

53. Non-communicable diseases and tobacco control

Saturday, 01 November 2014, 14:00 - 16:00

Room 118/119



Type Symposium

Track Tobacco

Topic Other

Description We have a fair understanding of the kind of strategies (often deceitful) used by the tobacco industry to boost the sales of cigarettes. On the other hand, there is much less direct evidence that can shed some light into the nature of the promotional strategies used by the food and beverage industry and the alcohol industry. Available evidence suggests that when it comes to the promotion of their products, the food, alcohol, and tobacco industries use very similar strategies. It becomes important for public health professionals working in one of the fields to learn from others.

Target audience Policy-makers, public health professionals, advocates and researchers interested in lung health and/or tobacco control, donors, students.

Objectives

1. Facilitate the experience sharing among public health professionals from different fields of NCD prevention
2. To share experiences and discuss development of regulatory measures to control industry APS

Keywords Non-communicable disease (NCD); tobacco; smoking; food and beverages; obesity; alcohol; advertising; promotion; sponsorship; corporate interest.

Coordinator(s) Gan Quan (China)

Chair(s) Ehsan Latif (UK)

Presentations

14:00 - 14:15 Regulatory instruments to restrict corporate advertising, promotion, and sponsorship and voluntary codes by the industry
Bill Bellew (New Caledonia)

14:20 - 14:35 Tobacco control as a risk factor in NCD debate: approaches and consequences
Debra Efroymsen (Bangladesh)

14:40 - 14:55 Advertising, promotion and sponsorship of NCD risk factors in relation to the NCD Summit political statement and the Millennium Development Goals
Douglas Bettcher (Switzerland)

15:00 - 15:15 Corporate tactics to promote products that kill: tobacco, alcohol and energy dense foods
James Sargent (USA)

15:20 - 15:35 Industry supported research under the framework of corporate social responsibility initiatives
Nicholas Freudenberg (USA)

15:40 - 16:00 Discussion