



**ENSP**

# *Capacity Building Event & Network Meeting:*

19, 20 & 21 October 2016  
Ljubljana (SLOVENIA)



In partnership with:



**ERS** EUROPEAN  
RESPIRATORY  
SOCIETY



## *ENSP Capacity Building Event & Network Meeting:*

---

- *Tobacco Industry Interference*
- *TPD Implementation and Plain Packaging*
- *Tobacco Dependence Treatment*
- *Youth Advocacy*

## *ENSP Capacity Building Event & Network Meeting:*

---

- *Tobacco Industry Interference*
- *TPD Implementation and Plain Packaging*
- *Tobacco Dependence Treatment*
- *Youth Advocacy*

# *Welcome Statement*

Dear ENSP Members, Partners and colleagues,

Welcome to the ENSP Capacity Building Event and Network meeting in Ljubljana, Slovenia.

On 20 May 2016, Europe woke up to a change, which is most likely to impact the health of populations in all 28 EU Member States for years to come. The Tobacco Products Directive, also known as TPD, came into force and with it a series of provisions governing the flavouring, labelling, packaging and traceability of tobacco products sold in the European Union. Only a month later, in June 2016, the EU decided to sign the WHO FCTC Protocol to Eliminate Illicit Trade in Tobacco Products encouraging the remaining FCTC Parties to follow suit. The ratification was followed by another important step in EU tobacco control policies, when European Commission Vice-President Kristalina Georgieva announced the decision not to renew the European Union's agreement with Philip Morris International (PMI).

In the context of these essential advances in European tobacco control within the last 6 months, it is my pleasure to welcome you all to Ljubljana for ENSP 2016 Capacity Building Event and Network Meeting. In the next two-and-a-half days, we will share our experiences and expertise, and join forces to advocate for further measures at national as well as European level.

In the course of the event, we will be delving into many aspects of current tobacco control issues. Our first session is dedicated to exploring the strategies used by the tobacco industry to interfere with our policy work and the ways that our advocates can cope with them. It is a battle between David and Goliath, but as the tobacco control community, we have strong arguments and righteousness on our side and must insist on communicating this to the population, to policy makers and when countering industry claims.

Then, we will be sharing how the TPD has been transposed in members states, with a particular workshop to help delegates build the case for the adoption of plain packaging by their government. Let's remind ourselves that plain packaging has a proven effectiveness in reducing the uptake of smoking, especially among young people. ENSP is strongly convinced that youth smoking is a key denominator in tobacco control and preventing our children from smoking should remain our primary objective. A third session is therefore devoted to youth advocacy in smoking prevention.

Preventing the uptake of smoking must however be complemented by an active effort to decrease smoking prevalence. It is everyone's responsibility to fight for the provision of effective and accessible treatment for tobacco dependence. The final session offers insights to the latest advances in smoking cessation and provides an instructional exchange on existing tools, experiences and newly developed guidelines for at-risk populations.

ENSP is grateful for the assistance and support provided by our Slovenian colleagues in the organisation of this event. Awaiting the vote on the law implementing the Tobacco Products Directive in the Slovenian national legislation, Slovenia has our full support to move forward in applying important measures and provide safe environments for future generations. We thank the representatives of the Slovenian National Council and the Ljubljana City Hall for agreeing to share their valuable insights on their national policies.

Thank you for your presence and to all presenters, thank you for your active contribution to this exciting event. I look forward to the forthcoming days, full of passionate presentations, in-depth discussions and visible advances in our common fight for decreased smoking prevalence in Europe.

---

***FRANCISCO RODRIGUEZ LOZANO,***  
***ENSP President***

# ENSP Capacity Building Event & Network Meeting:

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

## Programme

Wednesday 19th October 2016 - Morning - Session #1

**Tobacco Industry Interference - Conference Venue: M Hotel**

Time	Presentations	Presenter	Organisation
9:00	<b>Welcome</b> ENSP President and Chair with presentation of ENSP #1	Francisco Lozano Andrew Hayes	ENSP (Belgium) Former President EPHA (UK)
9:10	<b>Opening Speech</b> by State Secretary of the Ministry of Health	Nina Pirnat	Ministry of Health (Slovenia)
9:20	<b>EU activity to tackle the issue</b> MEP working group (Video Message) #2	Gilles Pargneaux	EU Parliament (Belgium)
9:30	<b>Tackling tobacco industry interference</b> <b>What do we need?</b> #3	Pascal Diethelm	Oxyromandie (Switzerland)
9:45	<b>Monitoring and communications system for countering</b> <b>industry interference in the Balkans</b> #4	Joshua Abrams	Campaigning for Tobacco-Free Kids (USA)
10:00	<b>WHO playbook - WHO Playbook of Arguments: an</b> <b>evidence-based tool for countering tobacco industry</b> <b>interference (Video Tutorial)</b> #5	Kristina Mauer-Stender	WHO Regional Office for Europe (Denmark)
10:15	<b>Exposing tobacco industry interference:</b> <b>the role of civil society</b> #6	Sofia Ravara	ERS (Belgium)
10:30	<b>Interference in Romania: Challenges and lessons</b> <b>learnt</b> #7	Ramona Brad	Aer Pur (Romania)
10:45	<b>Counter-striking the Tobacco Industry's propaganda</b> <b>and preparing the general public</b> #8	Miha Lovse	Slovenian Coalition for Tobacco Control (Slovenia)
11:00	<b>Tobacco-Free pension funds</b> #9	Ingrid Talu	Teachers Against Tobacco (Sweden)
11:15	<b>Coffee Break</b>		
11:30	<b>Group Workshop:</b> • Round Table • Tobacco Industry interference: how to prepare for it?	Moderators: Ramona Brad & Sofia Ravara	Aer Pur (Romania) ERS (Belgium)
12:30	<b>Group Debrief</b>	All	
13:00	<b>Lunch</b>		

## ENSP Capacity Building Event & Network Meeting:

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

# Programme

Wednesday 19th October 2016 - Afternoon - Session #2

**TPD Transposition and Plain Packaging - Conference Venue: M Hotel**

Time	Presentations	Presenter	Organisation
14:00	Welcome by Chairs #10	Panagiotis Behrakis Luka Šolmajer	ENSP (Belgium) Former ENSP regent for Slovenia (Slovenia)
14:10	TPD implementation: where are we? Successes and challenges #11	Cornel Radu-Loghin	ENSP (Belgium)
14:30	Slovenian (making of) Proposal Implementing TPD in Slovenia #12	Vesna Kerstin Petric	Ministry of Health (Slovenia)
14:45	Successful cooperation with the WHO to accomplish stricter legislation #13	Nataša Blažko	Ministry of Health (Slovenia)
15:00	Round Table: Five months into TPD: Successes and challenges #14	Moderator: Pierre Bizel Tomaž Cakš Sanne Heijndijk Nijole Gostautaite Nina Krogh Larsen Maria Sofia Cattaruzza Krzysztof Przewozniak	Health Insurance Institute (Slovenia) Dutch Alliance for a Smokefree Environment (Netherlands) Lithuanian Tobacco and Alcohol Control Coalition, (Lithuania) Danish Health Authority (Denmark) SITAB (Italy) Foundation Smart Health - Health in 3D (Poland)
15:25	Q&A from delegates		
15:45	Coffee Break		
16:00	Past, Present and Future of Plain Packaging Advocacy #15	Marine Faure	ERS (Belgium)
16:15	Group Exercise: • Building a Plain Packaging advocacy action plan #16	Luke Clancy Marine Faure	TRFI (Ireland) ERS (Belgium)
17:00	Group Debrief		
17:15	End of Day 1		
17:45	Leaving M Hotel (Coach) and travel to Ljubljana Municipal Building		
18:30 19:30	Reception and ENSP Awards Ceremony at the Ljubljana Municipal Building (Town Hall) with welcome from the Mayor	Mayor Zoran Jankovic Francisco Lozano	
20:00	Dinner at the Ljubljana Castle		

## ENSP Capacity Building Event & Network Meeting:

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

# Programme

**Thursday 20th October 2016 - Morning - Session #3**

**Tobacco Dependence Treatment - Conference Venue: M Hotel**

Time	Presentations	Presenter	Organisation
8:00	<i>ENSP Board Members Breakfast Meeting</i>	ENSP BM and Secretariat	ENSP (Belgium)
9:00	<i>Welcome from Chairs</i>	Krzysztof Przewozniak Pierre Bizel	Smart Health Health in 3D (Poland) Prevention Tabac Wallonie (Belgium)
9:10	<i>Article 14: Why don't we do more about it? A Global Bridges Perspective</i>	Katie Kemper	Global Bridges (USA)
9:30	<i>Article 14 Consensus Statement</i>	Luke Clancy	TobaccoFree Research Institute (Ireland)
9:40	<i>ENSP's tools for Tobacco Dependence Treatment: EPACTT and EPACTT PLUS</i>	Constantine Vardavas	ENSP (Belgium)
9:55	<i>Tobacco cessation guidelines for high risk populations: Tob-G development and training in Romania</i>	Panagiotis Behrakis Antigona Trofor	KEELPNO (Greece) University of Medicine and Pharmacy "Gr T. Popa" (Romania)
10:10	<i>Tobacco Dependence Treatment «Smoking cessation in Slovenia»</i>	Tadeja Hocevar	National Institute of Public Health (Slovenia)
10:25	<i>Designing smoking cessation intervention in Primary Care Practice: TiTAN Crete &amp; TiTAN Greece-Cyprus</i>	Charis Girvalaki	University of Crete (Greece)
10:40	<i>EQUIPT – Overview of the project and ROI Tool</i>	Dominick Nguyen	ENSP (Belgium)
11:00	<i>Coffee Break</i>		
11:15	<i>EQUIPT ROI Tool Training</i>	Chair: Florin Mihaltan Bertalan Németh	Romanian Society of Pneumology (Romania) Syreon Research Institute (Hungary)
13:00	<i>Lunch</i>		

## ENSP Capacity Building Event & Network Meeting:

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

# Programme

### Wednesday 19th October 2016 - Afternoon - Session #4 Youth Advocacy - Conference Venue: M Hotel

Time	Presentations	Presenter	Organisation
14:00	<b>Welcome Chair</b> <i>with presentation of youth advocacy work carried out by CTFK</i> #26	Joshua Abrams Olga Knorre	Campaigning for Tobacco-Free Kids (USA)
14:10	<b>SILNE-R: How real-world policies succeed or fail to prevent youth smoking: the SILNE-R project</b> #27	Anton Kunst	University of Amsterdam (Netherlands)
14:30	<b>Round Table: Youth Advocacy across Europe</b> • <i>Engaging Young people with audiovisual tools (UK)</i> • <i>Youth advocacy in Bosnia and Herzegovina</i> • <i>Working with children and young people in Greece</i> #28	Stacey Williams Uliana Bakh Marina Demi	Cut Films (UK) PROI (B & H) National Coalition for Tobacco Control (Greece)
15:15	<b>Effective NGOs/Inspectors cooperation in the tackling underage sales and other tobacco law implementation</b> #29	Aljaž Božic	Youth without tobacco (Slovenia)
15:30	<b>Effective and ineffective prevention interventions for reducing smoking among children and adolescents</b> #30	Matej Košir	UTRIP Institute/Preventive Platform Network (Slovenia)
15:45	<b>Coffee Break</b>		
16:00	<b>European Network for youth advocacy working group Presentation of Strategic plan to members, discussions and feedback</b> #31	Moderator: Jan Peloza	No Excuse (Slovenia)
17:30	<b>End of day 2</b>		
19:00	<b>Dinner – M Hotel</b>	All	

## ENSP Capacity Building Event & Network Meeting:

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

# Programme

Friday 21st October 2016 - Morning - Session #5

Future next steps - Conference Venue: Slovenian National Council

Time	Presentations	Presenter	Organisation
8:00	<i>ENSP Board Members Breakfast Meeting</i>	ENSP BM and Secretariat	ENSP (Belgium)
8:30	<i>Travel to the Slovenian National Council</i>		
9:30	<i>Welcome from Chairs</i> #32	Cornel Radu-Loghin Vesna Kerstin Petric	ENSP (Belgium) Ministry of Health (Slovenia)
9:40	<i>Speech from Reps from chairman of the Board of health in the national assembly and president of the national assembly</i> #33	Tomaž Gantar (Chairman of the Board of Health)	National Assembly (Slovenia)
9:50	<i>Monitoring Tobacco Policies across Europe EUREST PLUS Project</i> #34	Constantine Vardavas	ENSP (Belgium)
10:05	<i>Wider impact of recent litigation decisions</i> #35	Robert Eckford	Campaign for Tobacco Free Kids (USA)
10:20	<i>Why do governments need to adopt plain packaging</i> #36	Luke Clancy	TobaccoFree Research Institute (Ireland)
10:30	<i>Tackling secondhand tobacco smoke and e-cigarette emissions through the TackSHS Project</i> #37	Dominick Nguyen	ENSP (Belgium)
10:45	<i>Tobacco Retail Licensing: the next logical steps for tobacco control</i> #38	Ian Gray	Chartered Institute of Environmental Health (UK)
11:00	<i>Tobacco taxation and public support</i> #39	Filippos Filippidis	Imperial College London (UK)
11:15	<i>COP 7</i> #40	Stephen Lequet	Droits des Non-Fumeurs (France)
11:30	<i>Closing message from ENSP President</i>	Francisco Lozano	ENSP (Belgium)
11:35	<i>Closing Speech by Minister of Health</i>	Milojka Kolar Celarc	Ministry of Health (Slovenia)
11:45	<i>Coffee</i>		
12:00	<i>Tobacco Control in Slovenia – Round Table (in English)</i> • Government representatives • Slovenian NGO representatives • International Organisations representatives	Short walk to the meeting room Maxi Klub. ENSP Members General Assembly (ENSP Members only)	External Evaluation Session with Non-Members (Antonella Cardone)
13:30	<i>Lunch</i>		

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

# Biographies & Abstracts

### **Abstract #1 - Session #1 - 9h00** **Welcome – ENSP President and Chair with presentation of ENSP**

**FRANCISCO RODRIGUEZ LOZANO,**  
*ENSP (Spain)*

#### **Biography:**

- Medical Doctor, Univ. Zaragoza
- Specialist in Dentistry, Univ. Complutense Madrid
- Magister in Tobacco Control, Univ. Cantabria
- President of CNPT (National Committee on Tobacco Control), 2011- 2015
- President of ENSP (European Net for Smoking Prevention), 2015- nowadays
- Vice-president of CED (Council of European Dentists), 2008-2011
- Board member of SEDET (Spanish Society of Tobacco Management and Control Specialists), 2007-10
- General Secretary of Spanish Dental Association, 2006-2010
- Associated professor in the Magister in Tobacco Dependence Management, Univ. of Cantabria and Sevilla
- Author of different guidelines on smoking cessation for dentistry professionals
- Lobby work with Spanish parliamentarians, union representatives and journalists for the latest Spanish Tobacco Law (2010) and its maintenance.
- Lobby work with Spanish MEPs for the latest Tobacco Products Directive (2014)

**ANDREW HAYES,**  
*EPHA (UK)*

#### **Biography:**

Andrew has been active in tobacco control since 1990, first as EU Liaison Officer for the International Union against Cancer (UICC) based in Brussels and then as Regional Tobacco Policy Manager for London (2004-11). Originally trained in health service management, Andrew - now retired - has returned to his first interest, and volunteers with Healthwatch Kent.

Throughout the 1990s (and ever since!), tobacco control advocacy involved two 'sides' – the health lobby and the tobacco industry – competing with one other to win the 'hearts and minds' of decision makers, such as members of the European Parliament and the European Council. It's a long drawn-out business; but eventually achieved the ban on tobacco advertising, increased regulation of tobacco products and phasing out CAP subsidies for tobacco farming. Andrew's role in London was more concerned with support for tobacco cessation (helping smokers to quit) and enabling smooth implementation of national smokefree legislation in 2007.

Whilst in Brussels, Andrew was instrumental in establishing the European Public Health Alliance. He served on the WHO Smoke-free Europe Committee (1998-2004), and was active in the NGO lobby presence at all Geneva negotiating sessions for the FCTC. Andrew was awarded the WHO Tobacco or Health medal in 1998.

### **Abstract #2 - Session #1 - 9h20** **EU activity to tackle the issue – MEP working group**

**GILLES PARGNEAUX,**  
*European Parliament (Belgium)*

#### **Biography:**

A former mayor of Hellemmes, Gilles Pargneaux is an MEP (S&D) representing the North-West constituency of France since 2009. He is vice-President of the Environment, Public Health and Food Safety Committee of the European Parliament, where he is a champion of tobacco control in highlighting tobacco industry interference.

### **Abstract #3 - Session #1 - 9h30** **Tackling tobacco industry interference – What do we need?**

**PASCAL DIETHELM,**  
*OxyRomandie (Switzerland)*

#### **Abstract:**

In this session, Pascal Diethelm presents the interference strategies used by the tobacco industry and outlines the ways in which stakeholders in tobacco control may cope with them.

#### **Biography:**

Pascal Diethelm spent most of his professional career working at the World Health Organization. Since his retirement, he has taken an active role in tobacco control, both at the national level and internationally. In 2001, he revealed, with Dr. Jean-Charles Rielle, that a reputed professor who led the departments of environmental health at the University of Geneva was had been secretly working for Philip Morris for 30 years, conducting studies denying the toxicity of secondhand smoke, revelation which was confirmed by the Swiss courts in a now famous libel case known as the "Rylander affair". Pascal Diethelm has also studied, together with prof. Martin Mckee, the phenomenon of denialism. Pascal Diethelm is president of OxyRomandie, a Swiss NGO dedicated to tobacco control. He is vice-president of French NGO Comité National Contre le Tabagisme and board member of CIPRET-Genève, the Geneva Centre for Information on Smoking Prevention. He is a founding member of the Framework Convention Alliance (FCA).

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

# Biographies & Abstracts

### **Abstract #4 - Session #1 - 9h45** **Monitoring and communications system for countering industry interference in the Balkans**

**JOSHUA ABRAMS,**  
*Campaign for Tobacco Free Kids (USA)*

#### **Biography:**

Joshua Abrams is Regional Director for Eurasia Programs at the Campaign for Tobacco-Free Kids. In this role he has worked with partners to facilitate the enactment, passage, and enforcement of important public health legislation throughout East Europe and the former Soviet Union. Mr. Abrams' experience in the region spans 20 years, during which time he has lived in or visited nearly all the former soviet states and worked for a variety of international aid organisations. He received MPA/MA from Indiana University in 2002 and BA from Bard College. Mr Abrams was a Peace Corps volunteer in Kazakhstan and studied Russian in St Petersburg, Russia. He has also written on political and environmental issues in Eurasia.

### **Abstract #5 - Session #1 - 10h00** **WHO Playbook of Arguments: an evi- dence-based tool for countering tobacco industry interference**

**KRISTINA MAUER-STENDER,**  
*World Health Organization, Regional Office  
for Europe (Denmark)*

#### **Abstract:**

The WHO Playbook of Arguments is a comprehensive collection of key points for advocating the adoption and implementation of tobacco control policies and for raising awareness about the dangers of tobacco consumption. Topics covered include tobacco industry interference, legal and regulatory frameworks, health effects of smoking tobacco, policy implementation, economic advantages and more. The playbook is developed by a panel of international experts in tobacco control.

#### **Biography:**

Kristina Mauer-Stender graduated from Strasbourg, France, in 1996 with a Masters in International Public law and Human Rights Comparative law.

She worked at the United Nations High Commissioner for Refugees, the UN Development Program and the International Organization for Migration before joining the World Health Organization in 2003, starting out as Technical Officer of the Tobacco Control Program at the WHO Regional Office for Europe in Copenhagen, Denmark. After several successful years Kristina is now the Program Manager where she advises policy makers from health and other key sectors on tobacco control policies and strategies in line with the WHO Framework Convention on Tobacco Control (FCTC), existing international evidence and good practices.

She is also responsible for providing advise to Health Ministries along with other inter-sectoral partners for enhancement of their capacities to effectively implement the WHO Framework Convention. Kristina works daily with policy makers and other cross-societal partners in around 25 countries in the European Region, occasionally also with 53 countries through regional meetings and consultations. She is also leading the work of the WHO European Office on the vision of the tobacco-free European Region which is a follow-up to the Ashgabat Declaration from 2013 and the newly adopted Roadmap of actions to strengthen the implementation of the FCTC in the European Region 2015-2025, commitment of 53 Ministers of Health from September 2015.

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

# Biographies & Abstracts

### Abstract #6 - Session #1 - 10h15

#### **Exposing tobacco industry interference: the role of civil society**

#### **SOFIA RAVARA,**

*European Respiratory Society; Faculty of Health Sciences, University of Beira Interior (Belgium/Portugal)*

#### **Abstract:**

The globalisation of tobacco use is caused by the tobacco industry. The activity of these transnational companies has a huge detrimental impact on population health. This presentation critically reflects on the role of tobacco companies as the vector of the tobacco epidemic, their vested interests in public health policy-making; and tobacco industry strategies to maintain a regulatory environment which allows them to continue running a remarkable profitable business. On the other hand, casting the spotlight on the tobacco industry's role as the vector of the epidemic and exposing its tactics help to denormalise tobacco use and advance the tobacco control agenda. This highlights the importance of tobacco control research focusing on monitoring the activities of the industry, as well as a strong advocacy agenda engaging professional health advocates and healthcare professionals, both individually and by their associations, the media, policy makers and the civil society as large.

#### **Biography:**

Sofia Ravara is a respiratory physician holding a Master and a PhD degree in tobacco control (TC); lecturer in Preventive Medicine/Epidemiology, at the Faculty of Health Sciences, University of Beira Interior; and Head of the Tobacco Treatment Unit of the University Hospital Covilhã, Portugal. Sofia Ravara has been working as a tobacco treatment expert in hospital-based and workplace cessation programs; hospital smoke-free network; TC training programs; joined several TC scientific societies/networks, including the TC Committee of the European Respiratory Society; collaborates in European TC advocacy and research programs; co-launched the Portuguese TC ONG movement; co-authored several peer-review scientific papers in international journals.

### Abstract #7 - Session #1 - 10h30

#### **Interference in Romania: Challenges and lessons learnt**

#### **RAMONA BRAD,**

*Aer Pur (Romania)*

#### **Abstract:**

Despite being an early signatory of the FCTC in 2005, transposed in local legislation, Romania "enjoyed" throughout the years a heavy interference of the tobacco industry with its' policy development in tobacco control. We identified three means that the tobacco industry used to interfere with tobacco control policies: creating a positive attitude, expressing a will to be a part of the policymaking process, and exerting pressure. We found that those tactics have often been used unethically, with the industry providing the government with ready legislation proposals, overstating its contribution to the economy and the government revenues, misrepresenting the illicit cigarette problem and misusing scientific evidence. The companies lobbied together directly and through third parties, including NGO's and media channels. The industry also pushed the Romanian government to challenge tobacco control policies at EU Commission level. The most obvious and documented interference occurred during 2015-2016 as the combined focus on both the smoke-free ban in enclosed public spaces, as well as the transposition of the TPD, brought tobacco control policies in general public and policy-makers attention.

#### **Biography:**

Ramona Brad has nearly 18 years of experience in public affairs and corporate communication on the local, regional and international market. Mrs. Brad has held a senior executive position in the private sector and has managed public affairs and corporate relations programs, engaging directly with NGO's and interest groups across a broad range of stakeholders and policy areas. Mrs. Brad has entailed extensive representation before main governmental institutions in Romania, as well as developed corporate communication programs for the Romanian and regional Balkans marketplaces. She has directly led value-creation advocacy programs for private sector. Ramona Brad is currently engaged in tobacco control projects as part of focused-NGO's in Romania, leading a Campaign for Tobacco-Free Kids grant program for Aer Pur Romania, as well as engaging broadly in advocating for public health policies for public and private sector. Mrs. Brad holds a medical degree from the University of Medicine and Pharmacy in Bucharest. She attended extensive executive/leadership training courses and is a qualified trainer in communication and public relations, public speaking, executive leadership.

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

# Biographies & Abstracts

### **Abstract #8 - Session #1 - 10h45** **Counter-striking the Tobacco Industry's propaganda and preparing the general public**

**MIHA LOVŠE,**  
*Slovenian Coalition for Public Health, Environment and Tobacco control – SCTC (Slovenia)*

#### **Abstract:**

Tobacco lobbying and propaganda represents a major obstacle in adopting a modern - more health oriented legislation in many EU Member States. Despite well-established requirements for government officials to report meetings with lobbyist, the general public is often unaware of them taking place. Also, while national governments often can't afford to oppose the tobacco manufacturers directly in the media during the ongoing legislation process, Non-governmental organizations can openly oppose the false claims made by 3rd parties – tobacco proxies (individuals, groups, organizations) which usually the tobacco companies use to hide their direct involvement because of a broken public image. Therefore, the role of Non-governmental organizations is an important one. NGOs and our grassroots members are inherently good at pooling resources, disseminating knowledge and linking up together in coalitions (national and EU-wide) which represent a strong united front and are necessary to counteract the “deep pockets” of the Tobacco Industry and its huge propaganda machine in key moments of the legislation process. This presentation will focus on how to successfully organize a supporting media campaign, on the challenges encountered when raising public health awareness, on the importance of mobilizing the general public, on the lessons learned during many years of struggle against the tobacco industry from a NGO perspective.

#### **Biography:**

- Vice-president, Slovenian Coalition for Public Health, Environment and Tobacco control – SCTC (2012-2016)
- Project manager, SCTC responsible person for advocacy and civil dialogue + NGO networking on the national and EU level
- Chair person - project “NGO's protect our Health” (EU/ESF fund 2014/15)  
Leader of the national thematic NGO's network “NGOs protect our health” (100 supporting NGO's)
- Member of the National tobacco working group (National institute of public health - NIJZ) since 2015
- Member of the “Interdepartmental working group for the implementation of the Parma Declaration commitments” - environment and health (RS Ministry of health) since 2016
- Member of EPHA CANCON Working Group (since 2015)

### **Abstract #9 - Session #1 - 11h00** **Tobacco free pension funds**

**INGRID TALU,**  
*Teachers against Tobacco Sweden (Sweden)*

#### **Abstract:**

All Swedes are shareholders in the tobacco industry as our pension funds are invested in the tobacco industry. Is this a sustainable investment? Tobacco is not only a health issue there are also other aspects included in the production as child labour, labor rights abuse, corruption and more. The public does not know about these investments, but when made aware they get surprised and upset. I will present what Teachers against tobacco and other organisations have done during the last two years to make the public aware of these investments and to influence the pension funds towards selling their shares. This year the fourth pension fund in Sweden sold their tobacco shares.

#### **Biography:**

Ingrid Talu is a teacher in social science in Uppsala Sweden. She co-founded Teachers against Tobacco in 1994 and has served as the NGO's chairperson. She has since early 1990-ties worked to promote tobacco control at local and national level.

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

# Biographies & Abstracts

### Abstract #10 - Session #2 - 14h00

#### Welcome by Chairs

---

**PANAGIOTIS BEHRAKIS,**  
*George D. Behrakis RESEARCH LAB (Greece)*

---

#### Biography:

Panagiotis Behrakis MD, PhD, FCCP, Pulmonologist-Intensivist, is President of the Scientific Committee of the European Network for Smoking and Tobacco Prevention, Director of the Institute of Public Health of the American College of Greece, member of the Board of Regents of the American College of Chest Physicians (ACCP), founder of "George D. Behrakis RESEARCH LAB" of the Hellenic Cancer Society, investigator at the Biomedical Research Foundation of Athens Academy and focal point of WHO for Tobacco Control in Greece. Former Associate Professor of respiratory physiology at the University of Athens, former Adjunct Professor at Harvard University and former President of European Network for Smoking and Tobacco Prevention, Prof. Behrakis is considered an expert in tobacco control and prevention worldwide. During the past years, Prof. Behrakis has worked on National health communication and health promotion campaigns to curb smoking in Greece (Projects HEART I- HEART II and two ESPA grants) as well as Principal Investigator of 4 European Projects: EUREST, DIRECT, PRESICE and TOB-G.

---

**LUKA ŠOLMAJER,**  
*Former ENSP regent for Slovenia (Slovenia)*

---

#### Biography:

Not available

---

### Abstract #11 - Session #2 - 14h10

#### TPD implementation: where are we? Successes and challenges

---

**CORNEL RADU-LOGHIN,**  
*ENSP (Belgium)*

---

#### Abstract:

The EU Tobacco Products Directive (TPD) entered into force on 20 May 2016 with a series of new provisions governing the flavouring, labelling, packaging and traceability of tobacco products sold in the European Union. Mr Radu-Loghin presents an overview of the implementation of TPD measures in the EU Member States.

#### Biography:

Cornel Radu-Loghin is the Secretary General of the European Network for Smoking and Tobacco Prevention (ENSP), a position he has held since May 2015. Previously, he served as the ENSP Director of Policy and Strategy where he was responsible for coordinating and advocating the ENSP policies at the EU level, working in concert with European organisations involved in tobacco control and health promotion. Overall, Radu-Loghin has more than two decades of experience in tobacco control at national and international levels. He also served for three years as a board member for the Framework Convention Alliance (FCA) where he helped develop the organisation's 2013 strategic plan.

---

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

# Biographies & Abstracts

---

### **Abstract #12 - Session #2 - 14h30** **Slovenian (making of) Proposal - Implementing TPD in Slovenia**

---

**VESNA KERSTIN PETRIČ,**  
*Ministry of Health (Slovenia)*

---

#### **Abstract:**

Not available

#### **Biography:**

Not available

---

### **Abstract #13 - Session #2 - 14h45** **Successful cooperation with the WHO to accomplish stricter legislation**

---

**NATAŠA BLAŽKO,**  
*Ministry of Health (Slovenia)*

---

#### **Abstract:**

Not available

#### **Biography:**

Not available

---

### **Abstract #14 - Session #2 - 15h00** **Five months into TPD: Successes and challenges**

---

**PIERRE BIZEL,**  
*Hainaut Health promotion Institute (Belgium)*

---

#### **Biography:**

Pierre Gilbert Bizel is vice-president and treasurer of ENSP. He is spokesman of the Belgium Coalition against Tobacco and represents the Walloon Prevention Coalition. He is head of the Department «Healthy life style» at the Hainaut Health promotion Institute. For 15 years he has been a major player in the struggle against tobacco in francophone Belgium.

---

**TOMAŽ ČAKŠ,**  
*WHO National counterpart for tobacco (Slovenia)*

---

#### **Biography:**

Since 1990 I work on WHO – CINDI Program on smoking preparing courses for doctors, students and nurses. Informative work on smoking on professional level and press and electronic media. PhD Thesis in February 2014, «Smoking, Obesity and Metabolic Syndrome». In 2001 Minister of Health nominated me for WHO National Counterpart on tobacco, member of Slovenian delegation for WHO FCTC. Member of the expert group for tobacco legislation in the year 2007 and 2016. In 2004 The Chair of the EFMA/WHO Tobacco Action Group. I moderate the forum Smoking, helping smokers quit. Regularly cooperating with NGOs at national and international level.

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

# Biographies & Abstracts

**SANNE HEIJNDIJK,**  
*Alliantie Nederland Rookvrij (Dutch Alliance for a Smokefree Society) (Netherlands)*

### **Biography:**

Sanne Heijndijk holds a degree in International and European Public Law (LLM) from Tilburg University and in Social Policy Analysis (MSc) from the Catholic University of Leuven. She is currently employed as a Consultant Policy and Research at the Alliantie Nederland Rookvrij (Dutch Alliance for a Smokefree Society), founded in 2012 by the Dutch Heart Foundation, Cancer Society and Lung Foundation. Sanne has a special interest in the legal and policy aspects of tobacco control and her work mainly focusses on political lobby activities.

**NIJOLE GOSTAUTAITE MIDTTUN,**  
*Mental Health Initiative Lithuania (Lithuania)*

### **Biography:**

Psychiatrist and health psychologist and advocate for public mental health, with main interests in mental health care system and service development, health advocacy, alcohol and tobacco control. Clinical, research and teaching experience in psychiatry. Board member of the Lithuanian Psychiatric Association 1998-2013, Lithuanian Neurosciences Association since 2009, Lithuanian Coalition for Tobacco and Alcohol Control since 2011, editor of the Lithuanian Psychiatric association journal 2000-2011. Over 20 years' experience in collaborating with NGOs in mental health, building organizations and networks. Active in the field of tobacco control Mrs. Midttun has been involved school smoking prevention programs, training teachers, member of the investigator team for the 2014 GYTS (Global Youth Tobacco Survey), actively involved in tobacco control advocacy in Lithuania. Experienced trainer and lecturer, university and in-service teaching positions. Research projects focused on quality of life and mental illnesses, intervention and service development.

**NINA KROGH LARSEN,**  
*(Denmark)*

### **Biography:**

Not available

**MARIA SOFIA CATTARUZZA,**  
*Italian Society of Tobaccology SITAB (Italy)*

### **Biography:**

Maria Sofia Cattaruzza is Associate Professor of Hygiene and Preventive Medicine; responsible of the "Sapienza University Tobacco Control Unity" (UNITAB); member of the Board of the Italian Society of Tobaccology (SITAB); scientific director of "Tabaccologia", the official journal of SITAB; president of the "Tobacco Prevention Commission" of the Italian Society of Hygiene, Preventive Medicine and Public Health (SItI).

She has a degree in Medicine, an MSc in Medical Demography, a Research Doctorate in Microbiology and Epidemiology, a postgraduate degree in Health Statistics.

She is author of 100 scientific publications (H-index 25) on preventive medicine, epidemiology, cancer prevention and public health.

**KRZYSZTOF PRZEWOZNIAK,**  
*Foundation 'Smart Health - Health in 3D' (Poland)*

### **Biography:**

Sociologist of health and medicine with over 30 years experience in the field of public health, cancer and tobacco control. Expert of the Poland Ministry of Health and many foreign institutions, including World Health Organization, World Bank, International Union Against Cancer, and International Agency for Research on Cancer. Project leader, principal investigator or collaborator in over 130 research and intervention projects. Author or co-author over 200 scientific publications. Deputy Director of WHO Collaborating Centre at the Cancer Center and Institute, President of the Foundation 'Smart Health - Health in 3D' and Research Director of the Health Promotion Foundation.

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

# Biographies & Abstracts

### **Abstract #15 - Session #2 - 16h00** **Past, Present and Future of Plain Packaging Advocacy**

**MARINE FAURE,**  
*ERS (Belgium)*

#### **Abstract:**

In recent years, great progress has been made in denormalising tobacco use, encouraging smokers to quit, protecting non-smokers from secondhand smoke and preventing young people to take up smoking. Among effective tobacco control policies, plain packaging of tobacco products is constantly gaining momentum worldwide and within the EU. This presentation will focus on the scientific evidence behind plain packaging and on the advocacy work jointly carried by the European Respiratory Society and the European Network for Smoking and Tobacco prevention to encourage Member States to adopt the measure.

#### **Biography:**

Marine Faure is a policy officer at the European Respiratory Society's office in Belgium. Her mission is to help and facilitate the advocacy work of ERS members for better tobacco control policies at International, EU and national levels.

### **Abstract #16 - Session #2 - 16h15** **Building a Plain Packaging advocacy action plan**

**LUKE CLANCY,**  
*TobaccoFree Research Institute Ireland (Ireland)*

#### **Abstract:**

The incremental tightening of the tobacco industry's advertising capabilities led to the investment of billions of dollars into increasingly creative packaging. Today, packing remains one of the industry's sole methods of promotion and marketing. The size, shape, colour, and font on cigarette packs serve to differentiate brands and promote a certain image associated with the given cigarette package. Many studies in recent years have tested the association between pack standardisation and peoples' attitudes, behaviours, and perceptions of tobacco packaging. The results show that plain packs are thought to be less attractive and associated with less positive characteristics, the health warnings are more salient, and smokers report feelings of wanting to smoke less when using standardised packs. Now we have the real life results from Australia, which show the tobacco control advances that are possible with standardised packaging. This must increase the pressure to have 'plain packaging' introduced throughout the EU.

#### **Biography:**

Professor Luke Clancy, BSc, MB, MD, PhD, FRCPI, FRCP (Edin), FCCP, FFOM, is a consultant respiratory physician with a research interest in air pollution, TB and asthma and currently focusing on the prevention of smoking related diseases by advocacy and research. As Chairman of the Board of ASH Ireland (Action on Smoking and Health) he played a significant role in the introduction of Smoke-Free legislation in Ireland. He is a past President of the European Network for Smoking Prevention (ENSP) and Past Chairman of the Tobacco Control Committee of the European Respiratory Society. As Director General of TFRI he supports the development of a tobacco free society by engaging in research in all aspects of tobacco control. He was the Project Coordinator for the FP7 Project PPACTE (Pricing Policy and Tobacco Control in Europe) involving a very strong consortium of international scientists. Prof. Clancy was also a partner in a number of EU funded projects such as PESCE, APHEA, Aphasis, IMCA and ENHIS and is a Workpackage leader in the Horizon 2020 projects SILNE-R, TackSHS, a partner in Tob-G. National projects include Ecigs, Plain Packaging and Roll-Your-Own studies and an RCT of Alan Carr's Easyway to Stop Smoking.

## ENSP Capacity Building Event & Network Meeting:

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

# Biographies & Abstracts

### Abstract #17 - Session #3 - 9h00 Welcome from Chairs

**KRZYSZTOF PRZEWOZNIAK,**  
Foundation 'Smart Health - Health in 3D' (Poland)

#### Biography:

Sociologist of health and medicine with over 30 years experience in the field of public health, cancer and tobacco control. Expert of the Poland Ministry of Health and many foreign institutions, including World Health Organization, World Bank, International Union Against Cancer, and International Agency for Research on Cancer. Project leader, principal investigator or collaborator in over 130 research and intervention projects. Author or co-author over 200 scientific publications. Deputy Director of WHO Collaborating Centre at the Cancer Center and Institute, President of the Foundation 'Smart Health - Health in 3D' and Research Director of the Health Promotion Foundation.

**PIERRE BIZEL,**  
Hainaut Health promotion Institute (Belgium)

#### Biography:

Pierre Gilbert Bizel is vice-president and treasurer of ENSP. He is spokesman of the Belgium Coalition against Tobacco and represents the Walloon Prevention Coalition. He is head of the Department «Healthy life style» at the Hainaut Health promotion Institute. For 15 years he has been a major player in the struggle against tobacco in francophone Belgium.

VISIT THE NEW ENSP WEBSITE  
**WWW.ENSP.ORG**



SUBSCRIBE TO THE ENSP  
NEWSLETTER THE NETWORK

**ENSP**  
European Network of Smoking Prevention

## The Network

October 2016

**ENSP Capacity Building Event and Network Meeting**  
19-21 October - Ljubljana, Slovenia

The ENSP Capacity Building Event and Network Meeting welcomes ENSP members and wider stakeholders with the aim to provide updated information, practical tools and above all, support them in their respective projects. This year, with the support of the Slovenian Government and national NGOs the event is held in Ljubljana (Slovenia) from 19 to 21 October 2016. Registered delegates include national representatives, Healthcare professionals, NGOs, academics, experts and also young people from around Europe.

**Capacity Building Workshop on:**

- Plain Packaging
- TPD and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

19, 20 & 21 October 2016  
Ljubljana (SLOVENIA)

Combining presentations and moderated workshops, the two-and-a-half-day event will focus on the following four topics:

- Tackling tobacco interference
- TPD and plain packaging
- Tobacco Dependence Treatment
- Youth Advocacy

On Friday 21 October, the morning session takes place at the Slovenian National Council in front of an audience of high-level government representatives, in order to show international support for the Slovenian new tobacco law.

There are only few places left. [Register now.](#)  
The draft program is available [here](#).

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

# Biographies & Abstracts

### Abstract #18 - Session #3 - 9h10

#### Article 14: Why don't we do more about it? – A Global Bridges Perspective

**KATIE KEMPER,**  
Mayo Clinic (USA)

#### Abstract:

This presentation will describe the mission and work of the Global Bridges network to support Article 14 implementation, primarily by building tobacco dependence treatment capacity among healthcare professionals around the world. Case studies, examples, and recommendations will be provided.

Global Bridges, established in collaboration with Mayo Clinic and the American Cancer Society, is an international network of healthcare professionals and organizations dedicated to advancing evidence-based tobacco dependence treatment and effective tobacco control policy. Since its inception in 2010, Global Bridges partners and grantees have created culturally-relevant training curricula based on established best practice and trained thousands of healthcare professionals from more than 60 countries. Our multilingual website, [globalbridges.org](http://globalbridges.org) helps facilitate collaboration worldwide.

#### Biography:

Katie Kemper, MBA, PMP has built and managed successful and productive international teams in the for-profit and not-for-profit sectors, focusing on public health issues, particularly tobacco control.

Currently Executive Director of Global Bridges Healthcare Alliance for Tobacco Dependence Treatment, at Mayo Clinic, Katie's responsibilities include coordination of technical support, network building, evaluation and dissemination for grant projects representing all WHO regions.

Katie has also worked with the Campaign for Tobacco-Free Kids in Washington, D.C. as part of the Bloomberg Initiative, and for GlaxoSmithKline Consumer Healthcare as Vice President of global smoking control. Katie received her Master's Degree in Business Administration from Columbia University in New York City. She enjoys travel, water sports, independent bookstores, and martial arts.

### Abstract #19 - Session #3 - 9h30

#### Article 14 Consensus Statement

**LUKE CLANCY,**  
TobaccoFree Research Institute Ireland  
(Ireland)

#### Abstract:

Luke Clancy will present a consensus statement signed by 15 experts in Tobacco Control, urging governments to work on WHO FCTC Article 14 and make Tobacco cessation services available through health services and insurances.

#### Biography:

Professor Luke Clancy, BSc, MB, MD, PhD, FRCPI, FRCP (Edin), FCCP, FFOM, is a consultant respiratory physician with a research interest in air pollution, TB and asthma and currently focusing on the prevention of smoking related diseases by advocacy and research. As Chairman of the Board of ASH Ireland (Action on Smoking and Health) he played a significant role in the introduction of Smoke-Free legislation in Ireland. He is a past President of the European Network for Smoking Prevention (ENSP) and Past Chairman of the Tobacco Control Committee of the European Respiratory Society. As Director General of TFRI he supports the development of a tobacco free society by engaging in research in all aspects of tobacco control. He was the Project Coordinator for the FP7 Project PPACTE (Pricing Policy and Tobacco Control in Europe) involving a very strong consortium of international scientists. Prof. Clancy was also a partner in a number of EU funded projects such as PESCE, APHEA, Aphasis, IMCA and ENHIS and is a Workpackage leader in the Horizon 2020 projects SILNE-R, TackSHS, a partner in Tob-G. National projects include Ecigs, Plain Packaging and Roll-Your-Own studies and an RCT of Alan Carr's Easyway to Stop Smoking.

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

# Biographies & Abstracts

### **Abstract #20 - Session #3 - 9h40** **ENSP's tools for Tobacco Dependence** **Treatment: EPACTT and EPACTT PLUS**

**CONSTANTINE VARDAVAS,**  
*Institute of Public Health of the American College of Greece (Greece)*

#### **Abstract:**

Smoking and other forms of tobacco consumption are considered the single most important cause of preventable morbidity and premature mortality worldwide. Efforts to reduce the devastation of tobacco-related deaths and illness in the EU consist of the Tobacco Products Directive (TPD), and the on-going implementation of the WHO Framework Convention on Tobacco Control (FCTC). EUREST-PLUS, a thirteen-partner EU joint project, aims to monitor and evaluate the impact of the implementing acts of the TPD and assess these within the context of FCTC ratification at an EU level.

#### **Biography:**

Dr Vardavas is a recognised international expert on tobacco control, with a specific focus on European tobacco regulatory science. A former Senior Research Scientist at the Center for Tobacco Control at the Harvard School of Public Health, he is now based in Europe and spearheads a substantial number of European-wide initiatives and projects to advance the science behind tobacco control and support the impact of the Tobacco Products Directive. He is the co-Editor-in-chief of the ISPTID journal, Tobacco Induced Diseases.

### **Abstract #21 - Session #3 - 9h55** **Tobacco cessation guidelines for high risk** **populations: Tob-G development and training in Romania**

**PANAGIOTIS BEHRAKIS,**  
*George D. Behrakis RESEARCH LAB (Greece)*

#### **Biography:**

Panagiotis Behrakis MD, PhD, FCCP, Pulmonologist-Intensivist, is President of the Scientific Committee of the European Network for Smoking and Tobacco Prevention, Director of the Institute of Public Health of the American College of Greece, member of the Board of Regents of the American College of Chest Physicians (ACCP), founder of "George D. Behrakis RESEARCH LAB" of the Hellenic Cancer Society, investigator at the Biomedical Research Foundation of Athens Academy and focal point of WHO for Tobacco Control in Greece. Former Associate Professor of respiratory physiology at the University of Athens, former Adjunct Professor at Harvard University and former President of European Network for Smoking and Tobacco Prevention, Prof. Behrakis is considered an expert in tobacco control and prevention worldwide. During the past years, Prof. Behrakis has worked on National health communication and health promotion campaigns to curb smoking in Greece (Projects HEART I- HEART II and two ESPA grants) as well as Principal Investigator of 4 European Projects: EUREST, DIRECT, PRECISE and TOB-G.

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

# Biographies & Abstracts

**Abstract #21 - Session #3 - 9h55**  
**Tobacco cessation guidelines for high risk populations: Tob-G development and training in Romania**

**ANTIGONA TROFOR,**  
*University of Medicine and Pharmacy  
«Gr.T.Popa» Iasi, Clinic of Pulmonary Diseases Iasi (Romania)*

### **Biography:**

Antigona Trofor, a senior chest physician at the Clinic of Pulmonary Diseases Iasi Romania. Working in clinical research in the field of chronic respiratory diseases since 2000, past president of the Tobaccology section of the Romanian Society of Pulmonologists, past member of the "Tobacco Control Committee" and past secretary of the Group 6.3. "Tobacco, Smoking Control and Health Education" of the European Respiratory Society, coordinator of the Romanian Smoking Cessation Guideline of the Romanian Society of Pulmonologists. She is author of 7 books and monographs, author or co-author of over 120 publications, project leader or member in numerous international tobacco control projects, coordinator of two national smoking cessation governmental programs and principal investigator in over 30 clinical studies in the field of respiratory diseases. Since 2000, she has involved in developing university curricula for undergraduates and postgraduates in the field of smoking cessation, teaching an optional course "Basics in smoking cessation" for the Dentistry students and a smoking cessation postgraduate module for young doctors at the University of Medicine and Pharmacy "Gr.T.Popa" from Iasi, Romania.

**Abstract #22 - Session #3 - 10h10**  
**Tobacco Dependence Treatment - «Smoking cessation in Slovenia»**

**TADEJA HOČEVAR,**  
*National Institute of Public Health (Slovenia)*

### **Abstract:**

Not available

### **Biography:**

Not available

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

# Biographies & Abstracts

### **Abstract #23 - Session #3 - 10h25** **Designing smoking cessation intervention in Primary Care Practice: TiTAN Crete & TiTAN Greece-Cyprus**

**CHARIS GIRVALAKI,**  
*Clinic of social and family medicine, Medical school, University of Crete (Greece)*

#### **Abstract:**

**Aims and Objectives:** Our goal was to evaluate the impact of the TiTAN Crete intervention program on knowledge, attitudes, and rates of five As (ask, advise, assess, assist, arrange) delivery by General Practitioners.

**Methods:** All providers were exposed to a training based intervention that included a 1-day workshop and two booster sessions. Providers also received a practice tool kit. A pre-post study design was used to evaluate GPs performance in 5As delivery.

**Results:** A total of 15 GPs and 896 patients participated in the evaluation. Pre-post data evaluation indicated that there is a significant increase in provider knowledge and 5As delivery.

**Conclusions:** This study improved GPs performance in 5As delivery. The content and design of the program will be used for future interventions within general practice settings in the near future.

#### **Biography:**

Charis Girvalaki is a chemist and holds a Master degree in Public Health and Healthcare Management specialized in Epidemiology. She is currently a PhD Student of the Clinic of Social and Family Medicine, Department of Medicine, University of Crete. Her doctoral research will examine the use of the theory of planned behavior in understanding outcomes related to the Tobacco treatment TrAining Network in Crete (TiTAN Crete) intervention program among primary care physicians. Mrs. Girvalaki has been involved in many scientific projects while her research interests are currently focused on the fields of the development, implementation and assessment of tobacco control initiatives, exposure to smoke and smoking cessation.

### **Abstract #24 - Session #3 - 10h40** **EQUIPT – Overview of the project and ROI Tool**

**DOMINICK NGUYEN,**  
*ENSP (Belgium)*

#### **Abstract:**

The ambition of EQUIPT is to provide policy makers and wider stakeholders with bespoke information about the economic and wider returns that investing in evidence-based tobacco control – both smoking cessation and prevention agenda - can generate. EQUIPT will deliver a Tobacco Control Return on Investment (ROI) Tool - a web based economic model - that will allow European countries to estimate the ROI of tobacco control. European policy makers can use the ROI tool to see whether their current tobacco control practice offers value for money. This tool will also allow them to see the extent to which they can improve on their current practice to provide better value for each Euro that they put in to their tobacco control agenda. EQUIPT has embraced a framework in which enormous efforts have been made to ensure that context-specific evidence on tobacco control is transferable to other countries.

#### **Biography:**

With over 15 years of experience in Public Health and more specifically in the field of Tobacco Control, Dominick has effectively managed a number of UK NHS stop smoking services, as well as running major national social marketing campaigns. After a few years in Paris, working in the private sector in the fields of culture and international education, he joined ENSP as the Health Policy and Communication Manager in August 2015. He is responsible for the organisation's core activity and leads on work packages across a number of EU joint-projects.

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

# Biographies & Abstracts

### Abstract #25 - Session #3 - 11h15 EQUIPT ROI Tool Training

**FLORIN MIHĂLȚAN,**  
*Romanian Network for Smoking Prevention  
Institut of Pneumology "M.Nasta" (Romania)*

#### Biography:

Author of over 500 papers published in Romanian Revue and Romanian journals, as well as 20 papers published in Revue de Maladie Respiratoire, Pneumologie, Chest etc., Prof Florin Mihaltan is interested and involved in studies about quitting smoking, home assistance of patients with chronic obstructive pulmonary disease, and in somnology.

Author of many inquiries about smoking in Romania and studies on tobacco control, prevalence of smoking in Romania, he has many roles including President of the Romanian Society of Pneumology, Vice-president of the association »Aer Pur« and President of the Romanian Network for Smoking Prevention. Board member for ENSP since April 2015.

### Abstract #25 - Session #3 - 11h15 EQUIPT ROI Tool Training

**BERTALAN NÉMETH,**  
*Syreon Research Institute (Hungary)*

#### Abstract:

The training aims to give a brief introduction to the audience about using the EQUIPT Tobacco ROI Tool as they will be guided through the features of the tool, and its flexible nature. The tool allows its users to apply changes to population settings, set the prices and the uptake of population-level, pharmaceutical and non-pharmaceutical interventions and to add new ones as well. The EQUIPT Tobacco ROI Tool compares the current investment scenario to a scenario where only taxation of tobacco products and indoor smoking bans are being applied, and also to an alternative scenario that can be set up by the users themselves. Participants of the training will be able to use the tool to analyze various investment scenarios, to generate multiple return on investment (ROI) outcomes regarding intervention packages on tobacco control.

#### Biography:

Bertalan Németh graduated from the Corvinus University of Budapest (Quantitative economics and Operation research) and the Eötvös Loránd University (Pharmaceutical economics and drug policies). Between 2010 and 2015 he has been working at the Hungarian HTA office. Since 2015 Bertalan is a Senior Health Economist at Syreon Research Institute where he is involved in various projects in the fields of modelling, health technology assessment, health statistics and reviewing. Bertalan is the President-Elect of the Hungarian Health Economics Association (ISPOR Hungary Chapter), has been a participant in EUnetHTA and the ISPOR HTA Roundtable – EUROPE. Bertalan has been working in work packages 3 and 4 of the EQUIPT project.

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

# Biographies & Abstracts

**Abstract #26 - Session #4 - 14h00**  
**Welcome Chair – with presentation of youth advocacy work carried out by CTFK**

**JOSHUA ABRAMS,**  
*Campaign for Tobacco Free Kids (USA)*

### **Biography:**

Joshua Abrams is Regional Director for Eurasia Programs at the Campaign for Tobacco-Free Kids. In this role he has worked with partners to facilitate the enactment, passage, and enforcement of important public health legislation throughout East Europe and the former Soviet Union. Mr. Abrams' experience in the region spans 20 years, during which time he has lived in or visited nearly all the former soviet states and worked for a variety of international aid organisations. He received MPA/MA from Indiana University in 2002 and BA from Bard College. Mr Abrams was a Peace Corps volunteer in Kazakhstan and studied Russian in St Petersburg, Russia. He has also written on political and environmental issues in Eurasia.

**OLGA KNORRE,**  
*Campaign for Tobacco Free Kids (USA)*

### **Biography:**

Not available

**Abstract #27 - Session #4 - 14h10**  
**SILNE-R: How real-world policies succeed or fail to prevent youth smoking: the SILNE-R project**

**ANTON KUNST,**  
*Dpt. Public Health, AMC, University of Amsterdam (Netherlands)*

### **Abstract:**

SILNE-R aims to evaluate how tobacco control policies can be implemented in such a way as to maximally contribute to preventing youth smoking in Europe. Previous evaluations basically assessed whether or not a policy was effective and cost-effective. Often, it remained unclear how some policies achieve these observed effects, or why others failed to do so. The black-box remained closed. SILNE-R will open it.

We will perform in-depth analyses of the implementation and effectiveness of several policies in both Finland, Germany, Belgium, Netherlands, Ireland, Italy and Portugal. We will (a) have in-depth interviews with policy makers at national and local levels, school staff, and pupils, (b) carry out the second wave of an interview survey among more than 12,000 pupils, and (c) prepare program cost inventories and produce cost-effectiveness estimates. Based on the results, we develop and disseminate recommendations on how to implement strategies to prevent youth smoking in local settings, with due attention for program costs and for inequalities in smoking.

### **Biography:**

Anton Kunst is professor in social epidemiology at the Department of Public Health at AMC, University of Amsterdam. He is specialised in the analysis of trends in population health in European countries, with special emphasis on tobacco and alcohol consumption. His main areas of interests are with health inequalities (between socioeconomic groups, ethnic groups and regions) and the impact of policies and program on population health. He has extensive experience with the use of quantitative and mixed methods to evaluate public policies. He has coordinated several European project in the field of health inequalities and smoking, including the FP7 funded SILNE project and its successor, the Horizon2020 funded SILNE-R. He is co-author to more than 330 papers in international scientific journals, about 85 of which on tobacco smoking.

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

# Biographies & Abstracts

### Abstract #28 - Session #4 - 14h30 Engaging Young people with audiovisual tools

**STACEY WILLIAMS,**  
Cut Films (UK)

#### Abstract:

Cut Films is the award-winning innovative project from the Roy Castle Lung Cancer Foundation, which utilises peer-to-peer engagement around tobacco issues to encourage young people to not take up smoking. The project empowers and trains young people on film and media to engage them on different themes associated with tobacco including health impacts, child labour, big tobacco through to shisha. The films are then shared utilising social media to prevent the uptake of smoking among young people in the UK. Working within primary and secondary schools and youth groups, Cut Films engages over 4000 young people a year. The project uses dedicated Youth Workers who specialise in Film to create over 350 films per year. The project utilises the Theory of Change Impact Model to change behaviour, attitudes and knowledge.

#### Biography:

Stacey Williams graduated from Manchester University with a Masters in Visual Anthropology: Ethnographic Documentation with Film. She has worked extensively with young people engaging them utilising arts, film and media around a variety of topics from health, homelessness, to gang violence. Stacey has been working with Cut Films since 2013 and has contributed to the growth and development of the Cut Films programme. In 2016 she managed the EU Smokefree Youth Network project in conjunction with No Excuse (Slovenia) and Smart Ungdom (Sweden), she has also developed a new Shisha project to be delivered in Secondary Schools in North London.

### Abstract #28 - Session #4 - 14h30 Youth advocacy in Bosnia and Herzegovina

**ULIANA BAKH,**  
Association «Progressive Reinforcement of Organizations and Individuals» (PROI)  
(Bosnia & Herzegovina)

#### Abstract:

This presentation builds upon PROI's recent experience in using innovative strategies such as Facebook, YouTube and other social media to mobilize youth and children around tobacco control policy issues in Bosnia and Herzegovina. Social media and new communication technologies were the "hook" that brought diverse youth and children together within the «Smeta Mi» campaign in order to influence the policymaking process of the smoking ban in the country. As part of the campaign kids and young people between the age of 4 and 35 had the opportunity to raise their voice against tobacco and communicate their support for strong tobacco control measures.

#### Biography:

Uliana Bakh is Program Director in Association «Progressive Reinforcement of Organizations and Individuals» (PROI) in Sarajevo, Bosnia and Herzegovina (BiH). During last twelve years she was engaged in different nonprofit organizations working in South-Eastern Europe. Uliana received MA in International Development Practice from Mary Immaculate College, University of Limerick (Ireland) and she is experienced expert in the field of public health, human rights and civil society. Currently she leads Tobacco Control initiative in PROI focused on advocating for developing of effective public policies that prevent from smoking, helping smokers quit and protect everyone from secondhand smoke in BiH.

#### General Resources:

WHO FCTC : <http://www.who.int/fctc/en/>

FCTC text: [http://www.who.int/fctc/text\\_download/en/](http://www.who.int/fctc/text_download/en/)

WHO-FCTC COP7: <http://cop7india.in>

EU TPD : [http://ec.europa.eu/health/tobacco/products/revision/index\\_en.htm](http://ec.europa.eu/health/tobacco/products/revision/index_en.htm)

Directive 2014/40/EU Tobacco Products Directive: [http://ec.europa.eu/health/tobacco/docs/dir\\_201440\\_en.pdf](http://ec.europa.eu/health/tobacco/docs/dir_201440_en.pdf)

Directive 2014/40/EU National Implementing Measures (NIM): <http://eur-lex.europa.eu/legal-content/EN/NIM/?uri=CELEX:32014L0040>

Tobacco Tactics: [http://www.tobaccotactics.org/index.php/Main\\_Page](http://www.tobaccotactics.org/index.php/Main_Page)

## ENSP Capacity Building Event & Network Meeting:

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

# Biographies & Abstracts

### Abstract #28 - Session #4 - 14h30 Working with children and young people in Greece

**MARINA DEMI,**  
Representative of the National Coalition for  
Tobacco Control (Greece)

#### Abstract:

Prevention and cessation are key approaches to ending tobacco use. To optimally utilize preventive approaches in Greece a focus on youth must be targeted. Tobacco prevention efforts have been in place since 2010 including our educational campaign.

We designed a program for Greek youth focusing on healthy lifestyles linked to non-smoking behaviors through seminars and creation of educational materials for students and staff. Seminars offered in specially designed centers have served over 15,500 students and 1,500 teachers with more expected this year. 285,000 students have also received educational materials. In addition, to improve access we collaborated with NGOs and visited 12 remote islands in Greece with the goal of informing the public about the harms of tobacco.

As a motivational buffer to continue the actions of our program, a 33.3% decrease in smoking prevalence in those aged 16-24 in Greece has been observed from 2009 to 2014 (ELSTAT).

#### Biography:

Marina Demi, educator, has joined Institute of Public Health, American College of Greece since 2015 and is responsible for the educational campaign about tobacco use in school community. Prior to this, she worked in Hellenic Cancer Society as an intervention specialist for two years. Marina holds a Bachelor in Biology from the University of Patras and a MSc in Global Public Health and Policy from Queen Mary, University of London. After graduating, she was able to do her internship in the Laboratory of Behaviour and Neurobiology of the Freie Universität Berlin. Marina speaks English, German and Greek.



- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

# Biographies & Abstracts

### **Abstract #29 - Session #4 - 15h15** **Effective NGOs/Inspectors cooperation in the tackling underage sales and other tobacco law implementation**

**ALJAŽ BOŽIČ,**  
*Project manager; Youth Without Tobacco Society Slovenia, SCTC member (Slovenia)*

#### **Abstract:**

NGO is included in the SCTC project Reducing tobacco use among the population of the Republic of Slovenia which is Co-financed by the Slovenian Health Ministry. The project includes control of compliance with laws through the 'yellow card' where we are in cooperation with students in Faculty of Health Science Izola (University of Primorska) implemented compliance with the law prohibiting the sale of tobacco products to minors. On the Nova Gorica area we made 31 inspection visits and found 24 (71%) violations. With the help of the media, which were filmed selling tobacco product to minors, we have made significant interest in inspection services for the form preparation for reporting breaches. The form was SCTC deployed in the central office of the Ministry of Health with request for the preparation of the rules, which will allow non-governmental organizations effective control and help inspection services.

#### **Biography:**

I am Aljaž Božic, 23-years old master's degree students in Faculty of Health Science Izola (Slovenia). I am from Nova Gorica. I am currently employed as a Registered nurse in Emergency department Izola and I am also Youth Without Tobacco Society Slovenia and SCTC member. I currently have an active role as project manager in the preparation of the formal form in cooperation with inspection service tackling underage sales and other tobacco law implementation.

### **Abstract #30 - Session #4 - 15h30** **Effective and ineffective prevention interventions for reducing smoking among children and adolescents**

**MATEJ KOŠIR,**  
*Institute for Research and Development «Utrip» (UTRIP) (Slovenia)*

#### **Abstract:**

Relevant knowledge on effective and ineffective practices in the field of prevention (including reducing smoking) has been significantly improved in the last couple of decades which gives us an important basis for the future development of evidence-based prevention strategies at all levels (national, regional and local). Presentation will firstly focus on disinvestment from ineffective practices which are still very popular and still often funded by governments in most of the countries (such as one-off lectures and workshops, scare tactics or fear appeal, ex-smokers testimonials, information-only interventions, say no campaigns etc.). The final part of presentation will focus on short description of most relevant effective prevention theories and models, and evidence-based prevention interventions for reducing smoking among children and adolescents in different settings, especially schools, families and community.

#### **Biography:**

Matej Košir is the Director of UTRIP ([www.institut-utrip.si](http://www.institut-utrip.si)). He has been working in the field of addiction prevention and alcohol, tobacco and illicit drugs related policies for the last 18 years. He is a member of the European Society for Prevention Research (EUS-PR), the Science for Prevention Academic Network (SPAN), the International Confederation of ATOD Research Associations (ICARA), the Civil Society Forum on Drugs (CSF) etc. He is an author, co-author and reviewer of scientific articles and papers, and external evaluator of EC-funded projects in the field of health and research. He is a lecturer and facilitator of trainings and workshops in the field of prevention and advocacy. He has been a Postgraduate Research Assistant at Oxford Brookes University (UK) in the period of 2015-2016. He is a coordinator of the Prevention Platform for NGOs network which includes more than 40 supporting NGOs in Slovenia ([www.preventivna-platforma.si](http://www.preventivna-platforma.si)).

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

# Biographies & Abstracts

**Abstract #31 - Session #4 - 16h00**  
**European Network for youth advocacy working group – Presentation of Strategic plan to members, discussions and feedback**

**JAN PELOZA,**  
*No Excuse Slovenia/IMZTR (Slovenia)*

### **Biography:**

Jan is an engineer in computing and informatics and currently finishing his masters in social marketing with a focus on problematic gambling. He was the first president of the Alcohol Policy Youth Network and the funder of one of the most successful Slovenian non-governmental organizations, the Youth Network No Excuse Slovenia. Being a youth worker for the last 15 years, he contributed to the development of the European health promotion and health-advocacy sector, while at the same time as a trainer and facilitator helped young people to become socially engaged as organizers of many successful international events. As a co-establisher of Sustainaware – the global youth partnership for education on sustainable development and the European Environmental and Health Youth Coalition, he showed leadership towards a world free from fossil fuels, with a special interest in green washing – environmental misleading by big businesses. Jan is a curator of the World Economic Forum Global Shapers' Community in Ljubljana and he recently received a national award for a long-term special contribution to the development of the Slovenian youth sector and an European Youth Award for the most outstanding project in the category "Empowering young people through meetings with decision makers".

**Abstract #32 - Session #4 - 14h00**  
**Welcome from Chairs**

**CORNEL RADU-LOGHIN,**  
*ENSP (Belgium)*

### **Biography:**

Cornel Radu-Loghin is the Secretary General of the European Network for Smoking and Tobacco Prevention (ENSP), a position he has held since May 2015. Previously, he served as the ENSP Director of Policy and Strategy where he was responsible for coordinating and advocating the ENSP policies at the EU level, working in concert with European organisations involved in tobacco control and health promotion. Overall, Radu-Loghin has more than two decades of experience in tobacco control at national and international levels. He also served for three years as a board member for the Framework Convention Alliance (FCA) where he helped develop the organisation's 2013 strategic plan.

**VESNA KERSTIN PETRIČ,**  
*Ministry of Health (Slovenia)*

### **Biography:**

Not available

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

# Biographies & Abstracts

**Abstract #33 - Session #5 - 9h40**  
**Speech from representatives from chairman of the Board of health in the national assembly and president of the national assembly**

**TOMAŽ GANTAR,**  
*National Assembly (Slovenia)*

### **Biography:**

Not available

**Abstract #34 - Session #5 - 9h50**  
**Monitoring Tobacco Policies across Europe**

**CONSTANTINE VARDAVAS,**  
*Institute of Public Health of the American College of Greece (Greece)*

### **Abstract:**

Smoking and other forms of tobacco consumption are considered the single most important cause of preventable morbidity and premature mortality worldwide. Efforts to reduce the devastation of tobacco-related deaths and illness in the EU consist of the Tobacco Products Directive (TPD), and the on-going implementation of the WHO Framework Convention on Tobacco Control (FCTC). EUREST-PLUS, a thirteen-partner EU joint project, aims to monitor and evaluate the impact of the implementing acts of the TPD and assess these within the context of FCTC ratification at an EU level.

### **Biography:**

Dr Vardavas is a recognised international expert on tobacco control, with a specific focus on European tobacco regulatory science. A former Senior Research Scientist at the Center for Tobacco Control at the Harvard School of Public Health, he is now based in Europe and spearheads a substantial number of European-wide initiatives and projects to advance the science behind tobacco control and support the impact of the Tobacco Products Directive. He is the co-Editor-in-chief of the ISPTID journal, Tobacco Induced Diseases.

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

# Biographies & Abstracts

### **Abstract #35 - Session #5 - 10h05** **Wider impact of recent litigation decisions**

**ROBERT ECKFORD,**  
*Campaign for Tobacco Free Kids (USA)*

#### **Abstract:**

A number of recent successes against tobacco industry legal challenges to tobacco control laws should give governments confidence in proceeding with ever stronger measures. Australia, Uruguay, the UK and Kenya have all defended their laws in national and international courts and tribunals, and the European Union also defeated a challenge to the Tobacco Products Directive. Lessons can be learnt from all these cases and a number of the judgments have elements of significant wider international relevance. This presentation will draw out some of key aspects of those rulings.

#### **Biography:**

Robert Eckford is an associate director of the Campaign for Tobacco Free Kids in its International Legal Consortium, providing specialist advice on international trade and investment law issues. He previously worked as a public lawyer in the United Kingdom for 10 years including periods with the Official Solicitor and the Department of Health. He led the legal advice to government on standardised packaging of tobacco, along with a number of other tobacco control measures and has been involved in litigation brought by the tobacco industry, including the legal challenges to the standardised packaging laws, the ban on product displays and the challenge to the EU TPD.

### **Abstract #36 - Session #5 - 10h20** **Why do governments need to adopt plain packaging**

**LUKE CLANCY,**  
*TobaccoFree Research Institute Ireland (Ireland)*

#### **Abstract:**

The incremental tightening of the tobacco industry's advertising capabilities led to the investment of billions of dollars into increasingly creative packaging. Today, packaging remains one of the industry's sole methods of promotion and marketing. The size, shape, colour, and font on cigarette packs serve to differentiate brands and promote a certain image associated with the given cigarette package. Many studies in recent years have tested the association between pack standardisation and peoples' attitudes, behaviours, and perceptions of tobacco packaging. The results show that plain packs are thought to be less attractive and associated with less positive characteristics, the health warnings are more salient, and smokers report feelings of wanting to smoke less when using standardised packs. Now we have the real life results from Australia, which show the tobacco control advances that are possible with standardised packaging. This must increase the pressure to have 'plain packaging' introduced throughout the EU.

#### **Biography:**

Professor Luke Clancy, BSc, MB, MD, PhD, FRCPI, FRCP (Edin), FCCP, FFOM, is a consultant respiratory physician with a research interest in air pollution, TB and asthma and currently focusing on the prevention of smoking related diseases by advocacy and research. As Chairman of the Board of ASH Ireland (Action on Smoking and Health) he played a significant role in the introduction of Smoke-Free legislation in Ireland. He is a past President of the European Network for Smoking Prevention (ENSP) and Past Chairman of the Tobacco Control Committee of the European Respiratory Society. As Director General of TFRI he supports the development of a tobacco free society by engaging in research in all aspects of tobacco control. He was the Project Coordinator for the FP7 Project PPACTE (Pricing Policy and Tobacco Control in Europe) involving a very strong consortium of international scientists. Prof. Clancy was also a partner in a number of EU funded projects such as PESCE, APHEA, Aphasis, IMCA and ENHIS and is a Workpackage leader in the Horizon 2020 projects SILNE-R, TackSHS, a partner in Tob-G. National projects include Ecigs, Plain Packaging and Roll-Your-Own studies and an RCT of Alan Carr's Easyway to Stop Smoking.

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

# Biographies & Abstracts

### **Abstract #37 - Session #5 - 10h30** **Tackling secondhand tobacco smoke and e-cigarette emissions through the TackSHS Project**

**DOMINICK NGUYEN,**  
*ENSP (Belgium)*

#### **Abstract:**

TackSHS is a research project funded by the European Union's Horizon 2020 Research and Innovation Programme. The project aims to improve our understanding of second-hand tobacco smoke and e-cigarette emissions and to find ways of tackling the health burden caused by exposure to them.

TackSHS brings together leading European research centres, academic institutions and non-governmental organisations to work in partnership on a comprehensive and integrated approach to generate significant step-change beyond the current state-of-the-art in understanding second-hand tobacco smoke and electronic cigarette aerosols.

#### **Biography:**

With over 15 years of experience in Public Health and more specifically in the field of Tobacco Control, Dominick has effectively managed a number of UK NHS stop smoking services, as well as running major national social marketing campaigns. After a few years in Paris, working in the private sector in the fields of culture and international education, he joined ENSP as the Health Policy and Communication Manager in August 2015. He is responsible for the organisation's core activity and leads on work packages across a number of EU joint-projects.

### **Abstract #38 - Session #5 - 10h45** **Tobacco retail licensing – The next logical step for tobacco control**

**IAN GRAY,**  
*Chartered Institute of Environmental Health (UK)*

#### **Abstract:**

Controlling the supply of tobacco to the consumer is the next logical step for tobacco control. Positive licensing of retailers, wholesalers and manufacturers could be a very useful mechanism for implementing supply chain controls, which are important in combatting illicit trade and in other areas of tobacco control. They can also implement key elements of the Illicit Trade Protocol (the subsidiary treaty under the WHO Framework Convention on Tobacco Control), particularly Article 6 (licensing) and Article 9 (record keeping). The presentation will compare the relative advantages and disadvantages of both 'positive' and 'negative' licencing schemes in relation to the tobacco trade.

#### **Biography:**

Ian Gray has a long history of involvement in promoting smoke-free environments and has had major roles in the development and implementation of the smokefree legislation in England which has achieved and maintained compliance levels of 98% since its adoption in 2007. He has been an expert advisor throughout the Isles of Britain and many countries in Europe and the Far East, India, China, Russia and the Gulf States. He regularly undertakes advisory visits to European countries as an expert advisor for WHO. In the Queen's Birthday Honours, 2009, Ian was awarded the MBE for his services to public health.

- *Tobacco Industry Interference*
- *TPD Implementation and Plain Packaging*
- *Tobacco Dependence Treatment*
- *Youth Advocacy*

# Biographies & Abstracts

### **Abstract #39 - Session #5 - 11h00** **Tobacco taxation and public support**

**FILIPPOS FILIPPIDIS,**  
*Imperial College London (UK)*

#### **Abstract:**

Raising tobacco taxation is one of the most effective tobacco control strategies and part of the World Health Organization's MPOWER package, as it leads to both a decline in tobacco consumption and an increase in public revenue. However, governments may be reluctant to apply such measures, anticipating opposition from the public, especially current smokers. Earmarking the revenue from tobacco taxes for healthcare and tobacco control has been shown to be well received by the general public, increasing support for tax increases, but also provides a steady source of funding for areas that are usually underfunded, such as prevention of tobacco use. This talk will summarise the evidence from high, middle and low income countries which have earmarked tobacco taxes for health programmes and highlight the anticipated benefits of such an approach.

#### **Biography:**

Dr Filippos Filippidis is a Lecturer in Public Health at the School of Public Health, Imperial College London. He has a background in medicine and health promotion and has earned an MPH from the Harvard School of Public Health, with a focus on Quantitative Methods. His current research is focused on the epidemiology of tobacco and e-cigarette use, tobacco control policies in European countries, as well as the effects of recession on health and risk factors, such as smoking.

### **Abstract #40 - Session #5 - 11h15** **COP 7**

**STEPHEN LEQUET,**  
*DNF (Les Droits des Non-Fumeurs) (France)*

#### **Abstract:**

Not available

#### **Biography:**

Member of the ENSP Board, Stephen Lequet represents DNF, a French NGO acting, for more than 40 years, on several areas of Tobacco control : Judicial Watch and Litigation; Education and Health Promotion; Communication ; Information and advocacy. In DNF, he is Responsible for Public Affairs, Lobbying and Legal expertise.

Stephen Lequet is also Assistant Professor at Sciences Po Paris (Institute of Political Studies in Paris), where he teaches Constitutional Law, Political Institutions, Civil Liberties. He was before Advisor to the French Minister of Social Affairs.

#### **ENSP Project Websites:**

EUREST PLUS: <https://www.eurestplus.eu>

EQUIPT: <http://www.equipt.eu>

Tack-SHS: <http://tackshs.eu>

SILNE-R: <http://silne-r.ensp.org>

EPACTT: <http://www.epactt.eu>

EPACTT E-learning platform: <http://elearning-ensp.eu>

## ENSP Capacity Building Event & Network Meeting:

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

## Partners



Global Bridges, established in collaboration with Mayo Clinic and the American Cancer Society, is an international network of healthcare professionals and organizations dedicated to advancing evidence-based tobacco dependence treatment and effective tobacco control policy. Since its inception in 2010, Global Bridges partners and grantees have created culturally-relevant training curricula based on established best practice and trained more than 3600 healthcare professionals from 62 countries. Our multilingual website, [globalbridges.org](http://globalbridges.org) helps facilitate collaboration worldwide.

Global Bridges, in partnership with Pfizer Independent Grants for Learning and Change, is proud to congratulate our European grantees on making a difference to healthcare providers and their patients who want to stop using tobacco, through the following projects:

- American University of Armenia, "Implementing the FCTC Article 14 in Armenia through advocacy and training"
- Catalan Institute of Oncology, "Development and dissemination of a tobacco cessation training program for healthcare professionals in Spanish-speaking countries"
- European Network for Smoking and Tobacco Prevention, "EPACTT – EuroPean Accreditation Curriculum on Tobacco Treatment"
- University of Arizona, "Building capacity for illness-specific tobacco cessation among nurses and clinical psychologists in Turkey"
- University of Crete, "Developing a primary care"



The Campaign for Tobacco-Free Kids is a leading force in the fight to reduce tobacco use and its deadly toll in the United States and around the world. Our vision: A future free of the death and disease caused by tobacco. We work to save lives by advocating for public policies that prevent kids from smoking, help smokers quit and protect everyone from secondhand smoke. A non-governmental organization based in Washington, D.C., the Campaign for Tobacco-Free Kids works to:

- Inform governments, the public and the media about the devastating consequences of tobacco use and exposure to secondhand smoke, and the effectiveness of tobacco control policies.
- Support the adoption of proven, science-based policies that reduce tobacco use and exposure to secondhand smoke.
- Expose and counter the tobacco industry's harmful practices, including how it markets its deadly products around the world and fights policies that reduce tobacco use and save lives.

## ENSP Capacity Building Event & Network Meeting:

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

## Partners



The European Respiratory Society (ERS) is an international organisation that brings together physicians, health-care professionals and other experts working in the field of respiratory medicine. The mission of ERS is to promote lung health in order to alleviate suffering from respiratory diseases and drive standards for respiratory medicine globally through science, education and advocacy.



The European Federation of Allergy and Airways Diseases Patients' Associations (EFA) is an independent non-profit organisation with its central office located in Brussels, Belgium. EFA is a European alliance of 35 allergy, asthma and chronic obstructive pulmonary disease (COPD) patients' associations representing 30% of European citizens currently living with these diseases. EFA is member of various organisations, including European Patients' Forum (EPF), Health and Environment Alliance (HEAL), European Network for Tobacco Control & Smoking Prevention (ENSP), Global Allergy and Asthma Patient's Platform (GAAP) or WHO Global Alliance Against Respiratory Diseases (GARD), and partners with healthcare professionals and other health non-profit organisations.



Slovenian Coalition for Public Health, Environment and Tobacco control (SCTC) was founded in 2003. SCTC is a voluntary, independent, non-partisan, and non-profit association of non-governmental organisations (NGO), which promote health in terms of the prevention of NCDs, with specific aim to reduce tobacco and alcohol consumption as well as to promote a healthy lifestyle and general well being.

SCTC unites 25 NGOs in the Republic of Slovenia and is an active member of European Network for Smoking and Tobacco Prevention (ENSP), the Union for International Cancer Control (UICC), European Public Health Alliance (EPHA) and the Framework Convention Alliance (FCA), where the SCTC representatives actively participate. Is also a member of EPHA CANCON working group.

The association cooperates with the European Commission as well as with the Ministry of Health of the Republic of Slovenia, with Slovenian Public Health Institute and CINDI Slovenija

## ENSP Capacity Building Event & Network Meeting:

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

## Partners



# ENSP

European Network  
for Smoking and Tobacco Prevention



EUROPEAN  
CANCER  
PATIENT  
COALITION

The European Cancer Patient Coalition (ECPC) is the largest European patients' umbrella organization in the area of cancer diseases, and is based in Brussels. ECPC was set up in 2003, and works for a Europe of equality, where all European cancer patients have timely and affordable access to the best treatment and care available, throughout their life.

## NO EXCUSE

No Excuse Slovenia strives for positive social change and personal growth of young people. It fosters their social participation and activation of their peers. By peer-to-peer and intergenerational dialogue it raises awareness about current topics and encourages their critical thinking.

Through various projects the organization promotes and advocates for sustainable development, tolerance, healthy lifestyle and active citizenship.

No Excuse Slovenia is an apolitical and non-profit organization, working independently from any private source of funding. As the main idea of No Excuse Slovenia is to activate young people, we do this through organization of local and national projects, and participation at small-scale international projects for young people aged 15 to 17 years. In short, this serves as a push for young people to see how much activation in community-based activities can give to a young person. No Excuse is recognized a key European stakeholder for developing the public health and youth sector, while nationally also the environmental sector.

## ENSP Capacity Building Event & Network Meeting:

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

## Delegate List

Firstname	Surname	Organisation	Country
Joshua	Abrams	Campaign for Tobacco Free Kids	United States
Uliana	Bakh	PROI	Bosnia & Herzegovina
George	Bakhturidze	Tobacco Control Alliance in Georgia	Georgia
Panagiotis	Behrakis	George D. Behrakis Research Lab, Hellenic Cancer Society	Greece
Florence	Berteletti	Smoke Free Partnership	Belgium
Henrik	Borggren Jørgensen	WHO Healthy Cities - Danish Network / Member ENSP Denmark	Denmark
Aljaž	Božič	Slovenian Coalition for Public Health, Environment and Tobacco Control President	Slovenia
Ramona	Brad	Aer Pur Romania	Romania
Tomaz	Čakš	Health Insurance Institute of Slovenia	Slovenia
Antonella	Cardone	Individual Member	Italy
Maria Sofia	Cattaruzza	SITAB - Società italiana di Tabaccologia e Università Sapienza Roma	Italy
Katja	Čič	IFMSA	Slovenia
Luke	Clancy	TobaccoFree Research Institute Ireland	Ireland
Marina	Demi	George D. Behrakis Research Lab, Hellenic Cancer Society	Greece
Pascal	Diethelm	OxyRomandie	Switzerland
Vanja	Djurović	Slovenian Coalition for Public Health, Environment and Tobacco Control	Slovenia
Robert	Eckford	Campaign for Tobacco Free Kids	United Kingdom
Enes	Efendioğlu	Civil Life Association	Turkey
Marius	Eremia	Aer Pur Romania	Romania
Marine	Faure	ERS - European Respiratory Society	Belgium
Filippos	Filippidis	Imperial College London	United Kingdom
Lukas	Galkus	Alcohol Policy Youth Network	Lithuania
Gergana	Geshanova	Smoke Free Life Coalition	Bulgaria
Charis	Girvalaki	University of Crete	Greece
Andrea	Glahn	ENSP	Belgium
Nijole	Gostautaitė Midttun	Lithuanian Tobacco and Alcohol Control Coalition	Lithuania
Ian	Gray	Chartered Institute of Environmental Health and Tobacco Control Collaborating Centre UK	United Kingdom
Nuška	Guid	ZD Ljubljana	Slovenia

## ENSP Capacity Building Event & Network Meeting:

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

## Delegate List

Firstname	Surname	Organisation	Country
Andrew	Hayes	Past President of EPHA	United Kingdom
Sanne	Heijndijk	Alliantie Nederland Rookvrij (Dutch Alliance for a Smokefree Society)	Netherlands
Tadeja	Hočevar	National Institute of Public Health	Slovenia
Hristo	Ivanov	Smoke Free Life Coalition	Bulgaria
Ziva	Janez Visnar	Pfizer	Slovenia
F.	Javier Ayesta	Universidad de Cantabria	Spain
Nataša Elvira	Jelenc	Cancer Patients' Association of Slovenia	Slovenia
Katja	Jesenko	Slovenian Coalition for Public Health and Tobacco Control	Slovenia
Mojca	Juricic	UL Medicinska fakulteta	Slovenia
Paraskevi	Katsaounou	Hellenic Thoracic Society	Greece
Ines	Kebler	IFMSA - SloMSIC	Slovenia
Katie	Kemper	Mayo Clinic/Global Bridges	United States
Biljana	Kilibarda	Institute of Public Health of Serbia	Serbia
Olga	Knorre	Campaign for Tobacco Free Kids	Russia
Astrid	Knudsen	Danish Cancer Society	Denmark
Matej	Košir	Institute Utrip	Slovenia
Nina	Košir	Slovenian Coalition for Public Health, Environment and Tobacco Control	Slovenia
Anton	Kunst	Department of Public Health, AMC, University of Amsterdam	Netherlands
Nina Krogh	Larsen	Danish Health Authority	Denmark
Stephen	Lequet	DNF - Les Droits des Non Fumeurs	France
Arben	Lila	Kosovo Advocacy and Development Centre	Kosovo
Mihaela	Lovše	Slovenian Coalition for Public Health, Environment and Tobacco Control	Slovenia
Miha	Lovše	Slovenian Coalition for Public Health, Environment and Tobacco Control	Slovenia
Neža	Lovše	Slovenian Coalition for Public Health, Environment and Tobacco Control President	Slovenia
Matjaž	Marinič	Slovenska zveza za javno zdravje, okolje in tobačno kontrolo	Slovenia
Cristina	Martinez Martinez	Catalan Institute of Oncology	Spain
Florin	Mihaltan	Societatea Romana de Pneumologie	Romania
Jure	Mikolic	Heath Insurance Institute Slovenia	Slovenia
Daniela	Morghenti	EFA	Belgium

## ENSP Capacity Building Event & Network Meeting:

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

## Delegate List

Firstname	Surname	Organisation	Country
Bertalan	Nemeth	Syreon Research Institute	Hungary
Dominick	Nguyen	ENSP	Belgium
Liliia	Olefir	NGO Advocacy Center LIFE	Ukraine
Lucija	Pečlin	Youth Network No Excuse Slovenia	Slovenia
Theodosia	Peleki	ENSP	Greece
Jan	Peloza	No Excuse Slovenia	Slovenia
Kerstin Vesna	Petrič	Ministry of Health	Slovenia
Matej	Podkrižnik	Slovenian Coalition for Public Health, Environment and Tobacco Control	Slovenia
Krzysztof	Przewozniak	Foundation 'Smart Health - Health in 3D'	Poland
Cornel	Radu Loghin	ENSP	Belgium
Sofia	Ravara	ERS - European Respiratory Society	Portugal
Francisco	Rodriguez Lozano	ENSP	Spain
Nina	Rogelj	Youth Network No Excuse Slovenia	Slovenia
Kateryna	Rymarenko	NGO Advocacy Center LIFE	Ukraine
Ada	Sahačić	PROI	Bosnia & Herzegovina
Neja	Samar Brenčič	Zavod IZRIIS	Slovenia
Luka	Solmajer	Society of nonsmokers and healthy living	Slovenia
Shkumbin	Spahija	Kosovo Advocacy and Development Centre	Kosovo
Ingrid	Talu	Teachers against Tobacco	Sweden
Andreja	Ternar	Orenda	Slovenia
Lucienne	Thommes	Fondation Cancer	Luxembourg
Enn	Toom	NGO Tobacco-free Estonia	Estonia
Antigona Carmen	Trofor	University of Medicine and Pharmacy «Gr.T.Popa» Iasi, Romania	Romania
Constantine	Vardavas	ENSP	Greece
Blaž	Velcl	Slovenska zveza za javno zdravje, okolje in tobačno kontrolo	Slovenia
Stacey	Williams	Cut Films	United Kingdom
Domagoj	Zarkovic	Crnogorsko drustvo za borbu protiv raka	Montenegro
Marija	Zdraveska	Pulmology and Allergy Clinic Skopje	Macedonia

- *Tobacco Industry Interference*
- *TPD Implementation and Plain Packaging*
- *Tobacco Dependence Treatment*
- *Youth Advocacy*



**Tobacco Prevention &  
Cessation**

## ***Tobacco Prevention & Cessation***

*The official journal of the European Network  
for Smoking and Tobacco Prevention (ENSP)*



- ***Freely and permanently online immediately upon publication***
- ***Adherence to ICMJE guidelines***
- ***Online submission and peer review system***
- ***No Article Processing Charges***

***Publish your next research article on:  
[www.tobaccopreventioncessation.com](http://www.tobaccopreventioncessation.com)***

Tobacco Prevention & Cessation is an open access, peer reviewed online journal that encompasses all aspects of tobacco use, prevention and cessation that can promote a tobacco free society.

The aim of the journal is to foster, promote and disseminate research involving tobacco use, prevention, policy implementation at a regional, national or international level; disease development/progression related to tobacco use; and the treatment of tobacco attributable disease through smoking cessation.

## ENSP Capacity Building Event & Network Meeting:

---

- Tobacco Industry Interference
- TPD Implementation and Plain Packaging
- Tobacco Dependence Treatment
- Youth Advocacy

# Save The Date!

## SEE YOU IN ATHENS!

---



**Save  
The  
Date**

*Bridging science and policy  
for better tobacco control strategies  
International Conference on WHO FCTC Article 20*

24, 25 & 26  
MAY 2017  
ATHENS (GREECE)



*Together, we will also celebrate World No Tobacco Day 2017 and ENSP 20<sup>th</sup> Anniversary*

---

**WWW.ENSP.ORG | WWW.ERSNET.ORG**



---

[ENSP.org](http://ENSP.org)

---

*European Network  
for Smoking and Tobacco Prevention aisbl*

*144 Chaussée d'Ixelles  
B-1050 Brussels*

---



---

*Design : [julienbourcet.fr](http://julienbourcet.fr)*