



Training workshop: Promoting effective tobacco control policies in Latin America and the Caribbean

A 1-day workshop at the Second SRNT/ IAHF-Latin America Conference (Mexico City, October 13, 2009)

Objective and target audience

Addressing the worldwide tobacco epidemic depends on disseminating, advocating for, and ensuring the effective implementation of proven tobacco control policies and programs. This workshop will provide attendees with lessons learned from different strategies for promoting effective tobacco control measures in Latin America and the Caribbean. Tobacco control experts who participate in the International Tobacco Control Policy Evaluation Project (ITC Project, <http://roswelltturc.org>, www.itcproject.org), as well as national and international civil society organizations involved in advocating for tobacco policy change, will present on the following topics: (1) survey methods for assessing policy effects, (2) tobacco crop substitution, (3) protocols for surveillance of tobacco products, (4) tobacco industry monitoring, (5) protocols for secondhand smoke exposure, (6) protocols for tobacco products labeling, (7) strategic use of mass media. Our Planning Committee tailored the workshop to address special needs and interests in tobacco control in Latin America and the Caribbean. We will include faculty from the region as appropriate.

A limited number of partial travel scholarships will be made to tobacco control researchers, governmental officials, and advocates from low- and middle-income countries (LMIC) as determined by the July 2008 World Bank List of Economies (<http://siteresources.worldbank.org/datastatistics/resources/class.xls>) to attend our workshop and the 2nd SRNT/ IAHF-Latin American Conference.

This workshop will be announced via the SRNT listserv, GLOBALink, CLACCTA, direct email, and the websites of the SRNT/ IAHF Conference, the Roswell Park TTURC and the ITC Project. Registration is via <https://www.regonline.com/itconferenceiahf>. **The deadline for registrations is July 31, 2009.**

Attendance applications and scholarship awards will be determined by a Global Review Committee. Attendance at this invitation-only workshop will be limited to approximately 100 people, including faculty. There is no workshop registration fee (meeting costs are paid by the Roswell Park TTURC).

For additional information on this workshop, please email Dr. Ernesto Sebríe, Workshop Organizer, at ernesto.sebríe@roswellpark.org or Mr. Craig Steger, Workshop Coordinator, at craig.steger@roswellpark.org.

Workshop agenda

October 13, 2009

Time	Topic	Faculty
8.00 – 8:30	Continental breakfast and Registration	
8:30 – 8:45	Welcome and introduction of faculty	Ernesto Sebríe, Roswell Park Cancer Institute (USA)
8:45 – 9.45	The Framework Convention on Tobacco Control and the need for an evaluation framework to support an evidence-based treaty	Adriana Blanco, Pan American Health Organization (USA) Eduardo Bianco, Framework Convention Alliance (FCA) (Uruguay)
9:45 – 10:45	Finding resources to support monitoring, evaluation, advocacy, and dissemination efforts in your country: US-based organizations with collaboration in Latin America and the Caribbean	Beatriz Champagne, InterAmerican Heart Foundation (IAHF) (USA) Catherine Jo, American Cancer Society (ACS) (USA) Mirta Molinari, The Union Against Tuberculosis (Argentina) Katie Kemper, Campaign for Tobacco Free Kids (USA)
10:45 – 11:45	Tobacco Industry in Latin America: How to monitor and counteract its actions	Stella Aguinaga Bialous, WHO Consultant (USA) Yul Francisco Dorado, Corporate Accountability (Colombia)
11:45 – 12:00	Coffee break	
<i>Applying the framework in specific policy domains (4 sessions)</i>		
12:00 – 1:00	I. Smokefree policies	Mark Travers, Roswell Park Cancer Institute (USA) Ernesto Sebríe Verónica Schoj, IAHF Argentina ACS : Global Smokefree Partnership
1:00 – 2:00	Lunch & open discussion	
2:00 – 3:00	II. Tobacco crop substitution / environmental issues	Marty Otañez, University of Colorado (USA) Horacio MacKinlay (México)
3:00 – 4.00	III. Packaging and labeling policies	Ernesto Sebríe James Thrasher, University of South Carolina (USA) and Instituto Nacional de Salud Publica (INSP) (México) Barbara McGaw, Heart Foundation of Jamaica Mario Virgolini, Ministry of Health (Argentina)
4:00 – 5:00	IV. Paid and earned mass media to promote tobacco control	James Thrasher Olivia Ortiz, Genes (México) Eduardo del Castillo, CODICE (México)
5:00 – 5:15	Coffee break	
5:15– 5:45	The ITC Project as a framework for evaluating policies at the population level	Geoffrey Fong, University of Waterloo (Canada)
5:45 – 6:15	ITC Latin America: Mexico, Uruguay, Brazil	James Thrasher Eduardo Bianco Cristina Perez, National Cancer Institute (Brasil)
6:15 – 6:30	Wrap-up	James Thrasher & faculty
7:30 – 9.30	Reception Pre-Conference Sponsored by <i>“Coalition Smokefree Mexico”</i>	