



2020
ECT
ToH

8th ECToH

European Conference
on Tobacco or Health

Tobacco kills in any form – Tobacco free Europe

19 to 22 February 2020 | Berlin, Germany
CityCube Berlin

Program

Organisers

DKG
KREBSGESELLSCHAFT

 **Deutsche Krebshilfe**
HELFFEN. FORSCHEN. INFORMIEREN.

AKTIONSBÜNDNIS  NICHTTRAUCHEN

 **ECL**
Association of European
Cancer Leagues


Presentation Type


 Plenary

 Ceremonies

 Workshops

 FCA Meeting

 Poster Sessions

 Interface - Symposium

15:15 – 17:00
Room Budapest

■ OPENING CEREMONY ECTOH

Dr. Martina Pötschke-Langer
(Congress President, ECToH 2020 and German Smokefree Alliance)

Dr. Thomas Steffen
(State Secretary, Federal Ministry of Health, Germany)

Dr. Sakari Karjalainen
(President, European Cancer Leagues)

Dr. Martin Seychell
(Deputy Director General, DG SANTE, European Commission)

(Minister of Health, France)
Video Message

Dr. Fritz Pleitgen
(President, Deutsche Krebshilfe)

Prof. Olaf Ortmann
(President, Deutsche Krebsgesellschaft)

■ KEYNOTE LECTURE

Tobacco Taxation: Win Win Policy for Public Health, Domestic Resource
Mobilization and Equity. Global Evidence
Patricio Marquez
(former World Bank)

17:00 – 18:30
Room Dublin

■ GET-TOGETHER RECEPTION AND YOUNG PROFESSIONALS
AWARDS CEREMONY

by ECL President Dr. Sakari Karjalainen and ECToH President Dr. Martina Pötschke-Langer

09:00 – 10:30
Room Dublin

■ **PLENARY 1**

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

Chairs:
Sakari Karjalainen, Martina Pötschke-Langer

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

10:30 – 11:00

COFFEE BREAK

11:00 – 12:30
Room Dublin

■ **PLENARY 2**

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

Chairs:
Esteve Fernández, Constantine Vardavas

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

12:30 – 14:00

LUNCH BREAK

13:30 – 14:00
Room Dublin

■ **POSTER SESSION**

14:00 – 15:30
Room Dublin

■ WORKSHOP 1

The tobacco pack: from pictorial warning to plain packaging

Chairs:

Anca Toma Friedlaender, Fenton Howell

Speaker:

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

14:00 – 15:30
Room Budapest 1

■ WORKSHOP 2

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

Chairs:

Norma Cronin, Robert Loddenkemper

Speaker:

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

WORKSHOP 3 ➡

14:00 – 15:30
Room Budapest 2

■ WORKSHOP 3

Human rights and tobacco

Chairs:
Magdalena Cedzynska, Katja Kracke

- Speaker:
1. Laura Graen
Advancing tobacco control in Germany through children's rights
 2. Laurent Huber
The "top down" approach to a human rights-based approach to ending the tobacco epidemic
 3. Kelsey Romeo Stupp
Using Human Rights Treaties reporting processes to end the tobacco epidemic
 4. Kurt Annendijck
Human Rights of Children to a Tobacco-Free Environment, to talk about the experience of the Flemish League in advocating for children's rights, for example, to be in non-smoking cars
 5. Discussion
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15:00 – 16:30
Room Helsinki 1

■ INTERFACE-SYMPOSIA (GERMAN CANCER CONGRESS + ECTOH)

Status of tobacco control in Europe

Chairs:
Martina Pötschke-Langer, Davied Ritchie

- Speaker:
1. Luk Joossens
Tobacco Control Scale Europe: the ranking list of countries
 2. Carolina Espina
European Code against cancer regarding tobacco and secondhand smoke
 3. Ute Mons
Germany – tobacco industry paradise?
 4. Alison Cox
Efforts and successes in twenty years of tobacco control in the UK
 5. Sakari Karjalainen
Strategy for a smokefree and nicotine-free future in Finland
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15:30 – 16:00

COFFEE BREAK

16:00 – 18:00
Room Dublin

■ WORKSHOP 4

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

Chairs:
Franz Pietsch, Otto Ruokolainen

Speaker:

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

16:00 – 18:00
Room Budapest 1

■ WORKSHOP 5

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

Chairs:
Joshua Abrams, Olga Knorre

Speaker:

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

WORKSHOP 6 →

16:00 – 18:00
Room Budapest 2

■ WORKSHOP 6

The role of health professionals in tobacco prevention and control

Chairs:

Joanna Didkowska, Emma Woodford

Speaker:

1. Christa Rustler
Tobacco free Nursing with Health Competence: The Program „astra plus“
 2. Magdalena Cedzynska
Role of health professionals in reducing smoking epidemic in Poland
 3. Sophie Meingassner
The Rauchfrei Ticket – the direct wire from primary care to tobacco cessation
 4. Aishling Sheridan
Supporting tobacco free campus implementation in Ireland
 5. Discussion
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18:00 – 19:30
Room Budapest 1

■ FCA-MEETING

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

Chairs:

Francis Thompson

Speaker:

1. Francis Thompson, Alison Cox, Anca Toma Friedlaender
Making the link between national/EU-level policies and COP/MOP decisions
2. Francis Thompson, Alison Cox, Anca Toma Friedlaender
First COP session in EU Party – how do we put this fact to good use?
3. Francis Thompson, Alison Cox, Anca Toma Friedlaender
What messages/information do European governments need to hear
in coming months?

09:00 – 10:30
Room Dublin

■ PLENARY 3

Tobacco industry interference and new challenges in communication (tobacco industry and harm reduction)

Chairs:
Floris Italianer, Dewi Segaar

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

10:30 – 11:00

COFFEE BREAK

11:00 – 12:30
Room Dublin

■ PLENARY 4

New nicotine and tobacco products

Chairs:
Reiner Hanewinkel, Francisco Rodriguez Lozano

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

12:30 – 14:00

LUNCH BREAK

13:30 – 14:00
Room Dublin

■ POSTER SESSION

14:00 – 15:30
Room Dublin

■ WORKSHOP 7

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

Chairs:
Ulrike Helbig, David Biton

Speaker:

1. Reiner Hanewinkel
„Be Smart - Don't Start": Two decades of school-based smoking prevention in Germany
 2. Cristiana Fonseca
30 years of experience in communication tobacco control in Portugal - lessons learned
 3. Eric Asche
Safer is Not Safe: Campaign of the Truth initiative
 4. Nina Krogh Larsen
But why smoke? - Smoking prevention using social media and influencers
 5. Discussion
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14:00 – 15:30
Room Budapest 1

■ WORKSHOP 8

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

Chairs:
Frank Joseph Chaloupka, Patricio Marquez

Speaker:

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

14:00 – 15:30
Room Budapest 2

■ WORKSHOP 9

Monitoring and surveillance of tobacco control progress

Chairs:

Geoffrey Fong, Wendy Yared

Speaker:

1. Kerstin Schotte

Overview of the MPOWER program: Monitoring of tobacco epidemic and tobacco control progress world wide

2. Marc Willemsen

Monitoring progress and impact of tobacco control policy at the national and regional level: How does the Dutch government aims to accomplish this challenging task?

3. Ayush Joshi

Exploring social media activity around COP8: Who are the voices and what messages are they promoting

4. Mateusz Zatonski

The tobacco industry interference index: key findings and policy recommendations from the United Kingdom

5. Discussion

15:30 – 16:00

COFFEE BREAK

15:00 – 16:30
Room A5

■ INTERFACE-SYMPOSIA (GERMAN CANCER CONGRESS + ECTOH)

New tobacco products and their consequences on health

Chairs:

Elif Dagli, Luk Joossens

Speaker:

1. Leonie Brose

The UK perspective on e-cigarettes and new tobacco products

2. Charlotta Pisinger

Harm reduction or harm persistency - the debate on the values of the new products

3. Friedrich Wiebel

Health risks of e-cigarettes for lungs and cardio-vascular systems

Moderation debate

4. Debate with all speaker

16:00 – 18:00
Room Dublin

■ WORKSHOP 10

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

Chairs:

Satu Lipponen, Isabel Nerín

Speaker:

1. Jesper Been
Investigating the impact of England's smoke-free car regulation on changes in tobacco smoke exposure and respiratory disease in children: a quasi-experimental study.
 2. Britta Katharina Matthes
Building on a taxonomy of tobacco industry tactics and arguments: Bringing in the voices of advocates in LMICs
 3. Aikaterini Tsampi
Novel smoke free policies and human rights: balancing the unbalanced?
 4. Yeol Kim
Effectiveness of mandatory smoking cessation intervention in a population-based lung cancer screening
 5. Ariadna Feliu
Factors associated with receipt of the 5 A's Model of Brief Intervention for Smoking Cessation among hospitalized patients
 6. Discussion
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16:00 – 18:00
Room Budapest 1

■ WORKSHOP 11

Successes or failures in the tobacco control advocacy

Chairs:

Margaretha Haglund, Norma Cronin

Speaker:

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

16:00 – 18:00
Room Budapest 2

■ WORKSHOP 12

Social inequalities and smoking, tobacco related health disparities

Chairs:

Lucienne Thommes, Ute Mons

Speaker:

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



09:00 – 10:30
Room Dublin

■ PLENARY 5

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

Chairs:
Filip Borkowski, Anca Toma Friedlaender

- Speaker:
1. Carlos Cisneros
An update of the WHO FCTC Illicit Trade Protocol
 2. Georg Roebeling
Illicit trade of tobacco products in the EU – current situation and perspectives for the future
 3. Allen Gallagher
Attempts of the tobacco industry to undermine the protocol
 4. Luk Joossens
The challenges of the tracking and tracing system at global level
 5. Discussion
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11:00 – 12:30
Room Dublin

■ PLENARY 6

Tobacco taxation - why and how?

Chairs:
Luk Joossens, Tobias Effertz

- Speaker:
1. Angel Lopez-Nicolas
Taxation of tobacco products, e-cigarettes and novel nicotine products
 2. J. Robert Branstor
The tobacco industry response to taxes „What do we know and what can we anticipate?“
 3. Frank Joseph Chaloupka
Accelerating progress on tobacco taxation in low- and middle-income countries
 4. Francis Thompson
Taxation of tobacco products: the perspective of the Framework Convention Alliance
 5. Discussion
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12:30 – 13:00
Room Dublin

CLOSING CEREMONY / ECTOH DECLARATION, BERLIN 2020



**We look forward to seeing
you at the 9th ECToH**

2023!

**The venue will be
announced at the
closing ceremony!**

Congress organisation/registration



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