



FCTC in the Asia Pacific: Change, Challenge & Progress

APACT 2010 provisional program

Please note: the program is draft only and is subject to change and refinement. Please check the [website](#) regularly for program updates.

Wednesday 6 October 2010

0800 – 1730	Registration open
Pre-conference workshops (check regularly as additional pre-conference workshops are added) <i>Please note: pre-conference workshops are subject to confirmation</i>	
0900 – 1700	<p>How to develop, implement and evaluate an effective media campaign <i>Brought to you by the Cancer Institute NSW and the World Lung Foundation</i></p> <p>This workshop will draw heavily on the expertise of campaign practitioners and industry experts from the Asia Pacific region, including Prof Melanie Wakefield (CBRC, Cancer Council Victoria), Trish Cotter (Cancer Institute NSW), Paul Fishlock (The Campaign Palace and creator of the Every Cigarette is Doing You Damage campaign) and Anita Dessaix (Cancer Institute NSW). Anti-tobacco campaign case studies and practical exercises will illustrate the key components of developing and evaluating media campaigns. In addition, participants will walk away with skills, templates and tools to implement within their programs, these include campaign planning documents, research briefs, creative briefs and media buying briefs.</p> <p>Participants will need to come to the workshop with some data on the smoking rates from their country (whatever is available) or at least an understanding for the profile of smokers in their country. This will enable participants to complete the practical exercises within the program.</p>
1300 – 1700	<p>Training health care workers for brief advice to patients who smoke Presenters: Dr Mira B Aghi and Dr Harry Lando</p> <p>Tobacco is the most preventable cause of death worldwide. Globally tobacco use causes more than 5.5 million deaths each year. Tobacco use has been found to be associated with cardiovascular diseases, respiratory diseases, cancer, TB, HIV and many other health problems. All these deaths are preventable. The recognition of the association between diseases and tobacco usage makes it imperative to carefully consider training all health care workers to advise their patients not to smoke. Unfortunately, there are still many health care workers in the developing world who fail to advise their patients to avoid the use of tobacco.</p> <p>Whatever be the reason for not addressing tobacco, it is important that health care workers acquire the competency to advise patients to quit smoking. The goal of this workshop is for participants to understand the importance of intervening with patients who smoke and the potential positive impact of even brief advice.</p>

	<p>Other workshops include:</p> <ul style="list-style-type: none"> ▪ Youth workshop ▪ Advocacy ▪ Getting published & meet the funders ▪ Oral health & tobacco ▪ New generations
1730 – 2000	Welcome party; level 1 foyer, Sydney Convention & Exhibition Centre

Thursday 7 October 2010

0730 – 1800 Registration open

Opening plenary session

0900 – 1030 **Opening ceremony**

Keynote address: Dr Surin Pitsuwan Secretary General of ASEAN, Tobacco and Development

1030 – 1100 *Morning tea*

Plenary session: FCTC in Asia Pacific: progress and prospects *panel discussion*

1100 – 1230 **Haik Nikogosian** Head of the FCTC Secretariat, will overview progress and issues. The session will then feature a panel discussion including senior figures from the region.

1230 – 1400 *Lunch and poster sessions*

Concurrent symposia

1400 – 1530 **Case studies from the region**

- This session will give some examples of how countries are working to fulfil FCTC obligations, including the challenges they face.

Tobacco Vs development

- This session will address issues around human rights poverty and inequality..

1530 – 1600 *Afternoon tea and poster sessions*

Concurrent streams

1600 – 1730 **Stream 1**

6 - 8 paper presentations

Stream 2

6 - 8 paper presentations

Stream 3

6 - 8 paper presentations

Stream 4

6 – 8 paper presentations

Special sessions

1730 – 1830 **What should we be encouraging countries to do with tobacco monopolies?**

- This session will feature discussions for and against privatising government-owned tobacco companies.

Audiovisual material view – ads and short documentaries or interviews of functioning programs

- This session will feature TV advertisements and other audiovisual material that can be used or adapted for use in other countries.

Free evening

Friday 8 October 2010

0800 – 1730 Registration open

Plenary session: Big picture issues: the social economic value of tobacco control, the resistance of the industry and the importance of good science

Venue: Auditorium

0900 – 1030 Speakers include:

Professor Kenneth Warner Dean and Avedis Donabedian Distinguished University Professor, University of Michigan

Ms Bungon Ritthiphakdee Director SEATCA

1030 – 1100 *Morning tea*

Concurrent streams

1100 – 1230	Stream 1 20 oral and poster presentations	Stream 2 20 oral and poster presentations	Stream 3 20 oral and poster presentations	Stream 2 20 oral and poster presentations
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1230 – 1400 *Lunch and poster sessions*

Concurrent streams

1400 – 1530	Stream 1 6 - 8 paper presentations	Stream 2 6 - 8 paper presentations	Stream 3 6 - 8 paper presentations	Stream 4 6 - 8 paper presentations
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1530 – 1600 *Afternoon tea and poster sessions*

Concurrent symposia

1600 – 1730	Major strategies for reducing tobacco use <ul style="list-style-type: none">This session will look at experiences and different strategies for reducing tobacco use in the regions.	What the tobacco industry is up to <ul style="list-style-type: none">This session is designed to report on what we know about industry activity, both legal and illegal to further their interests.
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1930 **APACT 2010 social evening**

Saturday 9 October 2010

0800 – 1630 Registration open

Concurrent symposia

0900 – 1030	What sorts of cessation services do we need and who should pay for them? <ul style="list-style-type: none">Do we need cessation services in the early days of tobacco control? When we need them, what forms should they take?	Warning and packaging: What have we achieved and what else needs to be done? <ul style="list-style-type: none">This session will focus on what have we achieved with warnings and packaging, and what else needs to be done. The issue of plain packaging – how far can and should we go?
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1030 – 1100 *Morning tea*

Concurrent symposia

1100 – 1230 **Smokefree places: progress and pitfalls *panel discussion***

- This session will feature several short presentations of case-studies from the region followed by a discussion.

Endgame scenarios: can we get rid of tobacco?

- Can we get rid of all tobacco, particularly smoked tobacco?

1230 – 1400 *Lunch and poster sessions*

Closing plenary session

1400 – 1500 **David Yen Oration: Dr Srinath Reddy**

1500 – 1530 Conference closing

Presentation for APACT 2013

1530 APACT 2010 concludes