

Smoked to Death

By Sebastian Borchers

Tobacco smoke contains over 4,000 chemicals, of which at least 250 are known to be harmful and more than 50 are known to cause cancer. As one of the leading causes of cancer, smoking triggers as many as thirty percent of the cancer-related deaths in the Netherlands. Smoking is the cause of 86 percent of Dutch lung cancer cases. In Europe alone there are over 650,000 tobacco related deaths each year.

Source: WHO

Today's Program

By Mathijs Ester

Today, we have an early start and a full program.

The day starts with the Pfizer breakfast symposium EQUIPP on FCTC article 14. After the welcome at nine o'clock, plenary speakers Johan Mackenbach and Amanda Amos precede the three rounds of parallel sessions planned. Topics discussed include a.o. quit line, harm reduction, industry tactics and on empowerment. In the afternoon break, there is a lunch seminar from INWAT Europe. During and after the six o'clock dinner the ECL/ECToH Young Professionals Award ceremony, WCTOH announcements, and performances by Djembé Mee, the Chain of Fools and a surprise act will be held, ending at midnight.

Who's in Control?

By Mihaela Marchis & Annemarie Voorsluys



One of the attendees proudly shows his use of the poll box at the opening ceremony on Monday.

Paul van Wijngaarden

Lies van Gennip, Harm Bruins Slot and Tezer Kutluk seemed in control of tobacco legislation during their presentations; yesterday morning, during the opening ceremony, Laurent Huber took con-

control of the audience by showing the movie 'Who is in control?' Competing interests differ on legislation. In the face of the debate of increasing tobacco prices, or in the use of plain cigarette pack-

ages, illicit trade in tobacco products might also be addressed. Will control on tobacco use improve with more severe regulations, or will it backfire?

Johan Mackenbach

Public Health expert Johan Mackenbach will talk about the phenomena of social inequalities and the relation with morbidity and mortality rates.

4

Amanda Amos

Amanda Amos will explain the evidence to guide policymakers and practitioners in aiming to reduce inequalities in smoking update, cessation and ETS.

2

Cora Honing

"Victims of tobacco effects need to be influenced"

4

2 Reportage

A Quick Talk with Fleur van Bladeren

By Clenton Mitali & Maria Turda

Fleur van Bladeren is on the Executive Committee of the 5th European Conference on Tobacco or Health 2011 and staff member of the newspaper ECToHDAY.

Why are the Netherlands hosting ECToH this year?

It was decided at the last conference in Basel and was endorsed by The Dutch Cancer Society, so as to improve the image of The Netherlands and increase pressure on the Dutch government's ideas regarding tobacco policy.

How are you trying to attract the government's attention regarding the increase of the budget on tobacco control?

The message to the government is to show them that other countries are doing a better job than the Netherlands with respect to tobacco control. We are falling behind; there are many effective measures that the government could take in the fight against tobacco problems, many of them at low to no cost.

Denormalize Smoking

By Mariska Huisman & Mihaela Turda

Mervi Hara, Lien Nguyen, and Karen Evans presented their studies about denormalization. Fenton Howell also presented a study on Irish perceptions of 'normal' behavior towards smoking. He found that people believe more than 50 percent smoke; in reality only 23 percent do. Howell said to shift the message to positively highlight smoke-free behavior. All speakers highlighted smoking should not be seen as normal behavior.

Misperceptions Lead to Policy Failure

By Laura Smit & Brian Sullivan

We were able to catch up with Mariaelena Gonzalez for a chat about tobacco control. Though at first a bit shy and reserved, she quickly grew confident: "Misperceptions lead to policy failure," she said. She is ambitious to get her message out. Every year, Ms. Gonzalez works with four or five doctoral students at the University of California, San Francisco (UCSF), conducting special research on the topic tobacco control. UCSF also operates as a central hub of all research in that area.

Her goal in being here is to give a presentation about how misperceptions of bans on smoking in public areas have led to failures in

governing policy. A lot of countries have failed in the implementation of the smoking ban, with the Netherlands becoming a clear example of this. She hopes that this conference will help her and others to gain more knowledge about the topic and learn from all different participants of ECToH.

Gonzalez hopes that this conference will present a clear case to the Minister of Health to fund tobacco control. Moreover she hopes more people worldwide will take notice of the immediate effects of tobacco and encourage policymakers to support tobacco control. She offered final words to all participants: 'I admire all the

work that everybody is doing and I hope that I will be as effective as other people around here. Keep up the good work!'



Biological Disadvantage

By Elza Herrlich & Clenton Mitali

Amanda Amos is professor of Health Promotion and Head of Public Health science at the University of Edinburgh.

In your opinion, why are women less successful in quitting smoking than men?

It is more or less a social and biological difference between men and women. Women often smoke to reduce their emotional problems and get a cool and positive image. When women are pregnant the effects of smoking are completely different.

What have you reached already in helping women quit smoking in the UK?

The smoke free legislation has been very fantastic to protect women and children. You might even call it a revolution. Mothers who have quit smoking suddenly have more money to spend on

their children. You are even able to go to a local pub with your children, because it is smoke free.

I hope, in the future, we shall be able to stop or ban the tobacco industry in the UK and Scotland.

How did you measure the effectiveness of the existing quit-smoking services among women?

We conducted various sessions of interviews with them. They usually reflected positively on our services. This was a very good experience.



Smoke Free Ideal

By Savannah Taha

Tuesday morning's Symposium will discuss *Europe Quitting: Progress and Pathways* (EQUIPP), a report assessing the current status of smoking cessation services across 20 European countries. It provides recommendations on improving smoking cessation infrastructures. It was sponsored by Pfizer and performed in collaboration with Bridgehead International and four independent editorial reviewers.

An ideal country type is presented with respect to tobacco control and benefits to citizens. Each country's findings is compared to this ideal. The report also includes future research recommendations, as well as a call for a European Smoking Control Center.

A lively debate is expected following presentations of examples from Ireland and the Netherlands.

Dutch Government susceptible to Lobbyists

By Seth de Vlieger

The influence of the tobacco industry on the Dutch and European policy goes much further than is often assumed. Tobacco manufacturers have ensured a stake in the development of the EU policies in the field of public health. This suggests professor Anna Gilmore, professor of public health at the University of Bath. Gilmore is one of the speakers at the European Conference on Tobacco or Health.

Professor Gilmore discovered that British American Tobacco has ensured that all proposed EU decisions in the field of public health first have to be tested on their economic rather than health impact. In addition, the to-

bacco industry managed to delay or stop certain health decisions. The tobacco industry ensured that over 82,000 responses came to the consultation of a proposed bill regarding packaging of tobacco products. Unlike the usual 500 responses that the majority of bills proposed, induce. This has delayed the decision making process by over a year.

Mariaelena Gonzalez, another speaker at the ECToH shares this view. She has specifically investigated the role of the tobacco industry in the Netherlands. Gonzalez argues that the strategic role of the tobacco industry in the Netherlands directs Tobacco Industry arguments across Europe. Recently the Dutch Government announced the partial reversal of the smoking ban in the hospitality

industry. Gonzalez concluded that the Dutch government values economic interests of the tobacco industry higher than public health.

A recent survey by TNS NIPO (funded by KWF) shows that 62% percent of Dutch people have a problem if the Dutch government allows the tobacco industry to influence policy decisions. Clearly the Dutch people wish to see the government restrict the influence of the tobacco industry and in doing so follow the guidelines of the Framework Convention on Tobacco Control (FCTC) of the WHO. KWF Kankerbestrijding (Dutch Cancer Society) and STIVORO are long time advocates of full transparency concerning contacts between the government, the tobacco industry and its lobbyists.

Smoke-free Worksites

By Mathijs Ester

Frances Stillman and Narine Movsisyan chair the symposium on implementing smoke-free worksites in Central/Eastern Europe and Central Asia. Six speakers will voice their findings. First, determinants of success for smoke-free hospitals will be shown. Next, policies for universities and hospitals are presented, followed by challenges and issues on tobacco control policies.

Out of Sight

By Annemarie Voorsluys

In parallel session 3C, Deborah Arnott, Director of Action on Smoking and Health (ASH), will talk about *Tobacco industry lobbying on display ban - a present day case from the UK*. She will elaborate on the situation of prohibiting the display of tobacco in shops, which is a law that was passed by the UK government in 2008. Until recently, the tobacco industry tried to get the small shopkeepers on their side in lobbying against the legislation, because their own efforts were unsuccessful.

Program Wednesday

By Annemarie Voorsluys

- 9.00-9.10 Welcome by Stefan Wigger, chair of the National Board
- 9.10-10.30 Plenary session: Case study and discussion on interference of tobacco industry
- 10.30-11.15 Plenary speaker Neil Collishaw, Research Director, Physicians for a Smoke-Free Canada: A Supply-side approach to tobacco control
- 11.30-13.00 Parallel sessions 6
- 13.00-14.00 Lunch with keynote speakers in the Witter Garden; best poster elevator pitch prize by ENSP ad ECL
- 14.00-15.15 Plenary 'Shape the Future' session
- 15.15-15.45 Plenary speaker Florence Berteletti-Kemp, FCTC and beyond emerging
- 15.45-16.00 Closing of the conference and resolution

Girls Night Out

By Mariska Huisman & Mihaela Marchis



As Barbara Zolty stated "Evidence indicates a causal relationship between exposure to movie smoking depictions and youth smoking initiation." For this reason the movie 'Vicky Christina Barcelona' was shown, with the purpose of watching the movie from a new perspective. At one moment during the movie smoking appeared

and was associated with being nervous and neurotic. After the movie a discussion on the relationship between movies and smoking was held. It was brought up that movies do not reflect reality; they show smoking as a positive thing and a characteristic to rich people instead of one of the lower socio-economic status.

WCToH 2012

By Gerben Hiemstra

The 15th World Conference on Tobacco or Health (WCToH) will be held in Singapore 21-24 March 2012. The WCToH is the most established and well respected conference for international experts on tobacco control, having occurred every 3 years since 1967.

Leave your business card in the fishbowl at the ECToH registration desk and you will be informed about WCToH and might win a prize.

Europe in Poor Health

By Elza Herrlich & Clenton Mitali

Cora Honing works at the Dutch Cancer Society and chairs today's morning plenary session. We interviewed her earlier about this session.

What's the topic of the session?

The topic addressed is social health inequalities in relation to tobacco control. Smoking is a major cause of social health inequalities. Smoking cessation will help decrease these health differences. This requires a change in behavior.

What are the objectives of the session?

The principal objective is to find ways of reaching disadvantaged people and involving them in addressing the effects of tobacco on their



health. We need to find effective practices to succeed.

Why is smoking such an important topic for the Dutch Cancer Society?

About 30% of all cancer deaths are smoking related. We continuously inform people on the increased health risks associated with smoking. We work with STIVORO, the Dutch Heart Association and the Asthma

to implement evidence based strategies to reduce smoking related health problems.

What is your main priority in tobacco control?

We are working on establishing national and international alliances to make non communicable disease the top priority in the next United Nations Summit in September.

Please Cease

By Gerben Hiemstra

Chain of Fools, a band specialized in playing 70's, 80's, and 90's music, will perform in the Winter Garden tonight. The evening starts off at 18:30 with a dinner buffet. A surprise special guest is scheduled to perform. According to Drs. Regina van der Meer, member of the ECToH organization and singer of the band, the purpose of Tuesday evening is, "just to have fun and relax." Drs. Van der Meer would also like to communicate that there needs to be an opportunity for everyone to cease smoking. She hopes that the conference will result in more attention paid to smoking and will be higher on the agenda of policymakers. She emphasized smoking can take away 8 years of your life and will likely kill you.

Toxic Pleasure

By Thorsten Lohmann

One of the many toxins that can be found in cigarette smoke is PM₁₀. Recent studies on tobacco smoke have measured the presence of this toxin in the air in order to discover the relationship between the increase in toxins and air quality in relation to smoking. One of the leading presenters suggested PM₁₀ is also found in other indoor sources besides cigarette smoke. While many studies still utilize PM₁₀ levels as proof of toxicity of the air, it has been discovered that other factors may also contribute to the PM₁₀ levels. However, the truth is that if everyone would stop smoking, air quality is sure to improve.

Health Inequalities

By Liza Kerlen

Professor Johan Mackenbach is a leading scholar in the field of Public Health. He is an epidemiologist and Public Health physician, and Chair of the Department of Public Health at Erasmus University. During the plenary session on Tuesday morning, there will be a presentation on inequalities in health: the role of smoking.

Health inequalities are stubborn phenomena, observed throughout the world. Smoking is one of the most important factors contributing to inequalities morbidity and mortality. Research shows that tobacco control measures are one of the most crucial interventions to reduce health inequalities. In his presentation, he will

light the factors influencing the magnitude of inequalities in smoking and identify entry point for policy making. According to Professor Mackenbach, it is important that

welfare policies are directed to changing health-related behavior in people with low socio-economic status. "We can reduce health inequalities if we really want."



"Bertelleti: Europe is staying behind compared to other countries. The minister(s) of Health should be present." **Andrée van Emst**

"Amazing Turkey 20% reduction smoking in 3 years through tax increase, complete smoke-free (ban) and pict. health warnings." **Marc Willemsen**

"Lots of food for thought in the 'denormalizing' seminar." **Seetroughthellusion**

Colofon

Editors in Chief

Christel van Eck
Marsja Meijer
Niek Hietbrink

Style & Design

Adinda Mendel
Wanda Verstappen
Coordinators Public Health

Aryanti Radyowijati
Seth de Vlieger

Advisors

Fleur van Bladeren
Sara Brewer
Jolanda Dane
Dominique Hamerlijnc

Journalists

Sebastian Borchers
Mathijs Ester
Elza Herrlich
Gerben Hiemstra
Mariska Huisman

Liza Kerlen

Thorsten Lohmann
Mihaela Marchis
Clenton Mitali
Laura Smit
Brian Sullivan
Savannah Taha
Maria Turda
Annemarie Voorsluys

Photography

Paul van Wijngaarden
Windesheim Honours College®