

World No Tobacco Day 2016

Get ready for plain packaging

Tuesday, 31 May

Room C. Pan American Health Organization Headquarters

Agenda

11:00 – 11:10	Welcome	Dr. Adriana Blanco, Advisor Tobacco Control. PAHO/WHO
11:10 – 11:20	Opening Remarks	Dr. Francisco Becerra, Assistant Director. PAHO/WHO
11:20 – 11:30	Regional Situation of Tobacco Packaging and Labeling	Lic Rosa Sandoval, Advisor Tobacco Control. PAHO/WHO
11:30 – 12:30	Panel on plain packaging	Dr. Adriana Blanco-Moderator
	Science behind packaging and labeling	Professor David Hammond, University of Waterloo, Canada
	Regional research on the impact of tobacco packaging and plain packaging among youth	Professor Jim Thrasher, University of South Carolina, USA
	Civil society advocating for plain packaging	Ms. Paula Johns, Aliança de Controle do Tobagismo (ACT), Brazil
	“Single presentation”- the experience of Uruguay	Dr. Winston Abascal, International Center of Cooperation on Tobacco Control, Uruguay (virtual)
	How to advance to plain packaging – country experience	Dr. Reina Roa, Ministry of Health of Panama (virtual)
	Questions and Answers	
12:30 – 12:45	World No Tobacco Day Awards	
12:45 – 12:55	Closing Remarks	Dr. Adriana Blanco

