

Communicating the Evidence for Tobacco Control Workshop, 23- 26 September 2002, Penang, Malaysia

**Jointly Organised by the Ministry of Health, Malaysia, National Poison
Center/Universiti Sains Malaysia, SEA Tobacco Control Alliance
Supported by the Rockefeller Foundation**

Sunday 22 September 2002

Time	Activity
	Arrival of participants
4.00 - 5.00pm	Registration (Level I - outside Function Room)
Evening	Free

Monday 23 September 2002

Time	Activity
8.00 - 8.30am	Registration (Level 1 - outside Function Room) *for remaining participants who did not register on Sunday
8.30 - 9.30am	<p>“Clearing the Air Through Smoke-free Areas”</p> <ul style="list-style-type: none"> - Professor Tony Hedley, University of Hong Kong - Dr. Zariah Zain, Ministry of Health, Malaysia <p>Moderator:</p> <ul style="list-style-type: none"> • -----
9.30 - 10.30am	<p>“Tobacco Taxation: A Win-Win Strategy for Tobacco Control”</p> <ul style="list-style-type: none"> - Professor Frank Chaloupka, University of Illinois, USA • Case Study: The Thailand Experience - Professor Prakrit Vatheesatogit, Mahidol University, Thailand <p>Moderator: Mr. Nguyen Huu Tan (General Department of Taxation, Vietnam Minister of Finance)</p>
10.30 - 10.55am	Break for Workshop participants Arrival of invited guests for Opening Ceremony Tea Reception
12.15 - 12.30pm	Viewing of Exhibits
12.30 - 2.00pm	Lunch

Time	Activity
2.00 – 5.30pm	<p>Workshop A: Taxation Facilitator: Professor Frank Chaloupka</p> <p>Workshop B: Smoke-free Areas Facilitator: Professor Tony Hedley</p>
6.00 – 6.30pm	Country facilitators and rapporteur meeting
7.30pm – 9.30pm	Welcome Dinner

Tuesday 24 September 2002

Time	Activity
8.30 – 12.30noon	Workshop A & B
12.30 – 2.00pm	Lunch
2.00 – 3.30pm	Country meetings
3.30 – 4.00pm	Break (submit diskette summary of country meetings)
4.00 – 5.30pm	<p>Presentation of outcome from Country Meetings (10 minutes each country)</p> <p>Facilitator: Dr. Zariah Zain, Ministry of Health, Malaysia</p>
Evening	Free

Wednesday 25 September 2002

Time	Activity
8.30 – 10.30am	<p>“Stop Marketing Death: Moving Towards a Comprehensive Ban and Effective Labeling”</p> <ul style="list-style-type: none"> • Overview of Marketing Strategies - Dr. Mohammed Zin Nordin, Dean of Communication School, Universiti Sains Malaysia • New Industry Marketing Tactics - Dr. Harley Stanton, WHO/WPRO • “Picture Speaks Louder Than Words” - Mr. Gar Mahood, Director, Non-Smokers’ Rights Association(NSRA), Canada • People’s Empowerment Towards Advertising Ban - Ms. Anima Efroymsen , PATH Canada (Bangladesh) <p>Moderator: Dr. Irma Makalinao, Philippines</p>
10.30 – 11.00am	Break
11.00 – 12.30am	<p>Workshop C: Towards Comprehensive Tobacco Advertising Ban Facilitator: Ms. Anima Efroymsen</p> <p>Workshop D: Packaging and Labeling Facilitator: Mr. Gar Mahood</p>
<i>11.00 – 4.00pm</i>	<i>Concurrent session on SIMS Smoke: Benchmarks for tobacco control policies - Dr. David Levy</i>
12.30 – 2.00pm	Lunch
2.00 – 4.00pm	Continuation of Workshop C & D
4.30 – 4.30pm	Break
4.30 – 5.30pm	<p>“Digging the Industry Document”</p> <ul style="list-style-type: none"> - Ross MacKenzie - Dr. Kelley Lee London School of Hygiene and Tropical Medicine
Evening	Free

Thursday 26 September 2002

Time	Activity
8.30 - 12.30noon	Workshop C and D
12.30 - 2.00pm	Lunch
2.00 - 3.30pm	Country Meetings
3.30 - 4.00pm	Break
4.00 - 5.30pm	Country Presentation Facilitator: Dr. Yel Daravuth, Adventist Development and Relief Agency (ADRA), Cambodia
5.30 - 6.30pm	Wrap up and future steps “Moving Together Towards A Smoke-free Generation” - Dr. Harley Stanton, WHO-Western Pacific Regional Office, Philippines
6.30	

Friday 27 September 2002

Time	Activity
	Participants depart
9.00am - 5.00pm	SEA Core Group Meeting (Post-conference and de-briefing)

Key Areas of Each Workshop

Workshop A: Taxation	Workshop B: Smoke-Free Area	Workshop C: Promotion	Workshop D: Packaging and Labeling
<ul style="list-style-type: none"> • Tax theory • What has happened in countries that have increased tax on tobacco • Implications of AFTA • Responses to policy makers' concern and industry arguments • Industry response to tax increase • Tax and hand-rolled cigarettes • How to use research effectively 	<ul style="list-style-type: none"> • Why is there a need for smoke free areas? • Legislative options/goals • Issues of enforcement, public awareness and participation • Hospitality and Tobacco Industry arguments • Strategies for making areas smoke-free • How research has been used 	<ul style="list-style-type: none"> • Why is there a need for advertising ban ? • Arguments from different sectors • Potential legislative loopholes • How to work with policy makers • How research has been used to affect policy change • Significance of AFTA and FCTC 	<ul style="list-style-type: none"> • The case for warning labels (size/content) • Research on impact/effectiveness of warning labels and public support • Pictorial warning vs WTO rules and Industry Arguments • The case for ingredient disclosure • The case for packaging provisions • The 'light' and 'mild' descriptors