

# ICO-WHO SYMPOSIUM ON TOBACCO CONTROL

2016 Symposium

The WHO Framework  
Convention on Tobacco  
Control: challenges ahead



L'Hospitalet de Llobregat  
Barcelona, Spain  
December 12th, 2016

The WHO Framework Convention on Tobacco Control (WHO FCTC) is an evidence-based treaty that reaffirms the right of all people to the highest standard of health. The WHO FCTC was developed in response to the globalization of the tobacco epidemic. The spread of the tobacco epidemic is facilitated through a variety of complex factors with cross-border effects, including trade liberalization and direct foreign investment. Other factors such as global marketing, transnational tobacco advertising, promotion and sponsorship, and the international movement of contraband and counterfeit cigarettes have also contributed to the explosive increase in tobacco use. Ten years after its ratification by most countries around the world, the health gains triggered by the WHO FCTC are evident, but not sufficient.

The aim of this Symposium is to review how the WHO FCTC has been implemented internationally, by identifying achievements, loopholes, barriers, and the new challenges ahead.

## Collaborating organizations:



## 9:00 h Registration

## 9:30 h Welcome to the participants

- Josep Maria Vilà, President, Catalan Institute of Oncology
- Kristina Mauer-Stender, Tobacco Control Programme, WHO Regional Office for Europe
- Esteve Fernández, Symposium's Chair

## 10:00 h Opening conference

**“Entering the second decade of FCTC implementation: progress so far and challenges ahead”**

Tibor Szilágyi, Secretariat WHO FCTC

**10:30 h Discussion** Moderator: Carmen Cabezas, Public Health Agency of Catalonia

## 11:00 h Coffee Break

## 11:30 h Second conference

**“The EU Tobacco Product Directive: dream, mirage or nemesis?”**

Constantine Vardavas, European Network for Smoking Prevention

**12:15 h Discussion** Moderator: Cristina Martínez, Catalan Institute of Oncology

## 12:30 h Third conference

**“Supporting cessation using mobile phones: The Be He@lthy Be Mobile initiative”**

Susannah Robinson, The Be He@lthy Be Mobile initiative, WHO

**13:15 h Discussion** Moderator: Josep M. Suelves, Public Health Agency of Catalonia

## 13:00 h Lunch

## 14:30 h Fourth conference

**“Are the world achieving the 2025 target on tobacco use?”**

Alison Commar, Comprehensive Information Systems on Tobacco Control, WHO

**15:15 h Discussion** Moderator: Silvano Gallus, “Mario Negri” Institute, Milan

## 15:30 h Fifth conference

**“Have smoking bans after WHO FCTC worked in reducing harms of passive smoking?”**

Cecily Kelleher, University College Dublin

**16:15 h Discussion** Moderator: Xisca Sureda, University of Alcalá, Madrid

## 16:30 h Closing Conference

**“Plain packaging –why it matters, and how to make it happen”**

Mike Daube, Curtin University, Perth

**17:15 h Discussion** Moderator: Regina Dalmau, Spanish National Committee for Smoking Prevention, and Cornel Radu, European Network for Smoking Prevention

## 17:30 h Closing Remarks and Closing of the Symposium

- Carmen Cabezas, Public Health Agency, Government of Catalonia
- Esteve Fernández, Symposium's Chair
- Àngel Vidal, Assistant Director, Catalan Institute of Oncology

### Registration

Free registration on-line (before 2nd December)  
<http://bit.do/ICOWHOREGISTRATION>



### Venue

“Pau Viladiu” Auditorium  
Catalan Institute of Oncology (ICO)  
Av. Granvia de l'Hospitalet 199-203, 08908 L'Hospitalet (Barcelona)

### Language

The Symposium will be held in English.  
Simultaneous translation into/from Spanish will be available.

### Funding

The Symposium is funded by WHO Collaborating Center on Tobacco Control/Catalan Institute of Oncology .  
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Other collaborating organizations: Institut d'Investigació Biomèdica de Bellvitge (IDIBELL), Spanish National Committee for Smoking Prevention, European Network for Smoking and Tobacco Prevention and Catalan Society for Tobacco Control and Prevention.

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