

Programme

How to achieve the tobacco-free vision in Denmark by 2030

Launch of the new recommendations for improved tobacco control in Denmark

UN-City, Marmorvej 51, 2100 Copenhagen
8 February 2018
09:00 - 16:00

08:00 - 09:00 Registration and coffee

09:00 - 10:00 Session 1: The need for a tobacco-free future in Denmark by 2030

- Chair welcome
Nynne Bjerre Christensen
- Welcome – The global tobacco epidemic
Gauden Galea, WHO Europe
- The vision of a Danish smoke-free future
Gurli Martinussen, TrygFonden
- The need for more ambitious Danish tobacco control
Søren Brostrøm, Danish Health Authority
- The WHO FCTC – New recommendations for improved tobacco control in Denmark
Kristina Mauer-Stender, WHO Europe
- Capacity assessment of tobacco control policies in Denmark
Armando Peruga, WHO, UDD

10:00 - 10:30 Coffee break

10:30 - 12:00 Session 2: Decreasing youth smoking – marketing and industry strategies

- The 'Youth Smoking Prevention' programme of the tobacco industry and the 'Be Marlboro' ad campaign: two sides of the same coin
Pascal Diethelm, OxyRomandie
- Marketing to young people: the tobacco industry's multifaceted strategies
Gerard Hastings, University of Stirling
- The tobacco industry and the impact on Danish tobacco control
Charlotta Pisinger, Research Centre for Prevention and Health

12:00 - 13:00 Lunch

13:00 - 14:20 Session 3: The tobacco-free vision – global perspectives

- The Norwegian tobacco control experience – opportunities and challenges
Kristin Byrkje, Norwegian Cancer Society
- Challenges to a Tobacco Free Ireland
Luke Clancy, Tobacco Free Research Institute Ireland
- Effective tobacco control advocacy – Strategies from NYC and around the globe
Sandra Mullin, Vital Strategies

14:20 - 14:50 Coffee break

14:50 - 16:00 Session 4: The way forward – call to action

- Panel debate: Key recommendations for Denmark
Pascal Diethelm, Gerard Hastings, Kristin Byrkje, Luke Clancy, Sandra Mullin
- A tobacco-free future Europe
Francisco Lozano, ENSP
- Closing remarks
Dorthe Crüger, Danish Cancer Society