8th ECToH
European Conference on Tobacco or Health
Tobacco kills in any form – Tobacco free Europe
19 to 22 February 2020 | Berlin, Germany
CityCube Berlin

Program

Organisers

DKG
Deutsche Krebshilfe
AKTIONSBÜNDNIS NICHTRAUCHEN
ECL
Association of European Cancer Leagues
Presentation Type

- Plenary
- Ceremonies
- Workshops
- FCA Meeting
- Poster Sessions
- Interface - Symposium
15:15 – 17:00
Room Budapest

| OPENING CEREMONY ECTOH |
Dr. Martina Pötschke-Langer  
(Congress President, ECToH 2020 and German Smokefree Alliance)  
Dr. Thomas Steffen  
(State Secretary, Federal Ministry of Health, Germany)  
Dr. Sakari Karjalainen  
(President, European Cancer Leagues)  
Dr. Martin Seychell  
(Deputy Director General, DG SANTE, European Commission)  
(Ex-Minister of Health, France)  
Video Message  
Dr. Fritz Pleitgen  
(President, Deutsche Krebshilfe)  
Prof. Olaf Ortmann  
(President, Deutsche Krebsgesellschaft)  

KEYNOTE LECTURE  
Patricio Marquez  
(former World Bank)  

17:00 – 18:30
Room Dublin

| GET-TOGETHER RECEPTION AND YOUNG PROFESSIONALS AWARDS CEREMONY |
by ECL President Dr. Sakari Karjalainen and ECToH President Dr. Martina Pötschke-Langer
09:00 – 10:30
Room Dublin

■ PLENARY 1

The European Tobacco Control Scale and the implementation of the WHO FCTC in the European Union

Chairs:
Sakari Karjalainen, Martina Pötschke-Langer

Speaker:
1. Luk Joossens
   The European Tobacco Control Scale 2020
2. Kerstin Schotte
   The WHO Framework Convention on Tobacco Control in WHO European Region: successes and challenges in countries
3. Francis Thompson
   The future for the WHO FCTC in Europe and the global perspective
4. Discussion

10:30 – 11:00
COFFEE BREAK

11:00 – 12:30
Room Dublin

■ PLENARY 2

Scientific evidence for effectiveness of tobacco control policies - smokefree legislation, advertising bans, point of sale bans & plain packaging

Chairs:
Esteve Fernández, Constantine Vardavas

Speaker:
1. Geoffrey Fong
   Scientific evidence of tobacco control policies – an overview
2. Ute Mons
   Modelling the impact of tobacco control policies
3. Gerard Hastings
   Effects of the implementation of plain packaging
4. Fenton Howell
   The effectiveness of tobacco control in Ireland
5. Discussion

12:30 – 14:00
LUNCH BREAK

13:30 – 14:00
Room Dublin

■ POSTER SESSION
WORKSHOP 1

The tobacco pack: from pictorial warning to plain packaging

Chairs:
Anca Toma Friedlaender, Fenton Howell

Speaker:
1. Juan Miguel Rey-Pino
   Best practices for the implementation of plain packaging
2. Emmanuelle Beguinot
   Plain packaging: the French experience
3. Richard Edwards
   The impact of enhanced pictorial health warnings: Pre-post evaluation findings from the 2016-18 ITC New Zealand surveys
4. Shira Kislev
   Plain packaging on e-cigarettes in Israel: behind the scenes
5. Discussion

WORKSHOP 2

E-cigarettes, heated tobacco products and waterpipes - the monitoring and surveillance, challenges in communication

Chairs:
Norma Cronin, Robert Loddenkemper

Speaker:
1. Constantine Vardavas
   Trends in Europe - heated tobacco product
2. Elif Dagli
   Waterpipes: a new tobacco epidemic in Europe and Middle East
3. Heide Weishaar
   E-cigarettes change: a game-changer in tobacco control?
   The UK e-cigarette policy debate
4. Tess Legg
   Monitoring and exposing tobacco industry third parties: a case study of the Philip Morris International-funded Foundation for a Smoke-Free World
5. Discussion
14:00 – 15:30
Room Budapest 2

WORKSHOP 3

Human rights and tobacco

Chairs:
Magdalena Cedzynska, Katja Kracke

Speaker:
1. Laura Graen
   Advancing tobacco control in Germany through children’s rights
2. Laurent Huber
   The “top down” approach to a human rights-based approach to ending the tobacco epidemic
3. Kelsey Romeo Stupp
   Using Human Rights Treaties reporting processes to end the tobacco epidemic
4. Kurt Annendijck
   Human Rights of Children to a Tobacco-Free Environment, to talk about the experience of the Flemish League in advocating for children’s rights, for example, to be in non-smoking cars
5. Discussion

15:00 – 16:30
Room Helsinki 1

INTERFACE-SYMPOSIA (GERMAN CANCER CONGRESS + ECTOH)

Status of tobacco control in Europe

Chairs:
Martina Pötschke-Langer, Davied Ritchie

Speaker:
1. Luk Joossens
   Tobacco Control Scale Europe: the ranking list of countries
2. Carolina Espina
   European Code against cancer regarding tobacco and secondhand smoke
3. Ute Mons
   Germany – tobacco industry paradise?
4. Alison Cox
   Efforts and successes in twenty years of tobacco control in the UK
5. Sakari Karjalainen
   Strategy for a smokefree and nicotine-free future in Finland

15:30 – 16:00

COFFEE BREAK
WORKSHOP 4

Regulating tobacco and nicotine products: Status quo and future perspectives – decisions taken at CoP 8 and challenges for CoP 9

Chairs:
Franz Pietsch, Otto Ruokolainen

Speaker:
1. Franz Pietsch
   Tobacco control measures in Austria in light of the outcome of COP 8 and future regulatory challenges
2. Guido de Kort
   Challenges in regulating e-cigarettes: the Dutch perspective
3. Andrea Schwarz, Julia Langer
   An EU perspective on COP achievements and regulatory challenges: novel tobacco products and advertising/sponsorship
4. Hanna Ollila
   Towards a tobacco- and nicotine-free Finland 2030
5. Discussion

WORKSHOP 5

Lessons Learned from “Campaign for Tobacco-Free Kids”: Campaigns and Political Strategies on Tobacco Control

Chairs:
Joshua Abrams, Olga Knorre

Speaker:
1. Joshua Abrams
2. Debra Rosen
   Case Study: Taking on the Industry through Social Media Influencers Campaign – problem, solution, actions, results, next steps
3. Joshua Abrams
   Campaign for Tobacco-Free Kids Youth Advocacy: Building and Coordinating the Next Generation of Champions
4. Olga Knorre
   Campaign for Tobacco-Free Kids-Supported Advocacy in Europe: Georgia Case Study

WORKSHOP 6
16:00 – 18:00
Room Budapest 2

WORKSHOP 6

The role of health professionals in tobacco prevention and control

Chairs:
Joanna Didkowska, Emma Woodford

Speaker:
1. Christa Rustler
   Tobacco free Nursing with Health Competence: The Program „astra plus”
2. Magdalena Cedzynska
   Role of health professionals in reducing smoking epidemic in Poland
3. Sophie Meingassner
   The Rauchfrei Ticket – the direct wire from primary care to tobacco cessation
4. Aishling Sheridan
   Supporting tobacco free campus implementation in Ireland
5. Discussion

18:00 – 19:30
Room Budapest 1

FCA-MEETING

Keeping focus at the FCTC Conference of the Parties:
key barriers to tobacco control

Chairs:
Francis Thompson

Speaker:
1. Francis Thompson, Alison Cox, Anca Tomá Friedlaender
   Making the link between national/EU-level policies and COP/MOP decisions
2. Francis Thompson, Alison Cox, Anca Tomá Friedlaender
   First COP session in EU Party – how do we put this fact to good use?
3. Francis Thompson, Alison Cox, Anca Tomá Friedlaender
   What messages/information do European governments need to hear in coming months?
09:00 – 10:30  Room Dublin  PLENARY 3
Tobacco industry interference and new challenges in communication (tobacco industry and harm reduction)

Chairs:
Floris Italianer, Dewi Segaar

Speaker:
1. Anna Gilmore
   Tobacco industry’s interest in harm reduction
2. Alessandra Lugo
   Communicating heated tobacco products in Italy
3. Bénédicte Ficq
   Legal strategies against tobacco industry – the case of the Netherlands
4. Discussion

10:30 – 11:00  COFFEE BREAK

11:00 – 12:30  Room Dublin  PLENARY 4
New nicotine and tobacco products

Chairs:
Reiner Hanewinkel, Francisco Rodriguez Lozano

Speaker:
1. Thea Emmerling
   The EU perspective: New nicotine and tobacco products
2. Olga Knorre
   Fighting against additives and aroma substances in e-cigarettes and tobacco cigarettes: a case study by Campaign for Tobacco-Free Kids
3. Esteve Fernández
   Tobacco and new nicotine products in Europe
4. Sheila Duffy
   New nicotine and tobacco products - Scottish perspective
5. Discussion

12:30 – 14:00  LUNCH BREAK

13:30 – 14:00  Room Dublin  POSTER SESSION
14:00 – 15:30
Room Dublin

■ WORKSHOP 7

Health education and health communication (eg. mass media campaigns, health communication interventions, youth education programmes)

Chairs:
Ulrike Helbig, David Biton

Speaker:
1. Reiner Hanewinkel
   „Be Smart - Don’t Start“: Two decades of school-based smoking prevention in Germany
2. Cristiana Fonseca
   30 years of experience in communication tobacco control in Portugal - lessons learned
3. Eric Asche
   Safer is Not Safe: Campaign of the Truth initiative
4. Nina Krogh Larsen
   But why smoke? - Smoking prevention using social media and influencers
5. Discussion

14:00 – 15:30
Room Budapest 1

■ WORKSHOP 8

The economy of tobacco control: Tobacco taxation, cost-effectiveness studies, economic benefits, earmarking of tax revenues

Chairs:
Frank Joseph Chaloupka, Patricio Marquez

Speaker:
1. Tobias Effertz
   The costs of smoking in Germany
2. J. Robert Branston
   Profitierying from deadly products: implications of introducing standardised tobacco packaging and a minimum excise tax in the UK for tobacco industry profitability
3. Aida Gjika
   Higher taxes - lower smoking: empirical estimation of the prevalence and intensity of smoking in the context of a high smoking prevalence country
4. Ana Mugoša
   Tobacco taxation and smoking behavior in Montenegro
5. Besnik Prekazi
   Demand for cigarettes in Kosovo: prevalence and conditional elasticity
6. Dragan Gligoric
   Price and income elasticity, estimates of cigarette demand in Bosnia and Herzegovina using two-part model
14:00 – 15:30
Room Budapest 2

WORKSHOP 9

Monitoring and surveillance of tobacco control progress

Chairs:
Geoffrey Fong, Wendy Yared

Speaker:
1. Kerstin Schotte
   Overview of the MPOWER program: Monitoring of tobacco epidemic and tobacco control progress world wide
2. Marc Willemsen
   Monitoring progress and impact of tobacco control policy at the national and regional level: How does the Dutch government aims to accomplish this challenging task?
3. Ayush Joshi
   Exploring social media activity around COP8: Who are the voices and what messages are they promoting
4. Mateusz Zatonski
   The tobacco industry interference index: key findings and policy recommendations from the United Kingdom
5. Discussion

15:30 – 16:00

COFFEE BREAK

15:00 – 16:30
Room A5

INTERFACE-SYMPOSIA (GERMAN CANCER CONGRESS + ECTOH)

New tobacco products and their consequences on health

Chairs:
Elif Dagli, Luk Joossens

Speaker:
1. Leonie Brose
   The UK perspective on e-cigarettes and new tobacco products
2. Charlotta Pisinger
   Harm reduction or harm persistency - the debate on the values of the new products
3. Friedrich Wiebel
   Health risks of e-cigarettes for lungs and cardio-vascular systems
   Moderation debate
4. Debate with all speaker
WORKSHOP 10

Implementation of evidence based interventions in daily practice: barriers and facilitating factors

Chairs:
Satu Lipponen, Isabel Nerín

Speaker:
1. Jesper Been
2. Britta Katharina Matthes
   Building on a taxonomy of tobacco industry tactics and arguments: Bringing in the voices of advocates in LMICs
3. Aikaterini Tsampi
   Novel smoke free policies and human rights: balancing the unbalanced?
4. Yeol Kim
   Effectiveness of mandatory smoking cessation intervention in a population-based lung cancer screening
5. Ariadna Feliu
   Factors associated with receipt of the 5 A’s Model of Brief Intervention for Smoking Cessation among hospitalized patients
6. Discussion

WORKSHOP 11

Successes or failures in the tobacco control advocacy

Chairs:
Margaretha Haglund, Norma Cronin

Speaker:
1. Anca Toma Friedlaender
   SFP - view of the organisation
2. Francisco Rodriguez Lozano
   ENSP - view of the organisation
3. Niels Them Kjær
   A burning platform for tobacco control and a blooming national partnership
4. Guðlaug Birna Guðjónsdóttir Abstract submitter
   Keep an eye on the back door for sneaky products
5. Kristin Byrkje Abstract submitter
   Affordability and cross border purchase: the Achilles’ heel of FCTC implementation
6. Tom Hird Abstract submitter
   Advocacy strategies to counter tobacco industry policy interference: a scoping review of the evidence
WORKSHOP 12

Social inequalities and smoking, tobacco related health disparities

Chairs:
Lucienne Thommes, Ute Mons

Speaker:
1. Amanda Amos  
   Tobacco control, social inequalities and smoking
2. Sofia Ravara  
   Taking gender-responsive action to tackle smoking and social inequalities
3. Anneke Vang Hjort 
   Smoke-Free School Hours in vocational schools as a strategy to reduce smoking among lower socio-economic status groups in Denmark – preliminary findings from a prospective intervention.
4. Marko Vladisavljević  
   Cigarettes price elasticity in Serbia: comparison of low, middle and high income households
5. Discussion
09:00 – 10:30
Room Dublin

- PLENARY 5

The Protocol to eliminate illicit trade of tobacco products - the implementation

Chairs:
Filip Borkowski, Anca Toma Friedlaender

Speaker:
1. Carlos Cisneros
   "An update of the WHO FCTC Illicit Trade Protocol"
2. Georg Roebling
   "Illicit trade of tobacco products in the EU – current situation and perspectives for the future"
3. Allen Gallagher
   "Attempts of the tobacco industry to undermine the protocol"
4. Luk Joossens
   "The challenges of the tracking and tracing system at global level"
5. Discussion

11:00 – 12:30
Room Dublin

- PLENARY 6

Tobacco taxation - why and how?

Chairs:
Luk Joossens, Tobias Effertz

Speaker:
1. Angel Lopez-Nicolas
   "Taxation of tobacco products, e-cigarettes and novel nicotine products"
2. J. Robert Branston
   "The tobacco industry response to taxes „What do we know and what can we anticipate?”"
3. Frank Joseph Chaloupka
   "Accelerating progress on tobacco taxation in low- and middle-income countries"
4. Francis Thompson
   "Taxation of tobacco products: the perspective of the Framework Convention Alliance"
5. Discussion

12:30 – 13:00
Room Dublin

CLOSING CEREMONY / ECTOH DECLARATION, BERLIN 2020
We look forward to seeing you at the 9th ECToH 2023!

2023!
The venue will be announced at the closing ceremony!
Nationale Gesundheits-AKADEMIE NGA GmbH
Claire-Waldoff-Straße 3
10117 Berlin

Office Weimar
Rießnerstraße 12 B
99427 Weimar, Germany

Phone: +49 3643 2468-129
Fax: +49 3643 2468-31

ectoh2020@ectoh.org
www.ng-akademie.de