:00» Panelist 5: Annette David Annette David (Guam)</p> <p>17:00 - 17:30» Audience Q&A, conclusions and recommendations Luminita Sanda (Switzerland), Armando Peruga (Switzerland)</p>