Preliminary program

March 28, 29 & 30 2011
Amsterdam The Netherlands

European Conference
TOBACCO or HEALTH

Shape the future
As tobacco is still a tremendous burden on European society, it is of the utmost importance that tobacco control remains our top priority. We now know the most effective tools in tobacco control policy. The FCTC is the main guideline for tobacco control officers worldwide. This evidence-based treaty, the basis for tobacco control, tackles the burden of tobacco-related diseases by recommending the implementation of (cost-)effective tools. However, there is still room for improvement in implementing FCTC guidelines and national comprehensive tobacco control policies.

The FCTC is merely a recommendation, not a stringent settlement, and the guidelines have not been implemented by all countries as yet.

In difficult economic times, it is especially important for countries to invest in (cost-)effective, evidence-based programs. Moreover, when the political climate changes, we need to make sure that tobacco control remains a top priority.

The European Conference on Tobacco or Health (ECToH) 2011 is therefore an important event and a must for policy makers, scientists, health educators, advocacy officers and health professionals involved in tobacco control. The conference aims to inspire and empower tobacco control professionals across Europe. It should create new horizons and fundamentals for collaboration. East and West can learn from each other and can help overcome barriers in their respective countries, with an emphasis on how EU policies, FCTC and good practices can support national tobacco control. ECToH provides an opportunity for tobacco control colleagues in Europe and beyond to meet, enhance their knowledge and skills and share best practices.
The theme of ECToH 2011 is ‘Shape the Future’. ECToH 2011 will focus on the future of tobacco control in a variety of ways. The keynote speakers will address relevant future issues such as plain packaging. Additionally, in the ‘shape the future’ parallel session, we will discuss successful tobacco control strategies from around the world.

Many sessions in the program will be interactive. Conference topics will include smoking prevention, smoking cessation, tobacco product regulation, harm reduction strategies, smoking and youth, and the WHO Framework Convention on Tobacco Control.

A special focus will be placed on empowerment of youth and next generation experts. Next generation experts are encouraged to attend the conference. ECL will reward one of these young experts with the ‘ECL ECToH young professional award’.

The Dutch Cancer Society is honoured to organise this conference in cooperation with STIVORO, the Dutch expert centre on Tobacco Control and the Association of European Cancer Leagues (ECL). The Dutch Cancer Society, ECL and STIVORO are pleased to invite you to the 5th European Conference on Tobacco or Health in Amsterdam. The conference will be held from 28 to 30 March 2011 at the Krasnapolsky Hotel in the city centre.

Let’s shape that future!

Ton Hanselaar, Managing Director of the Dutch Cancer Society
Tezer Kutluk, President of the Association of European Cancer Leagues
Elisabeth van Gennip, Chair of the Executive Committee, STIVORO
**Important dates**

7 December 2010  
Identification of symposia, oral presentations and posters

15 December 2010  
Early bird registration closes - €415

18 March 2011  
Bird registration closes - €465

23 March 2011  
European press conference and presentation of the third Tobacco Control Scale

25 March 2011  
Late bird registration closes - €565

27 March 2011  
Kick-off and reception 5th ECToH

28 - 30 March 2011  
5th European Conference on Tobacco or health

19 - 21 April 2011  
Webcast keynote speakers ECToH
Let’s shape that future!
Committees and boards

Executive Committee
- Elisabeth van Gennip, PhD (Chair), STIVORO
- Fleur van Bladeren, MSc (Secretary), STIVORO
- Cora Honing, MSc (Chair International Board), Dutch Cancer Society
- Marc Willemsen, PhD (Chair Scientific Committee), STIVORO and Maastricht University
- Stefan Wigger, MSc (Chair National Board), Dutch Cancer Society
- Daniel Kotz, PhD (Chair Youth Board), Maastricht University
- Regina van der Meer, MSc (Secretary Scientific Committee), STIVORO

Scientific Committee
- Marc Willemsen, PhD (Chair), STIVORO and Maastricht University, The Netherlands
- Regina van der Meer, MSc (Secretary), STIVORO, The Netherlands
- Eva Kralikova, MD, PhD, Charles University Prague, Czech Republic
- Jeff Collin, PhD, University of Edinburgh, United Kingdom
- Robert West, PhD, University College London, United Kingdom
- Luk Joossens, Association of European Cancer Leagues (ECL) and Tobacco control expert, Belgian Foundation against Cancer, Belgium
- Ann McNeill, PhD, University of Nottingham, United Kingdom
- Hein de Vries, PhD, Maastricht University, The Netherlands
- Karien Stronks, PhD, University of Amsterdam, The Netherlands

International Board
- Cora Honing, MSc (Chair), Dutch Cancer Society, The Netherlands
- Luc Clancy, Tobacco Free Research Institute, Ireland
- Hans Storm, PhD, Danish Cancer Society, Denmark
• **Tezer Kutluk**, PhD, Association of European Cancer Leagues (ECL) and Turkish Association for Cancer Research and Control, Turkey
• **Maja Primic-Zakelj**, PhD, Slovenian Cancer Societies and Institute of Oncology Ljubljana, Slovenia
• **Erwin De Clerck**, PhD, Flemish League against Cancer, Belgium
• **Witold Zatonski**, PhD, Centre for Oncology, Poland
• **Kristina Mauer-Stender**, WHO, Regional Office for Europe, Tobacco Control Program, Denmark
• **Gemma Vestal**, PhD, WHO, Tobacco Free Initiative, Switzerland
• **Antoon Opperhuizen**, PhD, National Institute for Public Health and Environment (RIVM) and Vice-Chair of the WHO Tobacco Laboratory Network [TobLabNet], The Netherlands
• **Laurent Huber**, France Cancer Association and Director of the Framework Convention Alliance (FCA), France
• **Florence Berteletti-Kemp**, European Respiratory Society and director of the Smoke Free Partnership, Belgium
• **Elizabeth Tamang-Azienda**, MD, Centro Coordinamento Screening, Italy
• **Onno Van Schayck**, PhD, Research School CAPHRI, Maastricht University, The Netherlands

**National Board**

• **Stefan Wigger**, MSc [Chair], Dutch Cancer Society
• **Egbert Schadé**, PhD, Academic Medical Centre of Amsterdam,
• **Michael Rutgers**, MSc, Dutch Asthma Foundation
• **Hans Stam**, PhD, Dutch Heart Foundation
• **Jacqueline de Jager**, MSc, Ministry of Health, Welfare and Sport
• **Johan Mackenbach**, PhD, Erasmus University Rotterdam,
• **Moniek Pieters**, PhD, National Institute for Public Health and the Environment
• **Chris van Weel**, PhD, Radboud University Nijmegen Medical Centre
• **Frank Smeenk**, PhD, chair of Dutch Society for Pulmonologists (NVALT)
• **Laurent De Vries**, National Primary Healthcare Organization (GGD)
• Jan Bouwens, MSc, Netherlands Organization for Health Research and Development
• Paul Van Spiegel, MD, Slotervaart Hospital
• Marc Willemsen, PhD, Maastricht University and STIVORO

Youth Board
• Daniel Kotz, PhD (Chair), Maastricht University, Research School CAPHRI, The Netherlands
• Rachel Murray, PhD, University of Nottingham, United Kingdom
• Nick Schneider, German Cancer Research Centre, Germany
• Clemence Cognat-Lardeau, Alliance contre le tabac, France
• Martine Hoogendoorn, MSc, Erasmus University Rotterdam, The Netherlands
• Edith McCluskie, Liverpool Health Promotion Service, United Kingdom
• Sara Sanchez, Karolinska Institutet, Dept. of Public Health Sciences, Sweden
• Magdalena Cedzynska, Cancer Centre and Institute of Oncology, Poland
The ECToH 2011 conference consists of a variety of interesting sessions: from plenary keynote speakers to symposia, oral presentations, practical workshops, poster presentations and ‘meet the experts’ sessions.

Each of the three conference days has a special focus:

- **Monday 28 March:** Tobacco industry
- **Tuesday 29 March:** Disadvantaged groups
- **Wednesday 30 March:** Innovation & future

Four main tracks will run parallel throughout the three-day program. They will ensure continuity and will enable participants to find interesting sessions on a single topic during each day of the conference.

1. Policy measures
2. Industry strategies & tactics and advocacy
3. Treatment
4. Health education & communication
Plenary keynote lectures are scheduled in the early morning, while parallel sessions (symposia & oral presentations) will be held in the late morning and afternoon. Practical workshops, lectures and meet the experts sessions can be attended in the afternoon. There will also be ample opportunity to visit poster presentations. The conference will focus on scientific evidence as well as practical experience from eastern and western European countries. Interaction among participants will be important throughout the conference. A special focus will be devoted to empowerment of youth and next generation experts.

Unique ‘Shape the future’ session
During this session, the tobacco control strategies of California, Canada, Australia and the United Kingdom will be presented and compared. Why were these strategies chosen, what made them successful and can they be successfully applied in other countries? You can discover the strategy that suits your country best and take it home to implement a successful strategy in your own country!

PS: Please note that the conference program is a work in progress and subject to change. The website will keep you up to date.
Sunday 27 March 2011

8.30-16.00 Pre conference workshop: Logistics for Global Dialogue/ECL Campaign Workshop - see page 14
10.00-15.00 Pre conference workshops for young professionals - see page 15
13.00-16.00 Registration
16.00-18.45 Kick off and opening reception

Monday 28 March 2011

7.30 Registration
9.00 Opening ceremony (plenary)
   • Elisabeth van Gennip, PhD, Chair Executive Committee
   • Prof. Tezer Kutluk, MD, PhD, President of ECL
   • Ton Hanselaar, MD, Dutch Cancer Society
9.40 Plenary keynote speaker: Implementing FCTC guidelines in Europe, how are we doing?
   By Laurent Huber, MS, Framework Convention Alliance, France
10.45 Morning coffee break
11.15 Plenary keynote speaker: Tobacco industry strategies to undermine public health policies in Europe.
   By Professor Anne Gillmore, University of Bath, UK
12.00 Lunch and poster presentations
13.30 Parallel sessions
15.00 Afternoon coffee break
15.30 Parallel sessions
17.30 MIRO Conference Satellite Symposium on the (reimbursement of) treatment of tobacco dependence - see page 16
Tuesday 29 March 2011

7.00  Pfizer breakfast satellite: Equipp study - see page 17

9.00  Welcome day 2: Cora Honing, Chair of the International Board

9.10  Plenary keynote speaker: Epidemiology of social inequalities in smoking/tobacco related health disparities. By professor Johan Mackenbach, PhD, Erasmus University Rotterdam, the Netherlands

9.55  Plenary keynote speaker: Reaching the unreachable, disadvantaged populations. By professor Amanda Amos, PhD, University of Edinburgh, UK

10.45  Morning coffee break

11.15  Parallel sessions

12.45  Lunch and poster presentations

14.15  Parallel sessions

15.45  Afternoon coffeebreak

16.00  Parallel sessions

18.30  Social Program: Diner buffet & party

A dinner buffet will be organized on Tuesday 29 March at the conference venue. After dinner we will have a wonderful party where you can ask your favorite tobacco control colleague for a dance. Participants need to sign up for the dinner buffet (in the registration form). An additional €60 fee will be charged. This includes a three course dinner buffet and 3 consumptions (two drinks and one coffee/tea). Extra drinks (after 21.00) are at the participant’s own expenses (charged to room or paid in cash on the site). A dinner buffet voucher will be provided.
Wednesday March 30th 2011

9.00 Welcome day 3: Stefan Wigger, Chair of the National Board

9.10 Plenary Keynote speaker: **FCTC and beyond, emerging new policy options.**
By Florence Berteletti-Kemp, Smoke free Partnership, Brussels, Belgium

9.55 Plenary keynote speaker: **A supply-side approach to tobacco control.**
By Neil Collishaw, M.A., Research director of Physicians for a smoke free Canada, Canada

10.45 Morning coffee break
11.00 Parallel sessions
12.30 Lunch and poster presentations

13.30 Plenary keynote speaker: **Plain packaging, how to get there and then what?**
Speaker tbc

14.15 Plenary session: **Shape the future: Successful strategies for tobacco control in Australia, California, Canada and United Kingdom - see page 17**

15.45 Close of the conference
A Campaign Development Workshop will be held just prior to the ECToH at the Krasnapolsky Hotel in Amsterdam. The workshop is being co-sponsored by Global Dialogue for Effective Stop-Smoking Campaigns and the Association of European Cancer Leagues. It aims to provide campaign planners and researchers with the information and resources needed to develop effective tobacco control public education, mass media campaigns. No registration fee will be charged for registrants of the ECToH, non-registrants will be charged €60 for the workshop.

Tentative workshop content includes:

- The role of Mass Media Campaigns in Comprehensive Tobacco Control Programs
- New International Lessons Learned from Tobacco Control Campaigns
- Discussion on Ways that Mass Media Can be Better Utilized to Advance TC Goals in Europe
- Overview of Campaign Development Tool Kit and Focus on Strategic Planning for Campaigns
- Media Advocacy
- Plain Packaging
- Using Media Advocacy to Advance TC Policies (packaging, taxes, smoke-free laws) (Exercise)
- Selected Country Case Studies
- Strategic Planning (Exercise)
- Discussion of the Highest Potential Campaign Strategies for Participants’ Countries

An online survey is being sent to international contacts to solicit input on the content of the workshop, so the content may change based on these results.

To register for the workshop, interested individuals should send an email with their name, country, organization, email address and whether they will be registering for ECToH.
To emphasize the focus on empowerment of youth and next generation experts, ECToH will organize special practical workshops on Sunday 27 March 2011. These skills and topics covered in these workshop are:

- interviewing skills, media involvement
- communication skills

The website will keep you updated and how to register for these workshops. www.ectoh.org
MIRO Conference 2011 on Smoking Cessation Treatment
Monday 28 March, 17:30 - 21:30 - Buffet will be provided

MIRO innovation in smoking cessation is a disease management program in which smoking cessation experts in The Netherlands work together. MIRO is an initiative by Pfizer and research institute Caphri (Maastricht University).

The MIRO core team consists of scientists, decision makers and health care professionals and are focussed on promoting collaboration between all parties involved, in tackling tobacco addiction and smoking cessation.

In this evening symposium a comparison is drawn between the current situation in the Netherlands and the UK on political and societal issues, reimbursement schemes and cost-effectives of smoking cessation interventions. Best practices are shared, whilst keeping an eye on the existing differences between countries, and challenges are identified with regard to ongoing and future research.

Details about the program and registration will be soon available on this website.
EQUIPP Breakfast satellite symposium
Tuesday 29 March, 7.00 - 8.45 - Breakfast will be provided

EQUIPP: Europe Quitting -Progress and Pathways’
This session aims to provide you with an overview of the ‘EQUIPP’ report, which looks at the status of smoking cessation infrastructure and services across 20 European countries, providing an analysis and recommendations on how to improve the current situation as well as sharing best practice and details of an ‘ideal country’. Come along to hear how you can utilise this report to support development in your country.
During this special and important plenary session, the tobacco control strategies of California, Canada, Australia and the United Kingdom will be presented and compared. Why were these strategies chosen, what made them successful and can they be successfully applied in other countries? You can discover the strategy that suits your country best and take it home to implement a successful strategy in your own country!

- Comprehensive legislation: The Canadian Experience by Rob Cunningham, senior policy analyst at the Canadian Cancer Society
- Social Norm Change built on the Nonsmoking Majority and Taking on the Tobacco Industry: The California Experience, by Stanton Glantz, Professor of Medicine, Center for Tobacco Control Research and Education, University of California, USA
- Smoking Kills, cessation in the centre: The United Kingdom Experience, by professor Robert West, Director of Tobacco Research, Health Behaviour Unit, University College London, UK
- Every cigarette is doing you damage: The Australian Experience, speaker tbc
Registration

Registration to participate in ECToH 2011 can be made online at www.ectoh.org. Please use the registration form. Online payment (Paypal, Ideal) is required immediately.

Conflict of interest
According to the Basel ECToH2007 resolution, ‘Representatives of the Tobacco Industry and its front bodies or anyone acting on their behalf should not be permitted to participate in conferences whose primary focus is Tobacco Control.’ Participants should therefore state on the registration form that they do not represent the tobacco industry or its front bodies.

Cancellation policy
All cancellations must be submitted by email to the conference organizers.

- Cancellations received before 28 January 2011 will be refunded 50% of the fee paid
- Cancellations received after 28 January 2011 will not be refunded

All refunds will be sent after the close of the Conference.

Registration rates:

- 15 June 2010 - 15 December 2010 €415
- 16 December 2010 - 18 March 2011 €465
- 19 March 2011 - 25 March 2011 €565

All fees indicated are in euros and include 3.5% administration costs.
Conference venue and hotel

We are very pleased to organize the ECToH 2011 in the wonderful 5* NH Grand Hotel Krasnapolsky at Dam Square, in the very heart of Amsterdam.

We strongly advise all colleagues registering for the conference, to take advantage of the special roomrate we were able to arrange with the Krasnapolsky hotel for ECToH-participants as the hotel is a supporter of ECToH: €149 per night, incl. breakfast!

The well-known NH Grand Hotel Krasnapolsky (1865) is located on Dam Square in the bustling heart of Amsterdam’s historical centre. The Anne Frank Museum, the National Museum, the Van Gogh Museum and the flower market, are all located close to the hotel and worth a visit during your stay. Schiphol Airport is easily accessible from the hotel by public transport as well.

You can book your hotel here.

Facilities

NH Grand Hotel Krasnapolsky features 468 luxury rooms, including 1 suite, 6 junior suites and 35 fully furnished apartments. All furnishings in the hotel have been chosen with care and a flawless sense of style, which guarantees a pleasurable atmosphere of comfort throughout. NH Grand Hotel Krasnapolsky also features 22 meeting rooms that provide optimal business setting for a variety of occasions.

All of the hotel’s meeting rooms are air-conditioned and equipped with a full range of modern facilities. Each meeting room at the hotel offers perfection right down to the smallest detail while retaining its individual charm.
Catering and Ambiance
NH Grand Hotel Krasnapolsky’s eclectic restaurants invite you to taste the world. In addition to the monumental Winter Garden, where an extensive breakfast will be served, the Reflet restaurant, beautiful in belle époque style, serves French-style orientated dishes and the Shibli Bedouin restaurant is a dining oasis in a Bedouin tradition. The Lounge affords gourmets culinary indulgence with a royal view of the Dam and traditional homemade pastries. The Golden Palm bar provides the perfect setting to enjoy a snack or drink in comfort and during the summer months there is a Summer garden with terrace.

Hotel booking
The Krasnapolsky Hotel is supporter of the 5th ECToH conference. Therefore, we have been able to arrange a special roomrate. We strongly advise all conference participants to book a hotel room in the conference venue. The ECToH price is €149 per night including breakfast (€22,50 p.p.p.d. excluding 5% tourist tax p.p.p.d.). Hotel bookings should be made online here.

Alternative hotel suggestions
Although we encourage all ECToH participants to book their room at the conference venue, the surrounding NH hotels also offer special rates.

NH Barbizon Palace *****
NH Barbizon Palace is located just opposite the Amsterdam’s Central Station. The hotel is a five-minute minute walk away from Dam Square. €149

NH Schiller****
Located in Amsterdam’s bustling Rembrandt Square, this national monument embodies the essence of the Dutch capital. €125
NH Carlton Amsterdam ****
NH Carlton Amsterdam is located in the middle of the city centre of Amsterdam, next to the famous floating flower market, Munt Tower, the lively Rembrandt Square and the main shopping streets. €125

NH City Centre ***
The NH City Centre hotel is located in the heart of Amsterdam, overlooking the Singel Canal and close to the flower market, Dam Square, the Vondelpark shopping streets and the Anne Frank house. €115

These hotels can be booked here.
Transportation from Schiphol Airport to the conference venue

From Schiphol Airport you can:

- **Catch a train to station Amsterdam Centraal** - *15 minutes*
  Schiphol Station is situated directly below the airport. You can pick up a free baggage trolley from the platform. Via Schiphol Plaza, you can walk straight to the departure or arrival hall. A one-way ticket costs approximately €4 and can be purchased at the yellow ticket machines.

- **Take a taxi** ([lined up at the exit, follow the signs]) costs about €45 (credit cards accepted).

- **Rent a car** - *30 minutes*

- **Take the hotel shuttle bus service**, which takes you directly to the hotel from the airport. The shuttle runs every half hour, from 6.43 until 20.43. ([There is an additional charge for this service. Consult the hotel for information and availability.]

Information about the airport can be found here.
Amsterdam Central train station to hotel
From the main exit of Amsterdam Centraal train station, cross the station square and the traffic lights. At ‘Damrak’, continue towards Dam Square. You will see the hotel to the left of the square. This should take approximately 10 minutes by foot. At the train station, you can also catch tram 4, 9, 16, 20, 24 or 25 and get off at the ‘Damrak’ (1st stop). The hotel is situated to the left of the square. Taxis can be found on the right side of the station (when facing the city).

Information about travelling by train can be found here.
Information about public transport in Amsterdam can be found here.
Contact information:

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