5th Latin American and Caribbean Conference Tobacco or Health

2nd Uruguayan Congress Tobacco or Health
10th Argentine Congress Tobacco or Health
19-22 April 2017, Montevideo, Uruguay

Organizers

Co-Organizers
Dear Participants:

Welcome to the 5th Latin American and Caribbean Conference Tobacco or Health. The conference, organized by the Inter American Heart Foundation (FIC) and the Honorary Commissions for Cardiovascular Health and the Fight Against Cancer in Uruguay, convenes tobacco control scientists, treatment specialists of the region, and even some outside the region, to share and apply the most up-to-date evidence and thus strengthen the treatment of tobacco dependence, research, and promote positive policy changes and their implementation throughout Latin America and the Caribbean.

Objectives del conference:

- Provide a forum for the exchange of information among tobacco control researchers, treatment activists and specialists, as well as between governmental and non-governmental organizations.
- Evaluate progress towards the implementation of the Framework Convention on Tobacco Control in key areas.
- Develop capacity by updating participants with experience in tobacco control and orienting those new to the topic.
- Recognize important achievements in the region.
- Encourage participants to continue to make progress and progress in the tobacco control agenda.
- Help establish direction and priorities for the future.

We thank the sponsors and all those who have supported us to make this conference a reality. In particular, we thank the Organizing Committee and all those who helped organize this event. Let’s enjoy.

Beatriz Marcet Champagne  
President of the Conference

Verónica Schoj  
President Scientific Committee

Eduardo Bianco  
Vice-President  
Scientific Committee
COMMITTEE OF HONOR:

Tabaré Vázquez, Presidente de la República Oriental del Uruguay

ORGANIZERS:

Fundación InterAmericana del Corazón (IAHF) -- Beatriz Marcet Champagne
Comisión Honoraria para la Salud Cardiovascular (CHSCV) -- Mario Zelarayan
Comisión Honoraria de Lucha contra el Cáncer (CHLCC) -- Álvaro Luongo

CO-ORGANIZERS:

Ministerio de Salud - Enrique Soto, Marianela Burgueño
Sociedad Uruguaya de Tabacología (SUT) - Elba Esteves
Centro para la Investigación en Tabaco (CIET) - Eduardo Bianco, Miguel Asqueta
Asociación Argentina de Tabacología (AsAT) - Gabriela Senatore
Unión Antitabáquica Argentina (UATA) - César Alberto Di Giano

INTERNATIONAL ORGANIZING COMMITTEE:

Beatriz Marcet Champagne, IAHF, President, Organizing Committee
Eduardo Bianco, Centro para la Investigación en Tabaco (CIET), Vice Chair Scientific Committee
Adriana Blanco, Organización Panamericana de la Salud (OPS)
Sonia Covarrubias, Fundación EPES, Chile
Jacqui Drope, American Cancer Society
Jeff Drope, American Cancer Society
Elba Esteves, Sociedad Uruguaya de Tabacología (SUT)
Tom Glynn, independent consultant
Paula Johns, Mónica Andreis, ACT Brasil
Katie Kemper, Global Bridges
Harry Lando, Univ of Minnesota, UICC / WCTOH liaison
Ana Lorenzo, Programa Nacional para el Control del Tabaco del Ministerio de Salud. Uruguay
Martin Raw, International Centre for Tobacco Cessation
Rosa Sandoval, Organización Panamericana de la Salud (OPS)
Amanda Sica, Comisión Honoraria de Lucha Contra el Cáncer (CHLCC)
Patricia Sosa, Campaign for Tobacco Free Kids (CTFK)
Enrique Soto, Director del Programa Nacional para el Control del Tabaco del Ministerio de Salud
Jim Thrasher, Instituto Nacional de Salud Pública de México (INSP), Univ of North Carolina/ SRNT
Verónica Schoj, Fundación InterAmericana del Corazón (FIC) Argentina, Chair Scientific Committee
Javier Valenzuela, IAHF, Facilitator Logistics Committee
Mario Bedosti, FIC Argentina, Facilitator Logistics Committee
INTERNATIONAL SCIENTIFIC COMMITTEE:

Verónica Schoj, FIC Argentina, Chair Scientific Committee
Eduardo Bianco, CIET, Uruguay, Vice Chair Scientific Committee
Joaquín Barnoya, Guatemala
Elba Esteves, Sociedad Uruguaya de Tabacología (SUT)
Laura Llambi, Universidad de la República Uruguay
Luz Myriam Reynales, Instituto Nacional de Salud Pública de México (INSP)
Jim Thrasher, Instituto Nacional de Salud Pública de México (INSP), Univ of North Carolina/ SRNT
André Szklo, Instituto Nacional de Cáncer, Brasil
María Teresa Valenzuela, Universidad de Chile
Rosa Sandoval, Organización Panamericana de la Salud (OPS)
Alejandro Ramos, Miembro de Comisión Directiva de la Framework Convention Alliance (FCA)
Martin Raw, International Centre for Tobacco Cessation
Paula Johns, ACT Brasil
Patricia Sosa, Campaign for Tobacco Free Kids (CTFK)
Ernesto Sebrie, Campaign for Tobacco Free Kids (CTFK)
Barbara McGaw, Heart Foundation of Jamaica

SUBCOMMITTEE ON CESSATION:

Amanda Sica, Comisión Honoraria de Lucha Contra el Cáncer, Uruguay
Elba Esteves, Sociedad Uruguaya de Tabacología (SUT)
Gustavo Zabert, Global Bridges, Argentina
Martin Raw, International Center for Smoking Cessation
Fernando Muller, MEDEF, Argentina
Gabriela Senatore, Asociación Argentina de Tabacología (AsAT)
César Alberto Di Giano, Unión Antitabáquica Argentina (UATA)
Susana Nahabedian, Unión Antitabáquica Argentina (UATA)
Julietta Cassone, Fundación Foro para la Salud Mental, Argentina
María Inés de la iglesia, Asociación Argentina de Tabacología (AsAT)
Carolina Parodi, Sociedad Uruguaya de Tabacología (SUT)
Mary Barros, Sociedad Uruguaya de Tabacología (SUT)
Verónica Schoj, FIC Argentina
André Szklo, Instituto Nacional de Cáncer, Brasil

INTERAMERICAN HEART FOUNDATION BOARD OF DIRECTORS:

Ana Tambussi, Argentina, President
Andreas Wielgosz, Canada, Vice President and President Elect
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Oscar Cabrera, USA / Venezuela
Deborah Chen, Jamaica
Paula Johns, Brazil
Molly Pond, USA
Rafael Shuchleib, Mexico
Henry “Rick” Steward, Curacao
<table>
<thead>
<tr>
<th>Workshop</th>
<th>Date</th>
<th>Time</th>
<th>Description</th>
<th>Sponsor(s)</th>
<th>Organizers</th>
<th>Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workshop 1</td>
<td>MONDAY</td>
<td>12th - Day 1</td>
<td>Plain packaging: evidence and legal arguments.</td>
<td>PAHO- WHO (Pan American Health Organization-World Health Organization), CTFK (Campaign for Tobacco Free Kids), The Union, and the O’Neill Institute, Georgetown Law School.</td>
<td>Patricia Sosa, Rosa Sandoval, Carlos Gámez, Gustavo Sóñora, Mirta Molinari, and Oscar Cabrera.</td>
<td>BY INVITATION ONLY</td>
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<tr>
<td>Workshop 1</td>
<td>TUESDAY</td>
<td>13th - Day 2</td>
<td>Plain packaging: evidence and legal arguments.</td>
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<td>BY INVITATION ONLY</td>
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<tr>
<td>Workshop 2</td>
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<td></td>
<td>FCTC Article 14 on tobacco cessation strategies. Country working group.</td>
<td>The International Center for Tobacco Cessation (ICTC) and Inter American Heart Foundation (IAHF).</td>
<td>Martin Raw, Beatriz Champagne.</td>
<td>BY INVITATION ONLY</td>
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<tr>
<td>Workshop 3</td>
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<td>Methods for researching new tobacco products (such as electronic cigarettes and hookah).</td>
<td>SRNT (Society for Research on Nicotine and Tobacco), NCI (US National Cancer Institute).</td>
<td>Jim Thrasher and Mark Parascandola.</td>
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<tr>
<td>Workshop 4</td>
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<td>Policy Dialogue with decision makers and experts to review the impact of tobacco control measures in seven countries.</td>
<td>IECS (Institute for Clinical Effectiveness and Health Policy.)</td>
<td>Andres Pichón-Rivière.</td>
<td>BY INVITATION ONLY</td>
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<tr>
<td>Workshop 5</td>
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<td>Gender-relevance in developing, implementing, and evaluating tobacco control programs and policies.</td>
<td>INWAT (International Network of Women Against Tobacco) and FIC Argentina.</td>
<td>Isabel Scarinci, Cinthia Shammah and Nadia Kienen.</td>
<td>PLEASE APPLY IN WEBSITE</td>
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<td>Workshop 6</td>
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<td>Communications and tobacco control.</td>
<td>FIC Argentina, FIC Mexico and CTFK.</td>
<td>Patricia Gutkowski and Yahaira Ochoa Ortíz.</td>
<td>PLEASE APPLY IN WEBSITE</td>
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<tr>
<td>Workshop 7</td>
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<td>Complex tobacco cessation topics in daily practice.</td>
<td>SUT (Uruguayan Society of Tobacology).</td>
<td>Fernando Müller.</td>
<td>PLEASE APPLY IN WEBSITE</td>
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<tr>
<td>EVENING EVENT</td>
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<td>Phillip Morris International vs the Government of Uruguay.</td>
<td>CTFK.</td>
<td>Gustavo Sóñora, Patricia Sosa.</td>
<td>OPEN TO THE PUBLIC</td>
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<tr>
<td>Time</td>
<td>Events</td>
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<tr>
<td>8:30 - 17:00</td>
<td>Registration.</td>
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<td>9:00 - 10:30</td>
<td><strong>Room 1. CESSATION TRACK</strong>&lt;br&gt;CONFERENCE ROOM B2</td>
<td><strong>Room 2. POLICY TRACK</strong>&lt;br&gt;PLENARIES CONFERENCE ROOM</td>
<td><strong>Room 3. EXPERIENCES TRACK</strong>&lt;br&gt;CONFERENCE ROOM B3</td>
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<tr>
<td>9:00 - 10:30</td>
<td>1. Strengths and weaknesses of Article 14 implementation in Argentina and Uruguay</td>
<td>1. Additives and flavorings</td>
<td>1. Lessons learned in tax policies and tax administration</td>
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<td>10:30 - 11:00</td>
<td>Coffee break / Poster Session</td>
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<td>11:00 - 12:30</td>
<td><strong>Room 2. POLICY TRACK</strong>&lt;br&gt;PLENARIES CONFERENCE ROOM</td>
<td><strong>Room 3. EXPERIENCES TRACK</strong>&lt;br&gt;CONFERENCE ROOM B3</td>
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<td>11:00 - 12:30</td>
<td>2. Experiences in the implementation of cessation programs: clinical and systemic perspectives</td>
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<td>2. Global Trade and tobacco control</td>
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<td>12:45 - 13:45</td>
<td>Plenary during lunch: Tobacco Economy, Globalization, and the FCTC. Sponsored by the US National Cancer Institute, Panamerican health Organization and University of Illinois at Chicago Institute for Health Research and Policy</td>
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<tr>
<td>14:00 - 15:30</td>
<td>PLENARY 1: Fiscal Policy for Tobacco Control: Lessons learned and challenges in Latin America and the Caribbean</td>
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<td>15:30 - 16:00</td>
<td>Coffee break / Poster Session</td>
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<td>16:00 - 17:30</td>
<td><strong>Room 3. EXPERIENCES TRACK</strong>&lt;br&gt;CONFERENCE ROOM B3</td>
<td>3. Tobacco industry interference: new strategies to create obstacles to tobacco control policies</td>
<td>3. Global and regional response to NCD targets and Sustainable Development Goals (SDG)</td>
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<td>18:30 - 20:30</td>
<td>INAUGURAL CEREMONY AND CONFERENCE. President of Uruguay Dr. Tabaré Vázquez, Speaker</td>
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<td>8:00 - 8:30</td>
<td>Resolution to end sales and marketing of flavored tobacco products in Latin America. Deadly Flavors Campaign. CTFK</td>
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<td>9:00 - 10:30</td>
<td>PLENARY 2: Guaranteeing Access to Tobacco Dependency Treatment</td>
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<td>11:00 - 12:30</td>
<td>4. Strategies for cessation intervention in Pregnancy. NOTE: Room B3 4. FCTC at age 10: innovation in legal strategies 4. Challenges in the implementation of tobacco control policies in Latin America and the Caribbean. NOTE: Room B2</td>
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<td>12:45 - 13:45</td>
<td>Lunch Conference: Global Adult Tobacco Survey (GATS) in LAC. Sponsored by the CDC (Centers for Disease Control and Prevention) and PAHO (Pan American Health Organization)</td>
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<td>14:00 - 15:30</td>
<td>PLENARY 3: Electronic cigarette: Harm reduction or the new era of the nicotine business?</td>
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<td>16:00 - 17:30</td>
<td>5. Update on psychological interventions for tobacco dependency treatment 5. Illicit trade 5. Gender perspective in tobacco control: an invisible agenda</td>
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<td>18:00 - 20:00</td>
<td>Evening Session and Reception. Health over profits: the Phillip Morris International vs. Government of Uruguay lawsuit, Radisson Hotel</td>
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<td>7:30 – 8:30</td>
<td>FCA plans towards 2020: strengthening the international and national work</td>
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<td>9:00 – 10:30</td>
<td>PLENARY 4: Regulation of tobacco product packaging: towards plain packaging in Latin America</td>
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<td>16:00 – 17:30</td>
<td>PLENARY 5: The Future of Tobacco Control in the Region: Innovative strategies to accelerate advances in Latin America and the Caribbean</td>
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<td>17:30 – 18:15</td>
<td>Closing and presentation of awards</td>
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MONDAY, JUNE 12TH 2017

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<tr>
<th>TIME?</th>
<th>Pre-conference Workshop 1: Plain packaging: evidence and legal arguments (DAY 1) / BY INVITATION ONLY</th>
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Sponsored by PAHO-WHO (Pan American Health Organization-World Health Organization), CTFK (Campaign for Tobacco Free Kids), The Union, and the O’Neill Institute, Georgetown Law School

Organizers:
- Patricia Sosa. Campaign for Tobacco-Free Kids (CTFK), USA.
- Rosa Sandoval. Panamerican Health Organization/ World Health Organization, USA
- Carlos Gámez. Panamerican Health Organization/ World Health Organization, USA
- Gustavo Sóñora. The Union - International Union Against Tuberculosis and Lung Disease, Uruguay
- Mirta Molinari. The Union - International Union Against Tuberculosis and Lung Disease, Argentina
- Oscar A. Cabrera. O’Neill Institute for National and Global Health Law, Georgetown University, USA/Venezuela

TUESDAY, JUNE 13TH 2017

<table>
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<tr>
<th>HORARIO?</th>
<th>Pre-conference Workshop 1: Plain packaging: evidence and legal arguments (DAY 2) / BY INVITATION ONLY</th>
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Sponsored by PAHO-WHO (Pan American Health Organization-World Health Organization), CTFK (Campaign for Tobacco Free Kids), The Union, and the O’Neill Institute, Georgetown Law School

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- Rosa Sandoval. Panamerican Health Organization/ World Health Organization, USA
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- Mirta Molinari. The Union - International Union Against Tuberculosis and Lung Disease, Argentina
- Oscar A. Cabrera. O’Neill Institute for National and Global Health Law, Georgetown University, USA/Venezuela

09:00 – 18:00 | Pre-conference Workshop 2: FCTC Article 14 on tobacco cessation strategies. Country working group. / BY INVITATION ONLY |

Sponsored by the International Center for Tobacco Cessation (ICTC) and the Inter American Heart Foundation

Organizers:
- **Martin Raw.** International Centre for Tobacco Cessation, United Kingdom
- **Beatriz Champagne.** Inter American Heart Foundation (IAHF), USA/Argentina

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<td>Pre-conference Workshop 3: Methods for researching new tobacco products (such as electronic cigarettes and hookah) / PLEASE APPLY IN WEBSITE</td>
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<td>Pre-conference Workshop 5: Gender-relevance in developing, implementing, and evaluating tobacco control programs and policies / PLEASE APPLY IN WEBSITE</td>
<td>International Network of Women Against Tobacco (INWAT) and the Inter American Heart Foundation Argentina (FIC Argentina)</td>
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<td>14:00 – 18:00</td>
<td>Pre-conference Workshop 6: Communications and tobacco control / PLEASE APPLY IN WEBSITE</td>
<td>Inter American Heart Foundation Argentina and the Inter American Heart Foundation Mexico and the Campaign for Tobacco-Free Kids</td>
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<td>14:00 – 18:00</td>
<td>Pre-conference Workshop 7: Complex tobacco cessation topics in daily practice / APPLY ON WEBSITE, max of 40 participants</td>
<td>SUT (Uruguayan Society of Tobacology)</td>
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<tr>
<td>18:00 – 20:00</td>
<td>Evening event: Philip Morris International VS the Government of Uruguay Main Hall of the School of Informatics and Communications, University of the Republic/</td>
<td>Campaign for Tobacco-Free Kids (CTFK).</td>
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</table>

Organizers:
- **James Thrasher.** University of South Carolina, USA. National Institute of Public Health, Mexico.
- **Mark Parascandola.** National Institutes of Health, USA.
- **Andrés Pichón-Riviere.** Institute for Clinical Effectiveness and Health Policy (IECS), Argentina
- **Isabel Scarinci.** University of Alabama at Birmingham, USA.
- **Nadia Kienen.** Universidade Estadual de Londrina, Brazil.
- **Cinthia Shammah.** Inter American Heart Foundation Argentina (FIC Argentina), Argentina.
- **Patricia Gutkowski.** Inter American Heart Foundation Argentina (FIC Argentina)
- **Yahaira Ochoa Ortiz.** Inter American Heart Foundation Mexico (FIC Mexico)
- **Fernando Müller.** MEDEF Project, Argentina
This will be the opening session of the Tobacco Cessation Track and the welcome to the 10th Argentinian Congress and the 2nd Uruguayan Congress.

The authorities of the scientific societies that have organized the Conference will analyse the Tobacco Cessation situation in both Argentina and Uruguay, through the perspective of the Article 14 of the FCTC.

Objectives
1. To analyse the progresses made in tobacco cessation in Argentina and Uruguay.
2. To identify the strengths and opportunities to move forward with this process, as well as the obstacles and threats.

Opening of the Track and welcome
Beatriz Goja. Uruguayan Society of Tobacology (SUT), Uruguay
Ana Lorenzo. Uruguayan Society of Tobacology (SUT), Uruguay

Analysis of the strengths of tobacco cessation treatment in Argentina
César Alberto Di Giano. Argentinian Anti-tobacco Union (UATA), Argentina

Analysis of the weaknesses of tobacco cessation treatment in Argentina
Gabriela Senatore. Argentinian Association of Tobacology (AsAT), Argentina

Analysis of the strengths of tobacco cessation treatment in Uruguay
Ema Camacho. Uruguayan Society of Tobacology (SUT), Uruguay

Analysis of the weaknesses of tobacco cessation treatment in Uruguay
Eduardo Bianco. Tobacco Epidemic Research Center (CIET) / Framework Convention Alliance (FCA), Uruguay

Introduction. Definitions: ingredients and additives; flavouring and non-flavourings; menthol. global regulatory situation
Ernesto Sebrie. Campaign for Tobacco-Free Kids (CTFK), USA

Articles 9 and 10. Partial guidelines: regulation of flavourings and menthol
Juan Carballo. Campaign for Tobacco-Free Kids (CTFK), Argentina

Deadly Flavours Protocol in 5 Latin American countries
Caitlin Weiger. Johns Hopkins School of Public Health, USA
Flavourings regulations in Latin America: The Brazilian and the Chilean cases
- Adriana Pereira de Carvalho. ACT Promoção da Saúde, antiga Aliança de Controle do Tabagismo, Brazil
- Sonia Covarrubias. Popular Education in Health (EPES), Chile

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<tr>
<th>09:00 – 10:30</th>
<th>Experiences Track 1: Lessons learned in tax policies and tax administration</th>
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Chair: Deborah Chen. Inter American Heart Foundation Caribbean and Heart Foundation of Jamaica
Co-chair: Dardo Curti. Tobacco Epidemic Research Center (CIET), Uruguay

Monitoring and Evaluation of the tobacco mandates from the 2007 CARICOM Heads of Government NCD Summit Declaration
Thelma Alafia Samuels. The University of the West Indies, Barbados

Potential taxes from tobacco in 3 Caribbean countries
Samuel Gabriel. The University of the West Indies, Trinidad y Tobago

Tax policy in Chile: a learning scenario of the tax policy legislative negotiations, tax administration and its effect on consumption and prize
Guillermo Paraje. Adolfo Ibáñez University, Chile

Tobacco taxes experience in Colombia: implementation, efforts made and their possible effects. Tax policy, prevalence and consumption
Diana Patricia Niño Muñoz. La Salle University, Colombia

Tobacco taxation policy and consumption in Mexico

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<th>11:00 – 12:30</th>
<th>Cessation Track 2: Experiences in the implementation of cessation programs: clinical and systemic perspectives</th>
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Chair: Brunilda Casseta. National Tobacco Control Program, Ministry of Health, Argentina
Co-chair: Gustavo Zabert. Latin American Thorax Association (ALAT), Argentina

Brief Intervention for tobacco cessation on a vulnerable population due to extreme poverty
María Angélica Ocampo. Clinic Against Tobacco and Other Addictive Substances Dr. Raúl Cícero Sabido, General Hospital of Mexico Dr. Eduardo Liceaga, Mexico

Strengthening the capacity of the health system to implement Article 14 of the FCTC by promoting a more strategic approach to expanding treatment of tobacco dependence
Juan Núñez Guadarrama. Inter American Heart Foundation Mexico (FIC Mexico), National Alliance for Tobacco Control (ALIENTO), Mexico

GRANTAHI: 17 years of experience in tobacco cessation and capacity building on cessation, tobacco control policy and smokefree environments
Raúl Guillermo Espinosa. GRANTAHI Tobacco Control Program, Italian Hospital of Buenos Aires, Argentina

Cessation professional training experience in the region: The Global Bridges program in Latin America
Gustavo Zabert. Latin American Thorax Association (ALAT), Argentina

Project Breathe Free
Lydia Amarales. Breathe Free, Chile
### Policy Track 2: Advertising, promotion and sponsorship of tobacco control products at the point of sale

**Chair:** [Luz Myriam Reynales Shigematsu](#). National Institute of Public Health, Mexico  
**Co-chair:** [Jorge Vega Cárdenas](#). Corporate Accountability International, Mexico

#### Objectives

1. Describe exposure to advertising, promotion and sponsorship of tobacco products at the point of sale and its effect on adolescents in Latin American countries.  
2. Evaluate the impact of policies of partial and total prohibition of advertising, promotion and sponsorship of tobacco products in Latin American countries.  
3. Present the regulatory challenges faced by Latin American countries in order to achieve a total ban on advertising, promotion and sponsorship at the point of sale.  
4. Present a monitoring and surveillance strategy for advertising, promotion and sponsorship of tobacco products for the Latin American region.

#### Effect of advertising, promotion and sponsorship at the point of sale around schools: The case of Mexico and Argentina

**Edna Arillo Santillán.** National Institute of Public Health, Mexico.

#### Tobacco products advertising, promotion, sponsorship at the point of sale: the case study of Argentina

**Alejandro Videla.** National Tobacco Control Program, National Ministry of Health, Argentina.

#### Exhibition of tobacco products at the point of sale is equivalent to advertising tobacco products: the regulatory controversy in Colombia

**Lorena Calderón Pinzón.** Ministry of Health, Colombia.

#### Tobacco industry marketing strategies aimed at children at the point of sale

**Regina Blessa.** Institute of Retail Studies, Brazil.

### Experiences Track 2: Global Trade and tobacco control

**Chair:** [Eric Crosbie](#). University of California - San Francisco (UCSF), USA.  
**Co-chair:** [Belén Ríos](#), Inter American Heart Foundation Argentina (FIC Argentina), Argentina

#### Health and International Trade

**Benn McGrady.** O’Neill Institute for National and Global Health Law, Georgetown University, USA.

#### Tobacco trade and farming

**Jeffrey Drope.** American Cancer Society, USA, and [Stella Aguinaga Bialous](#). University of California - San Francisco (UCSF), USA.

#### The commercial threats of the tobacco industry and the challenges for health warning labels on cigarette packs in Latin America and the Caribbean - a special focus in Uruguay and Jamaica

**Eric Crosbie.** University of California - San Francisco (UCSF), USA.

#### The fund for commercial anti-tobacco litigation and international cooperation

**Patricia Sosa.** Campaign for Tobacco-Free Kids (CTFK), USA.
Implications of future trade agreements on tobacco control: an analysis of the Trans-Pacific Agreement and the Pacific Alliance
Stella Aguinaga Bialous. University of California - San Francisco (UCSF), USA.

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<th>12:45 – 13:45</th>
<th>WED 14</th>
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<tr>
<td><strong>Plenary during lunch: Tobacco Economy, Globalization, and the FCTC.</strong></td>
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Sponsored by the US National Cancer Institute (NCI), the Panamerican Health Organization (PAHO), and the University of Illinois at Chicago Institute for Health Research and Policy.

Chair: Guillermo Paraje. Universidad Adolfo Ibáñez. Chile

Objective
Underline and disseminate the main findings and conclusions of the new publication.

Speaker: Frank J. Chaloupka. University of Illinois at Chicago and UIC Health Policy Center, USA

Topics
- Overview: the economics of tobacco use, globalization of the tobacco industry and the WHO Framework Convention on Tobacco Control.
- Price and non-price determinants of the demand for tobacco products.
- Policy and other influences on the supply of tobacco products.
- Economic and other implications of tobacco control.
- The way forward.

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<th>14:00 – 15:30</th>
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<td><strong>PLENARY 1: Fiscal Policy for Tobacco Control: Lessons learned and challenges in Latin America and the Caribbean</strong></td>
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Chair: Rosa Sandoval, Pan American Health Organization/ World Health Organization, USA
Co-chair: Frank Chaloupka. UIC Health Policy Center, University of Illinois at Chicago, USA

Objectives
1. That the participants identify the relationship between tobacco taxation policies and compliance with the goal of reducing the prevalence of smoking by 30% to 2025 and with that to the 25% reduction in premature mortality due to NCDs according to the Plan of Action on NCDs. In addition, to reinforce that this is a central mandate of the FCTC and therefore an obligation for the States Parties in it.
2. That the participants become familiar with the content and scope of tobacco tax policies with a public health vision recently implemented in selected countries of the region.
3. That the participants identify the challenges in intersectoral coordination for an effective implementation of tobacco tax policies with a public health vision, in particular the articulating role of the health authority.
4. That the participants identify the challenges faced by tax authorities for effective enforcement of tobacco tax policies.
5. That the participants identify the characteristics of an effective campaign to increase tobacco taxes.
6. That participants become familiar with the opportunities and challenges of using earmarking.

The impact of increasing tobacco taxes on public health and public finances and an overview of the use of earmarking in Latin America and the Caribbean
Rosa Sandoval, Pan American Health Organization/ World Health Organization, USA

Tobacco tax policies - moving towards an intersectoral articulation in favour of public health
- **JAMAICA**: Role of the health authority in the development of technical tax policies for tobacco from a fiscal and health point of view  
  Sheryl A. Dennis. Focal point for the FCTC, Ministry of Health, Jamaica

- **PERU**: Challenges and needs in the elaboration of tobacco tax increases proposals within the tax authority  
  Miryam Yepes Salazar. Ministry of Economy and Finance, Peru

- **ARGENTINA**: Key elements for the implementation of an effective campaign to increase tobacco taxes  
  María Elisabet Pizarro. Inter American Heart Foundation Argentina (FIC Argentina), Argentina

- **PANAMA**: Use of earmarking - an analysis of its efficiency for public finances and its impact on health achievements  
  Victor Hugo Herrera. Gorgas Institute for Health Studies, Panama

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**16:00 – 17:30 WED 14**  
**Cessation Track 3**: Building regional capacity in tobacco dependency treatment

Chair: **Gustavo Zabert**. Latin American Thorax Association (ALAT), Argentina.  
Co-chair: **Javier Saimovici**. GRANTAHI Tobacco Control Program, Italian Hospital of Buenos Aires, Argentina.

**Objective**

Share expertise on the implementation of tobacco dependence treatment in a variety of contexts, from mental health clinics and addictions in Brazil to cancer centers in Mexico. Effective and culturally appropriate treatment for specific patient populations and in specific clinical care settings is increasingly important both within the LAC region and globally.

**Strengths and weaknesses of on-line training in smoking cessation: experience Fruitful Project**  
**Joaquín Barnoya**. Unit of Cardiovascular Surgery of Guatemala, Guatemala / University of California, USA

**How to include smoking cessation strategies in Mental Health services in Brazil**  
**Joao Mauricio Castaldelli-Maia**. ABC Center for Mental Health Studies, Brazil

**Training of health professionals for smoking cessation**  
**Silvia Maria Cury Ismael**. Hospital of the Heart (HCor), Brazil

**Strengthening the capacity of the health system in the treatment of tobacco dependence in Bolivia**  
**Pamela Cortez**. Inter American Heart Foundation Bolivia (FIC Bolivia)

**Availability of tobacco dependence treatment in the Cancer Institutions of Mexico**  
**María Elma Correa-Acevedo**, National Cancer Institute, Mexico.

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**16:00 – 17:30 WED 14**  
**Policy Track 3**: Tobacco industry interference: New strategies to create obstacles to tobacco control policies

Chair: **Stella Aguinaga Bialous**. University of California - San Francisco (UCSF), USA  
Co-chair: **Jake Palley**. Campaign for Tobacco-Free Kids, USA

Tobacco industry interference has been identified as the main obstacle to advancing tobacco control policies. The FCTC refers in its Article 5.3 and its guidelines which calls for protection of tobacco control health policies from the commercial and other interests of the tobacco industry. Its guidelines provide a concrete plan of action to prevent tobacco industry interference in tobacco policies.
Since 2010 in Latin America, the Regional Initiative was created to monitor tobacco industry interference strategies in tobacco control policies and to respond to counteract them from civil society. From this, we worked on the systematic monitoring of the strategies of the tobacco industry and the design of response actions.

In recent years, with the advancement of regulatory frameworks, the tobacco industry has developed innovative and powerful strategies that spread across Latin American countries.

**Strategies and arguments of the tobacco industry against regulations of additives and generic packaging of cigarettes in Chile**

_Sonia Covarrubias_. Popular Education in Health (EPES), Chile

**Campaign against the increase of tobacco taxes in Brazil: Tax Grows, crime thanks**

_Monica Andreis_. ACT Promoção da Saúde, antiga Aliança de Controle do Tabagismo / Framework Convention Alliance (FCA), Brazil

**The interference of the tobacco industry in Colombia**

_Jaime Arcila_. Corporate Accountability International (CAI), Colombia

**Tobacco Industry’s innovative strategies to interfere with tobacco control policy. The Argentinian case**

_Cinthia Shammah_. Inter American Heart Foundation Argentina (FIC Argentina), Argentina

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<th>16:00 – 17:30</th>
<th>Experiences Track 3: Global and regional response to NCD targets and Sustainable Development Goals (SDG)</th>
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<tr>
<td><strong>WED 14</strong></td>
<td>Chair: <em>Beatriz Champagne</em>. InterAmerican Heart Foundation (IAHF), Estados Unidos/Argentina</td>
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<td>Co-chair: <em>Alejandro Ramos</em>. Board Member (AMOR region) Framework Convention Alliance and InterAmerican Heart Foundation (FIC Argentina), Uruguay</td>
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**Tobacco control in the NCD goals and the Sustainable Development Goals: successes, challenges, strategies**

_Francis Thompson_. Framework Convention Alliance, Canada

**Exercising accountability in the NCD issue: monitoring of the national response to NCD in Brazil and the benefits for tobacco control**

_Paula Johns_. ACT Promoção da Saúde, antiga Aliança de Controle do Tabagismo, Brazil

**Tobacco control benefits resulting from the construction of an NCD Coalition - the case of Mexico**

_Juan Núñez Guadarrama_. Inter American Heart Foundation Mexico (FIC Mexico), National Tobacco Control Alliance (ALIENTO), Mexico

**The National strategy for the prevention and control of NCD in Argentina: a vulnerability reduction approach.**

_Veronica Schoj_, Health Promotion and NCD Control Directorate, Ministry of Health, Argentina

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<th>18:30 – 20:30</th>
<th>Opening Ceremony and Conference</th>
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<td><strong>WED 14</strong></td>
<td>Chair: Master of ceremonies</td>
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_Mario Zelarayán_. Executive Director of the Honorary Commission for Cardiovascular Health

_Álvaro Luongo_. President of the Honorary Commission Against Cancer, Uruguay

_Beatriz Champagne_. President of the 5th Latin American and Caribbean Conference Tobacco or Health.

_Verónica Schoj_. President of the Scientific Committee of the Conference

_Eduardo Bianco_. Vice-President of the Scientific Committee of the Conference

_Ana María Tambussi_. President of the Inter American Heart Foundation (IAHF)
Cultural Event:
Introduction. Miguel Asqueta, CIET
Guitar concert by Dr. Álvaro Córdoba

Inaugural Conference by the President of the Oriental Republic of Uruguay, Dr. Tabaré Vázquez.

- Yul Francisco Dorado Award honouring the President of the Oriental Republic of Uruguay, Dr. Tabaré Vázquez.
  From the organizers of the 5th LACTOH Conference and Corporate Accountability International.

Final announcements and adjournment

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<td>08:00 – 08:30 THU 15</td>
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Sponsored by the Campaign for Tobacco-Free Kids (CTFK)

Chair: Patricia Sosa. Campaign for Tobacco-Free Kids (CTFK), USA.
Co-chair: Jake Palley. Campaign for Tobacco-Free Kids, USA.
PLENARY 2: Guaranteeing access to tobacco dependency treatment

Chair: Armando Peruga. Universidad del Desarrollo, Chile / previously with Smokefree Initiative World Health Organization
Co-chair: Martin Raw. International Centre for Tobacco Cessation, United Kingdom

Topics
- Progress and challenges in the implementation of Article 14.
- Access to affordable drugs.
- Case studies to illustrate concrete challenges and opportunities.

Progress in the implementation of Article 14
Martin Raw. International Centre for Tobacco Cessation, United Kingdom

Main obstacles to the implementation of Article 14
Beatriz Champagne. Inter American Heart Foundation (IAHF), USA/Argentina

Case studies: Bolivia, Costa Rica and Uruguay
- Pamela Cortez. Inter American Heart Foundation Bolivia (FIC Bolivia), Bolivia
- Nydia Amador. RENATA, Costa Rica
- Elba Esteves. Uruguayan Society of Tobacology, Uruguay

Cessation Track 4: Strategies for cessation intervention in Pregnancy

Chair: Laura Llambí. Hospital de Clínicas, School of Medicine, University of the Republic, Uruguay
Co-chair: Cristina Gaitán. General Interzonal Hospital Presidente Perón, Argentina

Objectives
1. To update the state of the art regarding effective interventions for smoking cessation in pregnant women, including pharmacotherapy, e-cig, incentives, counselling, apps, others.
2. To analyse the perspective of the users.
3. To discuss programs / initiatives / experiences of cessation for pregnant women in the different countries

Pharmacological interventions for smoking cessation in pregnant women
Cheryl Oncken. UCONN Health, University of Connecticut, USA

Psychosocial interventions to quit smoking in pregnancy
Paola Morello. Center for the Study of the State and Society, Argentina

Other innovative interventions: applications, SMS, incentives
Susana Nahabedian. Tobacco Control Program, Provincial Ministry of Health, Buenos Aires, Argentina

The perspective of the pregnant women, results of a qualitative study
Mercedes Colomar. Unit of Clinical and Epidemiological Research Montevideo (UNICEM), Uruguay
11:00 – 12:30  | Policy Track 4: FCTC at age 10: innovation in legal strategies
THU 15

Chair: Oscar A. Cabrera. O’Neill Institute for National and Global Health Law, Georgetown University, USA/Venezuela
Co-chair: Patricia Sosa. Campaign for Tobacco-Free Kids (CTFK), USA

Objective
The central objective of the panel is to identify new legal strategies, both legislative and litigation, that are being used in tobacco control. In our region tobacco control policies are often framed within a broader rule of law and human rights discourse. In this context, there have been many achievements, but still many challenges. New legal interventions can be used to strengthen the implementation of the FCTC but also to minimize the impact of new industry strategies (e.g. electronic cigarettes, flavourings, etc.). In this panel we propose to examine the current status of legal interventions, and explore potential new opportunities as well.

Legislative challenges in Latin America
Gustavo Soñora. The Union - International Union Against Tuberculosis and Lung Disease, Uruguay

Collaboration and external participation of civil society in judicial processes
Juan Carballo. Campaign for Tobacco-Free Kids (CTFK), Argentina

Industry interference - legal strategies to counter it
Adriana Pereira de Carvalho. ACT Promoção da Saúde, antiga Aliança de Controle do Tabagismo, Brazil

Strategic litigation in tobacco control
Belén Rios, Inter American Heart Foundation Argentina (FIC Argentina)

11:00 – 12:30  | Experiences Track 4: Challenges in the implementation of tobacco control policies in Latin America and the Caribbean
THU 15

Chair: Miguel Asqueta. Tobacco Epidemic Research Center (CIET), Uruguay.
Co-chair: Sonia Covarrubias. Popular Education in Health (EPES), Chile

Tobacco control challenges in Bolivia
Alejandra Karina Garrón Monje. Inter American Heart Foundation Bolivia (FIC Bolivia)

Monitoring systems to ensure the effectiveness of standards
Rose Melkon. Interdisciplinary Tobacco or Health Civil Association

Challenges for tobacco control in Ecuador
Hugo Noboa. Health, Environment and Development Foundation (FUNSAD), Ecuador

Challenges for tobacco control in Mexico
Erick Antonio Ochoa. Inter American Heart Foundation Mexico (FIC Mexico)

Compliance with smoke-free environments regulations among public employees
Ernesto Ruiz. Smokefree Alliance Argentina (ALIAR)

12:45 – 13:45  | Lunch Conference: Global Adult Tobacco Survey (GATS) in Latin America and the Caribbean
JUEV 15/06

Sponsored by the CDC (Centers for Disease Control and Prevention) and PAHO (Pan American Health Organization)

Chair: Adriana Bacelar Gomes. Pan American Health Organization, USA.
Objective
To understand how the results of the GATS and the aspects of the tobacco surveillance system enables a review of the different aspects of the FCTC and to support countries in the promotion and evaluation of changes to update their National Laws.

-Luz Myriam Reynales Shigematsu. National Institute of Public Health, Mexico

-Roberto Castro Córdoba. Ministry of Health, Costa Rica

-Valeria Cunha. National Tobacco Control Program/ National Cancer Institute/ Ministry of Health, Brazil

-Ana Lorenzo. Uruguayan Society of Tobacology (SUT), Uruguay

-Victor Hugo Herrera. Gorgas Institute for Health Studies, Panama

-Alejandro Videla. National Tobacco Control Program, Ministry of Health, Argentina

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<th>14:00 – 15:30</th>
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<td><strong>PLENARY 3: Electronic cigarette: Harm reduction or the new era of the nicotine business?</strong></td>
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Chair: Paula Johns. ACT Promoção da Saúde, antiga Aliança de Controle do Tabagismo, Brazil.

Objective
The focus of this session will be to discuss the possible regulatory options for electronic cigarettes using the available evidence and different perspectives. The global tobacco control community has a history of consensus in the vast majority of public policies needed to reduce smoking and also rich debate on issues such as cessation and harm reduction. Some people believe that total abstinence from nicotine and complete cessation is the ideal by which we should strive collectively as a public health community. Others feel that we should strive to reduce mortality and disease and that e-cigarettes can be an effective solution in that direction. There is general agreement on the lack of evidence on the long-term impact of electronic cigarettes. Around this debate there is an economically powerful industry looking for a way to survive. What are the market influences behind the controversy over this device? How to identify and deal with conflict of interest in this new context? The aim of this session will then be to provide new approaches to this controversial tobacco control issue.

Regional Perspective - What is the situation in Latin America and the Caribbean?
Rosa Sandoval. Pan American Health Organization, USA.

Electronic Cigarettes: Science, interpretations and implications.
Aruni Bhatnagar. Department of Medicine, University of Louisville, Kentucky, and American Heart Association, USA

National case studies: Brazil, Colombia and Guatemala
- Stella Regina Martins. Tobacco Cessation Group – Heart Institute, School of Medicine, University of São Paulo / Anti-tobacco Committee, Brazilian Medical Association, Brazil
- Jaime Arcila. Corporate Accountability International (CAI), Colombia
- Joaquín Barnoya. Cardiovascular Surgery Unit of Guatemala, Guatemala / University of California, United States
### Cessation Track 5: Update on psychological interventions for tobacco dependency treatment

**Chair:** Mary Barros. Uruguayan Society of Tobacology (SUT), Uruguay  
**Co-chair:** María Inés de la Iglesia. Argentinian Tobacology Association, Argentina

**Objective**  
Update of psychological treatment in the approach to smokers and evaluation of a program adapted to people with depression.

**Efficacy of cognitive-behavioural treatment and behavioural activation**  
*Elisardo Becoña.* University of Santiago de Compostela, Spain

**Presentation of a new intervention strategy: Dramatization.**

### Policy Track 5: Illicit Trade

**Chair:** Enrique Soto. Tobacco Control Area, Ministry of Health, Uruguay.  
**Co-chair:** Alejandro Ramos. Board Member (AMRO region) Framework Convention Alliance and InterAmerican Heart Foundation (FIC Argentina), Uruguay

**Objective**  
Highlight main characteristics of tobacco illicit trade in the region and assess the challenges it represents, particularly in response to the upcoming implementation of the WHO Protocol to Eliminate Illicit Trade in Tobacco Products

**Introduction**  
*Alejandro Ramos.* Board Member (AMRO region) Framework Convention Alliance and InterAmerican Heart Foundation (FIC Argentina), Uruguay

**What did we learn with measuring cigarettes illicit trade in Colombia?**  
*Blanca Llorente.* Anáas Foundation, Colombia

**Measurement of contraband in the countries of Latin America**  
*Martín González Rozada.* Torcuato di Tella University, Argentina

**Advances and critical points in the implementation of the Protocol identified by the Protocol Expert Panel**  
*Jorge Luis Gaona.* Panel of Experts on the COP Protocol, Paraguay

**Recent situation in the tobacco illicit trade market in Brazil**  
*Roberto Iglesias.* Center for Integration and Development Studies, Brazil

### Experiences Track 5: Gender perspective in tobacco control: an invisible agenda

**Chair:** Isabel Scarinci. University of Alabama at Birmingham, USA  
**Co-chair:** Ana María Tambussi. Inter American Heart Foundation (IAHF), Argentina

**CEDAW Committee and the protection of women against smoking**  
*Belén Rios.* InterAmerican Heart Foundation Argentina (FIC Argentina), Argentina

**Capacity building for tobacco control researchers: a gender perspective - the case of Brazil**  
*Regina Celina Cruz.* Pontifícia Universidade Católica do Paraná – Brazil
The gender perspective in the evaluation of tobacco control policies as a basis for the design of specific strategies  
Gustavo Soñora. The Union - International Union Against Tuberculosis and Lung Disease, Uruguay

Costa Rica's experience in incorporating the gender perspective into tobacco control programs  
Teresita Arrieta. National Anti-tobacco Network (RENATA), Costa Rica

| 18:00 – 20:00 THU 15 | Evening Session and Reception. Health over Profits: The Phillip Morris International vs. Government of Uruguay lawsuit, Radisson Hotel |

Chair: Eduardo Bianco. Tobacco Epidemic Research Center (CIET) / Framework Convention Alliance (FCA), Uruguay  
Co-chair: Patricía Sosa. Campaign for Tobacco-Free Kids, USA

Objectives
1. To disseminate the control measures implemented by Uruguay that led to the Philip Morris International litigation in 2010.
2. To expose the tobacco industry’s arguments and to present Uruguay’s defense strategy.
3. To share the lessons learnt during the process.

Speaker: Clara Brillembourg. Foley Hoag Law Firm, USA.

Expert panel
- Winston Abascal. International Cooperation Center on Tobacco Control, Uruguay.
- Andrea Barrios. Lawyer, specialized in intellectual property, Uruguay.

FRIDAY, JUNE 16TH 2017

| 07:30 – 08:30 FRI 16 | FCA plans towards 2020: strengthening the international and national work No breakfast |

Chair: Francis Thompson. Framework Convention Alliance (FCA), Canada  
Co-chairs:
Eduardo Bianco. Regional Coordinator / Framework Convention Alliance (FCA), Uruguay  
Alejandro Ramos. Alejandro Ramos. Board Member (AMOR region) Framework Convention Alliance and InterAmerican Heart Foundation Argentina (FIC Argentina), Uruguay

Objective:
To take advantage of the Conference opportunity to bring together many FCA members from Latin America and the Caribbean to inform and exchange ideas on potential developments at the international level (both related to COP, as well as to NCDs and ODS) that may impact the control of the Tobacco at the regional and national level, and what the training and support needs would be, as well as the main lines of advocacy strategies.

| 09:00 – 10:30 FRI 16 | PLENARY 4: Regulation of tobacco product packaging: Towards plain and standardized packaging in Latin America |

Chair: James Thrasher. University of South Carolina, USA. National Institute of Public Health, Mexico  
Co-chair: Enrique Soto. Tobacco Control Area, Ministry of Health, Uruguay

Objectives
1. Understand the impact of generic packaging on youth and adults and the lessons learned from the Australian case.
2. Describe the experience accumulated in Latin America on how cigarette packaging is used to promote smoking among young people.
3. Identify and anticipate the legal challenges involved in promoting regulations for cigarette packets, especially generic and standardized packaging.
4. Characterize the lessons learned from attempts to promote this measure in Latin America.

Evidence of the positive impact of plain packaging in Australia and implications for plain packaging in the future
Geoffrey Fong. University of Waterloo, Canada

Effects of marketing based on cigarette packets among young people: recent studies in Latin America
James Thrasher. University of South Carolina, USA. National Institute of Public Health, Mexico

Legal perspectives of the trade and efforts to regulate the packaging of cigarettes
Rosa Sandoval, Pan American Health Organization/World Health Organization, USA

Promotion of plain packaging: lessons learned and next steps in Chile and the region
Paloma Cuchi. Pan American Health Organization, Chile

| 11:00 – 12:30  |
| FRI 16        |
| Cessation Track 6: Challenges and solutions for pharmacological treatment of tobacco dependency |

Chair: Fernando Müller. MEDEF Project, Argentina
Co-chair: Elba Esteves. Uruguayan Society of Tobacology, Uruguay

Objective
To disseminate and point out novelties, difficulties and challenges of available pharmacological treatments.

Pharmacological treatment, Efficiency: what, how much and how. When the TF starts, maximum and minimum doses, maximum and minimum duration
Ramón Rojas. Argentinian Respiratory Medicine Association (AAMR), Argentina

Pharmacological treatment, Associations: what, when and how. Pharmacological synergy between 1st line treatments, when and how to combine them
Susana Luhning. Argentinian Respiratory Medicine Association (AAMR), Argentina

Pharmacological treatment, Cytisine: a new resource? Mechanism of action, use, tolerance, availability, association potential
Laura Llambí. School of Medicine, University of the Republic, Uruguay

Pharmacological treatment, adherence: costs, availability of drugs. How to use what little I have. Dose reduction, Contingent reinforcement
Cristina Borrajo. Latin American Thorax Association (ALAT), Argentina.

Pharmacological Treatment, Neuropsychiatric Safety and Effectiveness: Behaviour of Vr. Bp and TRN in smokers with and without MS. EAGLES study
Débora Serebrisky. Argentinian Psychiatrists Association (APSA)

| 11:00 – 12:30  |
| FRI 16        |
| Policy Track 6: Financial sustainability of Tobacco control in LAC: present and future perspectives |

Chair: Veronica Schoj, Health Promotion and NCD Control Directorate, Ministry of Health, Argentina
Co-chair: Beatriz Champagne. Inter American Heart Foundation (IAHF), USA/Argentina
Objectives
1. Understand the perspectives of funders and recipients regarding financial resources for tobacco control in Latin America and the Caribbean, the strengths and weaknesses of present mechanisms.
2. What are factors that promoted successful financial sustainability in other areas such as HIV, vaccinations?
3. Consider opportunities over the next 10 years for funding tobacco control in the LAC region.

-Yolonda Richardson. Campaign for Tobacco Free Kids (CTFK), USA
-Greg Hallen. International Development Research Centre (IDRC), Canada
-Juana Cooke. United Nations Development Program (UNDP), Panama
-Francis Thompson. Framework Convention Alliance (FCA), Canada

11:00 – 12:30 FRI 16
Experiences Track 6: Innovative research in tobacco control in Latin America and the Caribbean

Chair: James Thrasher. University of South Carolina, USA. National Institute of Public Health, Mexico
Co-chair: Joaquin Barnoya. Cardiovascular Surgery Unit of Guatemala, Guatemala / University of California, USA

Prospects and dangers of electronic cigarette use, potential political reactions and implications for public health
David Levy. Lombardi Comprehensive Cancer Center, Georgetown University, USA

Disease and economic burden of tobacco in Latin America, and evidence packages with expected impact of four interventions
Andrea Alcaraz. Institute for Clinical Effectiveness and Health Policy (IECS), Argentina

Reality of special customs zones in cigarette smuggling in Panama and Central America: Challenges
Victor Hugo Herrera. Gorgas Institute for Health Studies, Panama

Monitoring of restaurants and bars in 12 jurisdictions to demand compliance with 100% smokefree environments policies
Eduardo del Castillo. Códice S.C., Mexico

12:45 – 13:45 FRI 16
Lunch Conference: The Tobacco Atlas

Sponsored by the American Cancer Society (ACS)

Co-chair: Alex Liber. American Cancer Society, USA
Co-chair: Martine Chaussard American Cancer Society, USA

Objective
Presentation of the Tobacco Atlas and the new American Cancer Society webpage in Spanish and English.

Topics
- Economic aspects of the Tobacco Atlas and the new American Cancer Society webpage.

14:00 – 15:30 FRI 16
Cessation Track 7: Psychiatric co-morbidities in tobacco dependency treatment

Chair: Gabriela Senatore. Argentinian Tobacology Association (AsAT), Argentina
Co-chair: Cecilia De Simone. GRANTAHI Tobacco Control Program, Italian Hospital of Buenos Aires, Argentina

Objective
To learn about about resources and scales and in order to incorporate them in their practice of smoking cessation. Through scales and directed questions achieve greater detection of psychiatric pathology associated with smoking cessation.

**Tobacco cessation from the psychiatric perspective: four clinical case studies**  
*Julieta Cassone.* Argentinian Tobacology Association, Argentina

**Update of evidence. Closing of the Cessation Track**  
*Gabriel Landsberg.* Espaço Clif, Brazil

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Chair: *Raúl Mejía.* Center for the Study of the State and Society, Universidad de Buenos Aires (UBA), Argentina  
Co-chair: *James Thrasher.* University of South Carolina, USA. National Institute of Public Health, Mexico

**Objectives**

**General:**  
To analyse the effect of the presence of tobacco in the media in the early use by adolescents and what are the public policies that could be implemented to limit it.

**Specific:**

1. Describe the main studies that show the effect of tobacco on film on adolescents.
2. Describe studies on the effect on adolescents of the presence of tobacco in other entertainment media such as video games and the internet.
3. Describe the WHO recommendations to combat the problem and its relationship to Article 14 of the FCTC. Submit the 3rd WHO report on tobacco in the cinema.
4. Describe the activities carried out by governments and civil society organizations to regulate the presence of tobacco in the media.

**Studies on the association between smoking in movies and the onset of smoking in adolescents. Review of studies in Mexico, Argentina and other countries**  

**The effect of tobacco presence in videogames on tobacco consumption among adolescents in Argentina**  
*Raúl Mejía.* Center for the Study of the State and Society, Universidad de Buenos Aires (UBA), Argentina.

**WHO/PAHO recommendations on the presence of Tobacco in the media**  
*Sebastián Laspiur.* Pan American Health Organization/Organización Mundial de Salud, Argentina

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<th>14:00 – 15:30</th>
<th>Experiences Track 7: Innovative interventions in tobacco cessation in the region</th>
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Chair: *Amanda Sica.* Honorary Commission Against Cancer, Uruguay  
Co-chair: Guadalupe Ponciano. National Autonomous University of Mexico (UNAM)

**Design and evaluation of a Mobile Health intervention (mHealth) to support smoking cessation among women aged 18-44 in the Metropolitan Region of Chile (FONIS Project SA15I20120)**  
*Claudia Bambs Sandoval.* Pontificia Universidad Católica de Chile, Chile

**Activate Ya. Physical activity and prevention of smoking in young people**  
*Lucía Martínez.* Tobacco Epidemic Research Center (CIET), Uruguay
Experiences of the National Resources Fund in the treatment of tobacco dependency
Elba Esteves. National Resources Fund (FNR), Uruguay

Smokers in Brazil: who are they?
Andre Szklo. National Cancer Institute José Alencar Gomes da Silva, Brazil

October 21st: a cooperative, a unique experience
Daniel Gómez. Member of the October 21st Cooperative, Uruguay

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<th>16:00 – 17:30</th>
<th>PLENARY 5: The Future of tobacco control in the region: innovative strategies to accelerate advances in Latin America and the Caribbean</th>
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Moderators
Patricia Sosa. Campaign for Tobacco-Free Kids (CTFK), USA
Armando Peruga. Universidad del Desarrollo, Chile / previously with Smokefree Initiative World Health Organization

Objectives
1. To end what we started - Provide a road map to ensure that all countries in the region benefit from tobacco control laws to achieve our goal of a tobacco-free America, including:
   A. Propose strategies for advancing countries that have not ratified the FCTC, or adopting tobacco control laws that reflect their policies (i.e. PAHO's resolution that all countries adopt smoke-free labels and warnings Sanitary); Y
   B. How to strengthen existing laws in countries that partially comply with the FCTC.

2. Adopt innovative policies - Emphasize the innovative policies needed to counter new tobacco industry strategies and the challenges we must overcome to ensure their adoption (i.e. banning flavoured cigarettes, countering the reach of networks Social rights for youth, regulate electronic cigarettes so that tobacco control laws are not undermined).

3. Defeating the tobacco industry - Identifying key strategies for continued discrediting of the tobacco industry, including exposing attempts to manipulate illicit trade policies to undermine tobacco control efforts and curb ties of the industry with the facade groups that provide legitimacy for the industry in the political processes.

To end what we started
Armando Peruga. Universidad del Desarrollo, Chile / previously with Smokefree Initiative World Health Organization

The challenges of adopting innovative policies
Hon. Guido Girardi. Senator of the Republic, Chile.

The defeat of the tobacco industry and energize the tobacco control movement
- Daniela Guedes. ACT Promoção da Saúde, antiga Aliança de Controle do Tabagismo, Brazil.
- Belén Rios. Inter American Heart Foundation Argentina (FIC Argentina), Argentina.

The Legacy of Yul Francisco Dorado to the Tobacco Control Movement
Daniel Dorado. Corporate Accountability International, Colombia.

Discussion with the Audience.
Armando Peruga. Universidad del Desarrollo, Chile / previously with Smokefree Initiative World Health Organization

Closing words.
Patricia Sosa. Campaign for Tobacco-Free Kids (CTFK), USA.
17:30 – 18:00
FRI 16
Closing and Presentation of Awards

Chair: Ana Tambussi. President of the InterAmerican Heart Foundation, Argentina

Closing words: Herman Schargrodsky. Inter American Heart Foundation. Italian Hospital of Buenos Aires, Argentina.

Awards Ceremony

- Awards for poster and oral scientific studies by the SRNT.
- IAHF awards for countries with remarkable achievements or improvements.
- Special Awards

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POSTERS PRESENTATION – by day

Posters WEDNESDAY JUNE 14TH

Evaluación Social del “Programa integral de prevención y tratamiento de tabaquismo en la atención primaria de salud”, Santiago de Chile
Autora: Dra. Lidia Amarales, Chile

Impacto de la cajetilla genérica en percepción de riesgo diferenciado por marcas y diseños en adolescentes chilenos. 2015
Autora: Lic. María Paz Bertoglia, Chile

La industria tabacalera china y el control del tabaco en latinoamérica
Autor: Dr. Eduardo Bianco, Uruguay

Proyecto del Observatorio de Vigilancia de Estrategias e Intervenciones en Salud para el cumplimiento de la Ley N° 9028 (OVEIS), Costa Rica
Autor: Mstr. Jeancarlo Córdoba, Costa Rica

Análise da participação da mulher na diversificação em áreas que cultivam o tabaco na região centro sul do Paraná- Brasil
Autora: Lic. Regina Cruz, Brasil

Promoção do narguilé nos pontos de venda do Brasil
Autora: Lic. Cristina de Abreu Perez, Brasil

Expectativas de resultados quanto ao uso do cigarro em usuárias brasileiras: Comparação entre fumantes leves e pesadas
Autora: Lic. Aline Fernanda, Brasil

Desesperança, Sentido da Vida e Uso de Produtos Derivados do Tabaco em Mulheres
Autora: Lic. Rosanne Frizzo, Brasil

Estrategia de comunicación para promover el incremento de impuestos al tabaco en la Argentina. Estudio de caso
Autora: Lic. Patricia Gutkowski, Argentina

Índice de cumplimiento de la prohibición de publicidad, promoción y patrocinio de productos de tabaco en punto de venta en Panamá. Año 2016
Autor: Dr. Víctor Hugo Herrera Ballesteros, Panamá

Exposición a la publicidad del tabaco en los puntos de venta en Argentina
Autor: Dr. Jonatan Konfino, Argentina
Trial and use of e-cigarettes among adolescents in México
Autora: Lic. Paula Lozano, México

Asociacion entre el uso de videojuegos y el consumo de tabaco en adolescentes
Autor: Dr. Raúl Mejia, Argentina

Estrategias para dejar de fumar provistas por infectólogos a personas que viven con VIH/SIDA en Argentina
Autor: Dr. Raúl Mejia, Argentina

Prevalência, cumprimento e apoio à proibição de fumar nos locais de trabalho brasileiros: resultados da Pesquisa ITC Brasil
Autor: Lic. Felipe Mendes, Brasil

Acesso dos consumidores aos cigarros ilícitos em seis cidades brasileiras
Autor: Lic. Felipe Mendes, Brasil

Fortalecimiento de la implementación en México del artículo 14 del CMCT mediante un enfoque estratégico
Autor: Sr. Juan Núñez, México

Cesación tabáquica en la hospitalización ventana de oportunidad
Autora: Dra. Virginia Núñez, Uruguay

Intervención breve “DE UNA VEZ Y PARA SIEMPRE.......HOY SI DEJO DE FUMAR”, para la cesación del tabaquismo en operarios del transporte público de la ciudad de México
Autora: Dra. Guadalupe Ponciano, México

Carga de enfermedad atribuibles al uso del tabaco en Costa Rica y potencial impacto del aumento del precio a través de impuestos
Autora: Dra. Belen Rodríguez, Costa Rica

Impuestos al tabaco: ¿Qué opina la ciudadanía?
Autor: Soc. Diego Rodríguez Sendoya, Uruguay

Carga de enfermedad y gastos sanitarios atribuibles al tabaquismo Paraguay, y el impacto potencial del aumento del precio de cigarrillos a través de impuestos
Autor: Lic. Guillermo Sequera, Paraguay

Sistema informático para tratamiento de tabaquismo en red
Autor: Dr. Leonardo Vejar, Chile

Carga de enfermedad atribuibles al consumo tabaco y su potencial impacto del aumento del precio a través de impuestos en Costa Rica, 2015
Autora: Dra. Nelly Zuñiga, Costa Rica

Posters THURSDAY JUNE 15TH

South South and Triangular Cooperation (SSTC) and the 2030 Agenda for Sustainable Development
Autor: Msc. Diogo Alves, Brasil

Cigarrillo electrónico en la práctica diaria
Autora: Dra. Cristina Borrajo, Argentina
Quienes quieren dejar de fumar en Argentina. Análisis de GATS
Autora: Dra. Brunilda Casetta, Argentina

Medición de PM 2.5 en la vigilancia y control de ambientes libres de humo de tabaco (ALHT)
Autora: Lic. Fanny Castillo, Panamá

Incidencia política, interferencia de la industria e impuesto al tabaco; lecciones del caso Colombiano
Autora: Dra. Esperanza Cerón, Colombia

Tabaquismo y relación con niveles de HDL en pacientes que acuden a la Unidad de Prevención Secundaria del Hospital de Clínicas
Autor: Dr. Darwin Cordovilla, Uruguay

Cigarro elettrônico nos pontos de venda do Brasil
Autora: Lic. Cristina de Abreu Perez, Brasil

Reduce la cajetilla genérica la brecha de socioeconómica, de edad y sexo en la percepción de riesgo para la salud, intención de fumar y atractivo social que produce la cajetilla comercial?
Autora: Dra. Marcia Erazo, Chile

Encuesta Global de tabaquismo en adultos: GATS Costa Rica, 2015
Autora: Dra. Azalea Espinoza, Costa Rica

Implementación de consejería breve antitabaco y mejoría de la continuidad de cuidados en pacientes fumadores Chilenos que se hospitalizan: Aspectos metodológicos y resultados preliminares
Autor: Dra. Lisette Irarrázabal, Chile

Abordagem mínima de profissionais da saúde às usuárias de cigarros industrializados
Autora: Lic. Nadia Kienen, Brasil

Dificultades y desafíos en el control de tabaco en Estados Subfederales
Autor: Lic. Juan Miguel Litvachkes, Argentina

Tobacco use among youth: the landscape is changing
Autora: Lic. Fabiola Mantine, Brasil

Compliance with tobacco smoke-free environments in bars, restaurants, and casinos located in Managua, Granada, and Leon, Nicaragua
Autor: Lic. Miguel Navarro-Murillo, Nicaragua

Uso de redes sociales e internet y su influencia en la publicidad
Autor: Mgtr. Cecilio Niño, Panamá

Cáncer en los medios de Comunicación en Chile
Autora: Sra. Nancy Ortiz, Chile

Tabaco e biocombustível: um novo produto?
Autora: Ms. Mariana Pinho, Brasil

Estrategia educativa para lograr Hogares y vehículos libres de Humo de Tabaco
Autora: Lic. Selva Sanabia, Uruguay

Auto-concepto físico en adolescentes y su relación con el consumo de tabaco
Autor: Dr. José Javier Sánchez, Dominican Republic

Consumo de tabaco y tabaquismo pasivo en escolares del Paraguay
Nueva metodología para la determinación secuencial de niquel y cadmio mediante fluorescencia molecular en esencias de e-cig, molasses y tabaco tradicional
Autora: Dra. Maria Talio, Argentina

Uruguay: Efecto del cigarillo en su medio ambiente
Autora: Dra. Maria Villagran, Uruguay

Posters FRIDAY JUNE 16TH

Adherence improvement using Shared Decision in tobacco dependence treatment. Open randomized controlled clinical trial.
Autor: Sr. Juan Pablo Aguilar Ticona, Brasil

Governments can enact public health measures without infringing commercial rights – Brazilian tobacco additives ban case
Autor: Msc. Diogo Alves, Brasil

Autoestima y Autonomía: Preparando a los niños y niñas para un futuro sin tabaco
Autora: Lic. Nelly Atehortúa Contreras, Costa Rica

Enfrentando la interferencia de la industria del tabaco en el Perú
Autora: Dra. Carmen Barco, Perú

Construcción Veedurías Ciudadanas para el Control del Tabaco
Autor: Lic. Edwin Baron, Colombia

Quienes dejaron de fumar en Argentina. Análisis de GATS
Autora: Dra. Brunilda Casetta, Argentina

Proyecto Domingos Familiares sin Humo de tabaco
Autor: Dr. Roberto Castro, Costa Rica

La experiencia del Spray nasal de nicotina en la Clínica de Cesación de tabaco del Instituto Salvadoreño del Seguro Social (ISSS)
Autora: Dra. Liliana Choto, El Salvador

Cesación tabáquica y consumo de cannabis
Autora: Dra. Cecilia De Simone, Argentina

Reflexões acerca do perfil das mulheres usuárias de cigarros não-legalizados no estado do Paraná, Brasil
Autora: Lic. Nadia Kienen, Brasil

Políticas de control de tabaco y gastos en los hogares en Argentina
Autor: Dr. Jonatan Konfino, Argentina

Consumo de tabaco: ¿Un cambio generacional en la percepción de riesgos?
Autora: Lic. María Inés Lara, Argentina

La televisión como medio de difusión de mensajes en contra de la publicidad, promoción y patrocinio de productos de tabaco en Panamá
Autor: Mgtr. Cecilio Niño, Panamá

Casos emblemáticos de interferencia de la industria en el Ecuador
Autor: Dr. Hugo Noboa, Ecuador

Rotas de contrabando e a experimentação de cigarros entre jovens
Humo de tabaco de segunda mano en autos en Uruguay
Autora: Dra. Antonella Pippo, Uruguay

Por fin: la primera línea telefónica gratuita de tratamiento del tabaquismo en México, a través de LOCATEL
Autora: Dra. Guadalupe Ponciano, México

Experiencia piloto en Consejería de Cesación Tabáquica en estudiantes de Kinesiología de una universidad pública en Chile
Autora: Klga. María José Prieto, Chile

Proyecto de prevención de enfermedades crónicas: Perspectiva y acción comunitaria
Autor: Dr. Jorge Ramírez, México

Carga de enfermedad y gastos sanitarios atribuibles al tabaquismo en Costa Rica, Ecuador, Honduras, Paraguay y Uruguay, e impacto potencial del aumento del precio de cigarrillos a través de impuestos
Autora: Andrea Rodríguez, Colombia

Estudio comparativo das decisões judiciais de controle do tabaco no Brasil: antes e após 2014
Autora: Dra. Renata Soares, Brasil

Proyecto Carroza del Ministerio de Salud en el Festival de la Luz 2016
Autora: Lic. Cindy Valverde, Costa Rica

Percepciones y actitudes de fumadores y no fumadores adolescentes y adultos de Argentina respecto de las advertencias impresas en paquetes de cigarrillos
Autor: Lic. Mario Virgolini, Argentina

Caracterización clínica y epidemiológica de usuarios de la Unidad de Cesación de Tabaquismo (UCT) de Sanidad Policial
Autora: Lic. Sonia Yacosa

EXHIBITION
- Argentinian Association of Tobacology (AsAT)
- Virtual Health Library on oncology (BVS), Uruguay and Virtual Health Library on Cancer Prevention and Control, Brazil
  Organizer: Letícia Casado, Conprev - Coordenação de Prevenção e Vigilância INCA - National Cancer Institute
- Campaign for Tobacco Free Kids
  Organizers: Patricia Sosa, Jake Palley
- Tobacco Epidemic Research Center (CIET)
- InterAmerican Heart Foundation: regional organization, FIC Argentina, FIC Bolivia, FIC Mexico, IAHF Caribbean.
  Organizers: Yahaira Ochoa Ortíz, Juan Núñez Guadarrama, Patricia Gutkowski, Karina Garrón, Deborah Chen, Javier Valenzuela.
- Uruguayan Society of Tobacology (SUT)
- Argentinian Anti-tobacco Union (UATA)
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