



Programme

World No Tobacco Day 2010: Setting the EU tobacco control agenda and celebrating the "Pledge"

Monday 31 May 2010: 16.00 – 18.30
Room ASP 3E2, European Parliament, Brussels

MEP Chairs: *Frieda Brepoels, MEP; Ryszard Czarnecki, MEP; Linda McAvan, MEP;*

16:00 - 16:05 **Welcome and introduction**

Ryszard Czarnecki

MEP

16:05 - 16:20 **Celebrating MEPs that took the Pledge**

Tobacco Free Europe Campaign Steering Committee

16:20 - 16:30 **Tobacco control in the last ten years: the role of the European Parliament**

Andrew Hayes

Past President, European Public Health Alliance

16:30 - 16:50 **Making the case for Graphic Warnings and Standardised Packaging**

Rob Cunningham

International Expert on Tobacco Health Warnings, Canadian Cancer Society

16:50 - 17:00 **Cigarette packaging: the silent salesmen to women and girls**

Nedret Emiroglu

WHO Regional Director of Division

17:00 – 17:10 **2010: The Year of the Lung and Tobacco Control**

Nikos Sifakas

President, European Respiratory Society

17:10 - 18:20 **Panel Debate (including audience Q&A)**

Susanne Logstrup – Moderator

Director, European Heart Network

The panel will address the following topics:

- Revision of the Tobacco Products Directive:
 - Relevance of FCTC Article 11 guidelines
 - Relevance of FCTC Article 9 & 10 guidelines

- The case for mandatory graphic warnings at EU level: latest research, legal analysis and policy analysis
- Standardised packaging and illicit trade
- Attractiveness of additives (flavouring) within tobacco products

Panellists:

Rob Cunningham

International Expert on Tobacco Health Warnings - Canadian Cancer Society

Gerard Hastings

Director - Institute for Social Marketing (UK)

Natasha Toropova

Advocacy Coordinator in Ukraine - Campaign for Tobacco-Free Kids

Luk Joossens

Advocacy Officer - European Cancer League

Karine Gallopel Morvan

Associate Professor in social marketing Graduate School of Business Administration (IGR-IAE), University of Rennes 1, France

Fiona Godfrey

Regional and Legal Advisor, Europe - International Union Against Tuberculosis and Lung Disease

Florence Berteletti Kemp

Director - Smoke Free Partnership

Nicola McFadyen

Youth Advocate, W-West (Why Waste Everything Smoking Tobacco)

18:20 - 18:30

Conclusion and call to action

Ryszard Czarnecki

MEP

18:30 - 20:00

Launch Exhibition: "The power of Communication against Tobacco"

John Dalli - Guest Speaker

European Commissioner for Health and Consumer Policy

Nedret Emiroglu - Guest Speaker

WHO Regional Director of Division

The exhibition will be followed by a cocktail reception.