



Effective Implementation of FCTC Policies, a pre-WCTOH workshop

register at: www.itconference.com

The World Health Organization's (WHO) Framework Convention on Tobacco Control (FCTC) represents a critical turning point in the

history of tobacco control and has propelled the issue onto the national agenda of many

lower-income countries. Countries that ratify the FCTC are obligated to adopt national-level policies such as larger and more prominent warning labels on cigarette packs, bans on advertising and promotion, elimination of misleading brand descriptors ("light" or "mild"), increased taxation, efforts to combat smuggling, limits on secondhand smoke exposure, tobacco product regulation, and increased access to treatment for addiction.

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To evaluate population level impact of FCTC interventions, this workshop will include five modules to introduce participants to simple protocols that they can take home to their host country and use to measure the impact of smoke-free policies, product warnings and labeling regulations, anti-tobacco mass media, policies to prevent product smuggling and counterfeiting, and surveillance of population beliefs, attitudes and behaviors about tobacco. The Workshop will be led by investigators affiliated with the global Roswell Park Transdisciplinary Tobacco Use Research Center www.roswelltturc.org working on the ITC (International Tobacco Control) Policy Evaluation Project www.igloo.org/itcproject, the U.S. Centers for Disease Control & Prevention (CDC) and World Lung Foundation.

Individuals interested in attending this one-day workshop can register online at www.itconference.com. The workshop will take place in the Hotel Trident, Mumbai on March 8, 2009 from 8:00AM through 4:00PM, leading into the Inaugural Ceremony of the 14th World Conference on Tobacco or Health (WCTOH).

REGISTER:

www.itconference.com

PARTIAL SCHOLARSHIPS

A limited number of partial travel scholarships will be made to tobacco control researchers, governmental officials, and advocates from low- and middle-income countries (LMIC) as determined by the July 2008 World Bank List of Economies. Attendance at this invitation-only workshop is limited to 100 people, including faculty. There is no registration fee.

WORKSHOP TOPICS

- Impact of smokefree policies
- Product Warnings/Labeling
- Tobacco Mass Media
- Product Smuggling/ a Counterfeiting
- Surveillance of beliefs attitudes, and behaviors

Conference Coordinator:
Craig Steger, Scientific
Administrator
Roswell Park ITC TTURC
Elm & Carlton Streets
Buffalo, New York USA 14263
1-716-845-8170



Training workshop: "Effective Implementation of FCTC Policies"

Workshop Convener: Michael Cummings, PhD, MPH

Time	Description of module	Presenter	Affiliation
8am -8:15am	Welcome and goals for the workshop	 K. Michael Cummings, PhD, MPH	Roswell Park Cancer Institute, USA
8:15am-9:15am	Methods for evaluating the impact of smoke-free policies	  Andrew Hyland, PhD Mark Travers, PhD	Roswell Park Cancer Institute, USA
9:15am-9:30am	Break		
9:30am-10:45am	Methods for evaluating product warnings and labeling regulations	 David Hammond, PhD	University of Waterloo, Canada
10:45am-12:00pm	Methods for evaluating anti-tobacco mass media	 Melanie Wakefield, PhD	Cancer Council Victoria, Australia World Lung Foundation
12pm-1pm	12pm-1pm	 Ron Borland, PhD	Cancer Council Victoria, Australia
1pm-2:15pm	Methods for evaluating policies to prevent product smuggling and counterfeiting	  Frank Chaloupka, PhD Richard O'Connor, PhD	University of Illinois at Chicago, USA Roswell Park Cancer Institute, USA
2:15pm-2:30pm	Break		
2:30pm-3:45pm	Methods for evaluating population level impact of tobacco control policies (GTSS and ITC)	  Wick Warren, PhD Geoffrey Fong, PhD	Centers for Disease Control & Prevention, USA University of Waterloo, Canada
3:45pm-4:00pm	Wrap-up and comments	K. Michael Cummings, PhD, MPH	Roswell Park Cancer Institute, USA