

change is
in the air

Future Directions
in Tobacco Control in the EU

Conference Programme

Limerick, Ireland
17-18 June 2004



Eire 2004 Uachtaránacht an Aontais Eorpáigh
Ireland 2004 Presidency of the European Union
www.eu2004.ie



DEPARTMENT
OF HEALTH
AND CHILDREN
AN RÓINN
SLÁINTE
AGUS LEANAÍ



Office of
**TOBACCO
CONTROL**



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Ministerial Welcome



I am delighted to welcome all delegates and visitors to Limerick for this major conference on tobacco control during Ireland's Presidency of the European Union.

In our new enlarged European Union tobacco use continues to be the leading cause of preventable death claiming more than 660,000 lives each year. The quality of life of thousands of others is seriously compromised by tobacco related diseases and disability.

EU Member States face major challenges in combating this continuing serious public health epidemic. This conference, "Change is in the Air – Future Directions in Tobacco Control in the European Union", provides us with an opportunity to consider the critical issues, review our achievements to date and identify where further measures are required.

The central theme of the programme is the effort required to implement a strong integrated tobacco control framework for the 21st century in the context of the enlarged European Union and the adoption of the Framework Convention on Tobacco Control.

The programme features high calibre experts from around the world and includes discussions and parallel sessions so that participants are actively involved. I hope that you will find the event valuable and that it will assist us in working together to strengthen our response to the tobacco epidemic.

I would like to acknowledge the support of the EU Commission in organising this conference.

A handwritten signature in black ink that reads "Micheál Martin".

Micheál Martin T.D.
Minister for Health and Children

Conference Programme

Conference Programme

Introduction

Tobacco exacts a huge toll on the lives and health of European Union citizens. Smoking is the leading cause of preventable death in the enlarged European Union with more than 660,000 lives being lost each year due to tobacco use. It is estimated that 26% of all cancer deaths and 15% of all deaths in the Union can be attributed to smoking.

The burden on the health of EU citizens is set to continue if smoking prevalence does not decrease and major challenges face EU Member States in tackling this serious public health threat.

Effective comprehensive tobacco control measures and sustained responses are required to curb tobacco related deaths and illnesses, to reduce the numbers of people smoking, to protect third parties from second-hand smoke and to improve the health and quality of life of populations and future generations.

Member States and many countries around the world have already adopted tobacco control strategies and made significant investment in measures to reduce tobacco consumption. This conference provides an opportunity to examine policies and practice, share expertise and research, review the key issues and consider future actions for effective tobacco control.

Working in partnership with the Health and Consumer Protection Directorate of the European Commission and the Office of Tobacco Control, the Irish Presidency is hosting this Conference on tobacco control in the European Union.

Aim

The aim of the conference is to make recommendations for the development of tobacco control policy in Europe over the next decade.

Objectives

- To review existing tobacco control policies in the European Union and to take stock of achievements to date
- To identify successful tobacco control policies across Europe, and globally where applicable
- To identify where further efforts are required at European or national level and to propose recommendations (e.g. greater governmental or non-governmental capacity and regulatory response)
- To identify where better knowledge is required to support policy decisions and to propose recommendations
- To consider future actions in the context of the changing European environment for tobacco control (enlargement, the adoption of the Framework Convention on Tobacco Control, new developments at national policy level)
- To disseminate and provide feedback on the development of the European Commission's Strategic Tobacco Control Report



Conference Structure

The conference has four plenary sessions, which feature presentations by expert speakers. Parallel sessions will be held once on each day and delegates will have a choice of attending two out of the three sessions during the programme. Parallel sessions include policy relevant research papers and input from specialists in a range of tobacco control areas. Time for discussion and development of recommendations is incorporated in the parallel sessions.

Keynote speakers will provide background evidence, relevant information and identify important strategies for future policy development. Experts will lead the discussions to achieve the overall aim of developing sound recommendations at the end of the conference.

Language arrangements

Translation will be provided in two languages; French and German. Working documents will be provided in English.

Conference Schedule

Wednesday 16 June 2004

18.30 Networking Reception, Hunt Museum, Limerick

Thursday 17 June 2004

8.00 Registration and coffee, Radisson SAS Hotel

9.00 Opening of conference
Conference Chair: Dr Michael Boland, Chairman, Board of the Office of Tobacco Control

9.10 **Political and Legal Developments in Tobacco Control**

Chair: Mr Michael Kelly, Secretary General, Department of Health and Children

Welcome address

Mr Micheál Martin T.D., Minister for Health and Children

Improving the health and well being of EU citizens through tobacco control

Mr David Byrne, European Commissioner for Health and Consumer Protection

Developing and implementing an effective global response

Dr Catherine Le Galès-Camus, Assistant Director-General, Noncommunicable Diseases and Mental Health, WHO

Tobacco control laws in the changing EU constitutional environment

The Hon Mr Justice Nial Fennelly, Judge of the Supreme Court, Ireland

Discussion

11.00 Coffee

11.30 **Overview of Tobacco and Health**

Chair: Dr Ann McNeill, University College London

Co-chair: Dr Patrick Doorley, Board of the Office of Tobacco Control

The tobacco epidemic in Europe

Prof. Sir Richard Peto, Professor of Medical Statistics and Epidemiology, University of Oxford

Economics and tobacco control

Dr David Madden, Senior Lecturer in Economics, University College Dublin

Therapies for tobacco dependence

Prof. David Balfour, European Chair, Society for Research on Nicotine and Tobacco

Strategic direction for research on tobacco control in Europe

Prof. Luke Clancy, Director General, Research Institute for a Tobacco Free Society, Ireland

Discussion

13.00 Lunch

14.30 **Second-hand Smoke**

Chair: Dr Haik Nikogosian, Head of Unit, WHO Regional Office for Europe

Co-chair: Ms Margaretha Haglund, Head of the National Tobacco Control Programme, National Institute of Public Health, Sweden

The carcinogenicity of second-hand smoking

Dr Paolo Boffetta, Chief of Gene-Environment Epidemiology and Co-ordinator of Genetics and Epidemiology, IARC

Research on ventilation systems and second-hand smoke

Dr Dimitrios Kotzias, Head of Physical and Chemical Exposure Unit, Institute for Health and Consumer Protection, Joint Research Centre

Health effects of second-hand smoke in the workplace

Dr Shane Allwright, Senior Lecturer in Epidemiology, Trinity College Dublin

Discussion

16.00 Coffee

16.20 **Parallel Sessions**

Building the evidence base – tobacco control research

Building capacity for a regulatory response to the toxicity of tobacco

Civil society and advocacy in tobacco control

18.00 Close of Day

19.30 **Gala dinner**

Friday 18 June 2004

8.30 Coffee

9.00 **Comparative Tobacco Control Policies**

Chair: Dr Matti Rajala, Head of Unit, Health and Consumer Protection Directorate, European Commission

Co-chair: Ms H el ene Goulet, Director General, Tobacco Control Programme, Health Canada

Spain's tobacco control action plan

Ms Isabel Saiz, General Directorate of Public Health, Ministry of Health and Consumer Affairs, Spain

Improving Poland's health through tobacco control

Prof. Witold Zato rski, Director of the Cancer, Epidemiology and Prevention Division of the National Cancer Institute, Poland

The Swedish experience

Ms Margaretha Haglund, Head of the Tobacco Control Programme, National Institute of Public Health, Sweden

US tobacco control policies and their impact on tobacco use

Dr Gregory Connolly, Associate Professor, Harvard School of Public Health, USA

Integrated tobacco control measures in Ireland

Mr Noel Usher, Director, Department of Health and Children, Ireland

International Tobacco Control Policy Evaluation Survey (ITCPES)

Prof. Geoffrey T. Fong, Associate Professor of Psychology, University of Waterloo, Canada

Effective tobacco control policies in 28 European countries (an ENSP project)

Mr Luk Joossens, Tobacco Control Manager, Belgian Federation against Cancer

Discussion

10.45 Coffee

11.05 **Parallel Sessions**

Building the evidence base – tobacco control research
Building capacity for a regulatory response to the toxicity of tobacco
Civil society and advocacy in tobacco control

12.45 **Feedback from parallel sessions and conference conclusions**

13.15 **Conference close**

13.30 Informal lunch



Parallel Sessions

Session 1

Building the evidence base – tobacco control research

Chair: Prof. Luke Clancy

- An overview of EU funded research to date: Luk Joossens, Belgium Federation against Cancer
- Redefining the research agenda at EU and national level: Prof. Luke Clancy, Research Institute for a Tobacco Free Society, Ireland
- Current economic research needs: Dr Hana Ross, University of Illinois, USA
- Research on second-hand smoke: Dr Shane Allwright, Trinity College Dublin
- Co-operation in tobacco control research between the EU and US: Dr Scott Leischow, US National Cancer Institute

Discussion and recommendations

Session 2

Building capacity for a regulatory response to the toxicity of tobacco

Chair: Prof. Michael P. Ryan

- Smoker behaviour and what it means for product regulation and harm reduction strategies: Prof. Martin Jarvis, Cancer Research UK
- What the regulators need to know: Prof. Friedrich Wiebel, German Medical Action Group on Smoking and Health
- Current regulatory capacity for tobacco products in the EU and how to improve it: Fiona Godfrey, European Respiratory Society and Co-ordinator of ASPECT
- What can we learn from national and EU regulation of pharmaceuticals and food?: Prof. Michael P. Ryan, University College Dublin

Discussion and recommendations

Session 3

Civil society and advocacy in tobacco control

Chair: Dr Fenton Howell

- The role of civil society and advocacy activity: Dr Fenton Howell, Faculty of Public Health Medicine of Ireland
- Building effective coalitions for tobacco control (ENSP): Trudy Prins, Dutch Foundation on Smoking and Health (Stivoro)
- The view from a new Member State: Dr Eva Kralikova, Charles University of Prague
- The role of trade unions in successful tobacco control measures: John Douglas, MANDATE Trade Union, Ireland
- Tobacco control advocacy in the US: Danny McGoldrick, Tobacco Free Kids, Washington
- Striking the right balance: bringing the public with us on tobacco control: Andrew Hayes, Regional Public Health Group for London

Discussion and recommendations

Speaker Profiles

Plenary Speakers



Minister Micheál Martin T.D. has been Minister for Health and Children since January 2000. His Department has responsibility for public health policy in Ireland, the civil registration system, the regulation of adoptions and a number of statutory and quasi-statutory agencies. Minister Martin is overseeing the implementation of Ireland's national tobacco control policy, *Towards a Tobacco Free Society*. During his term as Minister for Health and Children, the Irish parliament has enacted wide ranging tobacco control legislation and in March of this year Ireland became the first European country to implement legislation creating smoke-free enclosed workplaces, including bars and restaurants.



Commissioner David Byrne was appointed in 1999 as the European Commissioner for Health and Consumer Protection, with particular responsibility for Food Safety, Public Health and Consumer Protection. In his time as Commissioner, he has strengthened EU anti-tobacco legislation and improved health protection measures for European citizens. He was formerly Attorney General for Ireland. In his previous career as a barrister he practised law in the Superior Courts of Ireland and in the European Court of Justice. In 1990 he became a Member of the International Court of Commercial Arbitration of the International Chamber of Commerce in Paris, and in 1998 he became a fellow of the Chartered Institute of Arbitrators of England and Ireland.



Dr Catherine Le Galès-Camus is the Assistant Director-General of Noncommunicable Diseases and Mental Health at the World Health Organization. She was previously a scientific adviser to the Director General of Health in France, with responsibility for defining national public health objectives for 2004-2008 in the context of the law on public health policy. She received her PhD in economics from the University of Paris, and was appointed to the French National Institute for Health and Medical Research in 1982. Her areas of research include the economics of prevention, health state population measurement including quality of life and preference approaches, and the economic appraisal of medical technology.



Dr Michael Boland, chairman of the Board of the Office of Tobacco Control is Director of the Postgraduate Resource Centre of the Irish College of General Practitioners. He is currently President of the World Organisation of Family Doctors (WONCA), which has 95 member organisations in 80 countries representing general practitioners/family physicians. Dr Boland's presidency is focusing on the key global issues of the AIDS crisis and tobacco control.



Dr Shane Allwright is Senior Lecturer in Epidemiology in the Department of Public Health and Primary Care, Trinity College, Dublin. She is a member of the Board of Trinity College Dublin and a fellow of the UK Faculty of Public Health. Her research interests include respiratory health, second-hand smoke, alcohol misuse, blood borne viral infections and prisoner health. A graduate of Trinity College Dublin, Dr Allwright received her MSc in epidemiology from University of California and her PhD in epidemiology from Trinity College Dublin. She chaired the Scientific Review Group that produced the 'Report on the health effects of environmental tobacco smoke (ETS) in the workplace' and currently serves on the Board of the Office of Tobacco Control.



Professor David Balfour, chairman of the European Board of the Society for Research on Nicotine and Tobacco (SRNT), is Professor of Behavioural Pharmacology at the Department of Psychiatry, University of Dundee, Scotland. His principal research interest is the neurobiology underlying the behavioural properties of nicotine, particularly with regard to its role in tobacco dependence. He has published widely, is currently European editor of *Nicotine & Tobacco Research* and serves on the editorial boards of a number of medical journals including the *British Journal of Pharmacology* and *Addiction Biology*. David graduated from St Andrews University, Scotland with a BSc in biochemistry and a PhD in neurochemistry.



Dr Paolo Boffetta recently became Chief of the Gene-Environment Epidemiology Group and Co-ordinator of the Genetics and Epidemiology Cluster at the International Agency for Research on Cancer (IARC) where he has worked as an epidemiologist since 1990. He heads the IARC Courses Programme, is Foreign Adjunct Professor in Molecular Epidemiology at the Department of Medical Epidemiology of Karolinska Institute in Stockholm, and at the Department of Oncology of the University of Turin. In 2003, he was also Professor of Clinical Epidemiology and Division Chief at the German Cancer Research Centre in Heidelberg. His career includes work with various health and government bodies in the United States. He graduated in medicine from Turin University and has a Masters in Public Health from Columbia University in New York.



Professor Luke Clancy is a distinguished academic physician with an international track record in the area of smoking and health and work on the causes, management and prevention of respiratory diseases, particularly air pollution cancer and tuberculosis. As Chairman of the Board of ASH Ireland (Action on Smoking and Health) he has played a significant role in the debate on anti-tobacco legislation in Ireland. In 2004 Professor Clancy was appointed to the post of Director General for the Research Institute for a Tobacco Free Society (RIFTFS), which will support the development of a tobacco free society by engaging in research in all aspects of tobacco from a public health perspective.



Dr Gregory Connolly is an Associate Professor at the Harvard School of Public Health and FAMRI William Cahan Distinguished Professor. He is a scientific advisor and former director of the Tobacco Control Program of the Massachusetts Department of Public Health. Dr Connolly is a graduate of Holy Cross College, Tufts Dental School, and Harvard School of Public Health. Recognised as a national expert on smoking and health, he was awarded the Surgeon General's Medallion for National Leadership in 1987. He is a US appointee to the World Health Organization's Subcommittee on Tobacco Product Regulation and has helped train public health officials in Asia and Eastern Europe in control tobacco activities.



Dr Patrick Doorley, Director of Public Health and Planning in the Midland Health Board, is a fellow of the Faculty of Public Health Medicine of Ireland. He led the Physical Activity Strategy Group in 1997 and is a recognised trainer of Public Health Medicine in the Royal College of Physicians of Ireland. His publications include papers on smoking and health and physical activity and health. He is a member of the Board of the Office of Tobacco Control, the National Cancer Forum, the Women's Health Council of Ireland and the Irish Heart Foundation's Scientific Group on Exercise.



The Hon Mr Justice Nial Fennelly was appointed to the Irish Supreme Court in 2000 having served for the previous five years as Advocate General at the European Court of Justice. Called to the Bar in 1964 he is a former Chairman of the Bar Council of Ireland. He is a member of the Board of Trustees of the Academy of European Law at Trier, Chairman of the Irish Centre for European Law and President of the Irish Society for European Law and of the Fédération internationale de droit européenne (FIDE)). He is currently Chairman of the Working Group on the Jurisdiction of the Courts.



Professor Geoffrey T. Fong is Associate Professor of Psychology at the University of Waterloo, Canada. He earned his A.B. from Stanford University and his PhD in psychology from the University of Michigan and has held faculty positions at Northwestern and Princeton. Dr Fong's research in tobacco focuses primarily on evaluating the psychosocial and behavioural effects of tobacco control policies. He is currently the Principal Investigator of two international tobacco control evaluation research projects – the North American Student Smoking Survey and the International Tobacco Control Policy Evaluation Project.



Margaretha Haglund is Head of the National Tobacco Control Programme in the National Institute of Public Health, Sweden. A highly experienced and well-known expert in tobacco control policies particularly related to women, she is President of the International Network of Women Against Tobacco (INWAT). She is Tobacco Control Adviser to the Ministry of Health in Sweden and Sweden's representative for WHO tobacco control initiatives. She has also served as an adviser to the Ministries of Health in Vietnam and in South Africa. In 1995, Ms Haglund received the WHO Tobacco or Health Medal. Her motto in life has always been: action speaks louder than words!



Luk Joossens holds a licence in Sociology from the University of Leuven and a Masters in Sociology from the Sorbonne in Paris. He has worked with the Belgian Consumer Association, the Centre for Research and Information of the (Belgian) Consumer Organisations and currently works with the Belgian Federation against Cancer. From 1988–1995, he was a consultant on smoking prevention to the Commission of European Communities and Director of the European Bureau for Action on Smoking Prevention (BASP). He is a Member of the WHO Expert Advisory Panel on Tobacco or Health and the WHO temporary advisor on tobacco smuggling. He is a consultant to the International Union against Cancer and to the European Cancer Leagues since 1996.



Michael Kelly is a Commerce graduate of University College Dublin and holds a Masters in Policy Analysis from Trinity College, Dublin. A career civil servant, he has worked with the Departments of Health and Children – mainly – and for shorter periods with Finance and Justice, Equality and Law Reform. He was appointed Deputy Secretary in the Department of Justice, Equality and Law Reform in 1996 and to his current post as Secretary General in the Department of Health and Children in January 2000. His period in that post has seen the development of the new health strategy "Quality and Fairness" and more recently, agreement by Government of the Health Reform Programme, involving major organisational change. He is also actively involved in the modernisation programme for the Civil Service.



Dr Dimitrios Kotzias (PhD in Chemistry) is Head of the Physical and Chemical Exposure Unit of the Institute for Health and Consumer Protection at the Joint Research Centre of the European Commission, Ispra, Italy. His research activities are focused on trace analysis of organic compounds in complex matrices, on photochemical oxidants, on indoor air quality and exposure assessment to chemicals and physical agents. He is co-ordinator of several EU funded research projects. Dr Kotzias is author or co-author of more than 200 papers, the vast majority of which have been published in peer reviewed journals



Dr Ann McNeill, Honorary Senior Research Fellow at the Department of Epidemiology and Public Health, University College London, is also an independent consultant in public health. Prior to this she managed national smoking education programmes at the English Health Education Authority and was a researcher at the Addiction Research Unit, Institute of Psychiatry, focussing predominantly on examining the development of nicotine dependence in adolescents. Dr McNeill's current work covers tobacco policy and research including smoking cessation, nicotine and tobacco product regulatory issues, smoking and mental health issues, and the development of dependence on smoking. She is Scientific Co-ordinator of the European Commission funded ASPECT project, which is examining tobacco control across Europe.



Dr David Madden is Senior Lecturer in Economics at University College Dublin (UCD). His career includes spells at leading Irish financial institutions, the Nigerian Ministry of Health, the National University of Ireland and the Economic and Social Research Institute. Between 1996 and 2002 he was Research Director of the Foundation for Fiscal Studies, and is currently the lead researcher for UCD in the *Health Economics and Health Gain* project funded by the Irish Health Research Board. He received a Marie Curie research fellowship in 1996. His research interests are in the area of public policy in general and health, poverty and inequality in particular. He was educated at University College Dublin (BA, MA and PhD) and Oxford University (MPhil).



Dr Haik Nikogosian is currently with the WHO Regional Office for Europe, serving as Unit Head, promoting health in lifestyle, environment and development, and regional adviser for tobacco control. He holds an MD, PhD and Doctor of Science in health care and public health, and has been Professor of Medical Sciences since 1993. Previously Chairman of the Armenian Diagnostic Services Centre, Chairman of the National Institute of Health of Armenia, visiting professor in the University of Maryland, USA, he later served as the Minister of Health of Armenia. His tobacco control related activities in WHO have included organisation of the Warsaw Ministerial Conference for a Tobacco-free Europe, overseeing the implementation of the new European Strategy for Tobacco Control and the region-wide co-ordination for the WHO Framework Convention process.



Professor Sir Richard Peto is Professor of Medical Statistics and Epidemiology at the University of Oxford. He has worked for 35 years with Sir Richard Doll on the causes of cancer in general and the effects of smoking in particular. His work has included the establishment of large-scale randomised trials of the treatment of heart disease, stroke, cancer and a variety of other diseases. He is involved in many collaborative studies of smoking throughout the world.



Dr Matti Rajala was appointed Head of Unit in the Health and Consumer Protection Directorate, responsible for health determinants in the European Commission in 1996. He is chief negotiator for the European Commission in the Framework Convention on Tobacco Control, and a member of the European Environment and Health Committee of WHO. Previously with the Finnish health administration, he was President of the International Union for Health Promotion and Education, and served as consultant to the World Bank and FINNIDA, and as temporary advisor for WHO. Dr Rajala has held academic positions in the Universities of Turku and Kuopio in Finland, the National Medical Council of Finland, and Harvard University and has edited numerous publications.



Isabel Saiz has a doctorate in Pharmacology from the Universidad Complutense in Madrid and a Masters in Public Health from the Ohio State University in the US. She has worked for fifteen years in the Spanish Ministry of Health and Consumer Affairs, and joined the tobacco control area in 1995. The Spanish national counterpart on the European Union Tobacco Control Regulatory Committee. She also serves on a range of working groups.



Noel Usher is a Director in the Department of Health and Children with overall responsibility for Tobacco Control, Environmental Health, Health Promotion, Food Safety, Medicines and Child Care. Mr Usher oversaw the formulation of the Public Health (Tobacco) Acts 2002 and 2004 and chaired the National Implementation Group, which prepared for the introduction of the new environmental tobacco controls in Ireland.



Professor Witold Zatonski, MD, ScD, is the Director of the Cancer, Epidemiology and Prevention Division of the National Cancer Institute, Warsaw in addition to being Professor of Internal Medicine, an epidemiologist and a public health specialist. He is the author of more than 300 peer-reviewed scientific publications, and more than twenty books. Besides his scientific work he is also recognised as a leading public health advocate and the main architect of Poland's comprehensive tobacco control programme, which in the 1990's led to an improvement in the health status of Polish people.

Parallel Speakers



John Douglas graduated from Trinity College Dublin in 1979 and began his trade union career with the Irish National Union of Vintners, Grocers and Allied Trades Assistants. He became General Secretary in 1992. On the formation of MANDATE (a dedicated union for hospitality workers) in 1994 he became National Official with responsibility for industrial relations. He was recently appointed General Secretary Designate. For many years he has been a leading campaigner for smoke-free workplace legislation to protect hospitality workers from the harmful effects of second-hand smoke.



Fiona Godfrey studied Russian and Law and spent her early career as a solicitor in the UK representing trade union members suffering from industrial diseases and accidents. In 1995 she moved to Luxembourg and began working as a consultant to the International Union Against Cancer, WHO, and the European Commission where she was involved in the preparation of the 2001 tobacco products Directive. She currently works as the EU Policy Advisor to the European Respiratory Society where she specialises in tobacco control and EU public health policy. She is Co-ordinator of the European Commission funded ASPECT project, which is examining tobacco control across Europe.



Andrew Hayes is the Tobacco Policy Manager at the Regional Public Health Group for London. He was formerly EU Liaison Officer for the International Union against Cancer and the Association of European Cancer Leagues based in Brussels where he was involved in advocacy for EU tobacco control. He was President of the European Public Health Alliance from 1996 to 2004. Andrew previously worked in hospital and health care services management in the UK National Health Service. He is the founder of the Wessex Cancer Trust and was its first Chief Executive.



Dr Fenton Howell is Director of Public Health Medicine with the North Eastern Health Board and Dean of the Faculty of Public Health Medicine of Ireland. He qualified in medicine from University College Dublin in 1983 and obtained his Masters in Public Health in 1987. He is a Fellow of the Faculty of Public Health Medicine of Ireland and of the Royal College of Physicians of Ireland. A former President of the Irish Medical Organisation, Dr Howell is a past Chairperson of ASH Ireland, and treasurer of the European Network for Smoking Prevention.



Professor Martin Jarvis is a Principal Scientist with Cancer Research UK's Health Behaviour Unit, and Professor of Health Psychology at the Department of Epidemiology and Public Health, University College London. A clinical psychologist by training, he has researched and published widely on tobacco smoking, with special interests in the role of nicotine, social and family influences on smoking, smoking cessation methods and passive smoking. He is Chair of the UK government's Technical Advisory Group on Tobacco and Health and was recently Specialist Adviser to the House of Commons Health Committee's inquiry into tobacco and health. He is a member of the WHO Scientific Advisory Committee on Tobacco Product Regulation.



Dr Eva Kralikova MD, PhD, is lecturer at the Faculty of Medicine, Charles University of Prague. She has been involved in the epidemiology, prevention and treatment of tobacco dependence for more than fifteen years, on a national and international level, most recently within the Framework Convention of Tobacco Control. She is head of the Tobacco Working Group at the Czech Medical Association and she helped to create the Czech Coalition against Tobacco (www.dokurte.cz) in 1998.



Dr Scott Leischow was recently appointed as Acting Associate Director of the Behavioral Research Program, Division of Cancer Control and Population Sciences, at the US National Cancer Institute. Prior to this he was Chief of the Tobacco Control Research Branch and held a number of high profile positions during his career at the University of Arizona. Dr Leischow graduated in psychology and received his MA and PhD in health education from the University of Maryland. His research interests focus on nicotine behavioural pharmacology, tobacco cessation and addiction. Dr Leischow has been actively involved in translating research into practice at community, state, and national levels – particularly related to effective smoking cessation interventions.



Danny McGoldrick is Director of Research for the Campaign for Tobacco-Free Kids, a privately funded US organisation that works to reduce tobacco use among children. Their research focuses on message development and testing for communications, monitoring public opinion, policy analysis, and producing information on tobacco industry marketing practices and their effects. The provision of support and technical assistance to states as they design and implement comprehensive tobacco prevention programmes is a key facet of his work. Prior to joining the Campaign, he was Director of Health Communications Research for Prospect Associates, a health communications firm. Danny holds a BA and MA in political science.



Trudy Prins is the Executive Director of STIVORO, the Dutch Centre for Tobacco Control. She is President of the European Network for Smoking Prevention (ENSP), Vice President of the European Federation of Patients' Organisations for Asthma, Allergies, Airways Diseases and COPD (EFA), Treasurer of the International Network of Women Against Tobacco (INWAT), and Secretary of the Dutch Medical Alliance Against Smoking. Trudy previously held high level communications positions in the National Institute of the Handicapped, the National Homecare Institute and various government departments. Educated in the University of Utrecht, The Netherlands, she has a Masters in English Language and Literature and a Masters in Comparative and Theoretical Literature Studies. She is a member of the editorial advisory board of the BMJ's Tobacco Control.



Dr Hana Ross joined the University of Illinois at Chicago in August 2000, where she is a Senior Research Specialist and Research Assistant Professor in the Department of Economics. She has concentrated her research on the economics of tobacco control, especially in low and middle-income countries and in the economic analysis of smoking behaviour. Dr Ross also works frequently with the World Bank, WHO, the Centres for Disease Control and Prevention (CDC), and the European Commission, among other organisations.



Professor Michael P. Ryan is Head of the Department of Pharmacology in University College Dublin. He is a member of the Board of the Office of Tobacco Control, the Research Institute for a Tobacco Free Society and the Board of St. Luke's Cancer Research Institute. He also serves on the Scientific Committee of the Food Safety Authority of Ireland, is Chairman of the Subcommittee on Food Additives, Contaminants and Residues and Chairman of the Preclinical Advisory Committee of the Irish Medicines Board. A member of the External Scientific Advisory Committee of the European Centre for Validation of Alternative Methods, he is a past President of the Irish Society of Toxicology.



Professor Friedrich Wiebel is Chairperson of the German Medical Action Group on Smoking and Health (GMASH) and spokesperson for the German Smoke-Free Alliance (GSA). He retired from his posts as Acting Director of the Institute of Toxicology, GSF – National Research Centre for Environment and Health, Neuherberg, Germany, and Professor of Pharmacology and Toxicology, Medical Faculty of Technical University, Munich, in 2003. His research involved action mechanisms of chemical carcinogenesis and development of in vitro systems for testing the toxicity of chemicals. He is author of more than 100 scientific publications and co-editor of various books.



Acknowledgments Practical Information

Acknowledgments

The Minister for Health and Children, Micheál Martin, T.D., would like to acknowledge the support and input of the people and organisations that participated in the organisation of this important conference.

Sincere thanks to the members of the Conference Steering Committee comprised of personnel from the Department of Health and Children, Mid-Western Health Board, European Commission Health and Consumer Protection Directorate, and Office of Tobacco Control.

Particular thanks are due to the Conference Expert Committee for their expert advice and assistance for the event.

Conference Expert Committee

- Mr Tom Power, Chief Executive Officer, Office of Tobacco Control (Chair)
- Dr Michael Boland, Chairperson, Office of Tobacco Control
- Ms Fiona Godfrey, EU Policy Advisor, European Respiratory Society – Co-ordinator, ASPECT Project (European Commission Strategic Report on Tobacco Control)
- Dr Ann McNeill, Dept. of Epidemiology and Public Health, University College London – Scientific Co-ordinator, ASPECT Project
- Ms Valerie Robinson, Director of Communications and Education, Office of Tobacco Control

Practical Information

Conference Location

Radisson SAS Hotel
Ennis Road
Limerick
T: +353 61 326666
F: +353 61 327418
www.limerick.radissonsas.com

Conference Secretariat
The Office of Tobacco Control
Clane Shopping Centre
Clane, Co. Kildare
Ireland
T: + 353 45 892 015
F: + 353 45 892 649
www.otc.ie
Email: marie.killeen@otc.ie
Email: karen.casey@otc.ie

Conference Office contact
T: + 353 61 456520

Some delegates will be accommodated at:

The Clarion Hotel Limerick
Steamboat Quay
Limerick
T: +353 61 444100
F: +353 61 444101
www.clarionhotellimerick.com

And

The Greenhills Hotel and Leisure
Centre
Ennis Road
Limerick
T: +353 61 453033
F: +353 61 453307
www.greenhillsgroup.com

Transfers from the airport on the day of arrival will be provided.



Welcome Desk

To facilitate delegates, a welcome desk will be located in the lobby of the Radisson SAS Hotel. This will be staffed from Wednesday afternoon until the conference close on Friday. We will be pleased to offer assistance in relation to the conference programme, hotel facilities and local amenities to ensure your visit to Limerick is enjoyable.

Delegate Services

Registration will be open at the Radisson SAS Hotel from 15.00-17.30 on 16 June and from 08.00-08.45 on 17 June. A delegate working area with Internet access is located in the hotel lobby.

Media Facilities

Members of the press are invited to collect their accreditation cards from the Press Information Desk. The media workspace is located in the Shannon Pre-Function Room. Workstations with Internet access are provided in addition to a small number of PCs and telephone facilities. Laser printing and fax facilities are also available. A separate programme for the media is available, which provides details of media contacts and events.

Useful Information

Currency:	EURO
Electricity:	220V AC Plugs 3 Pin square pins 50HZ
Police:	Gardai. For more information visit www.garda.ie . In an emergency, telephone 999 (112 from a mobile) for an immediate response.
Local police:	061 456 980
Weather:	The Irish weather can be changeable and is often very localised. This means that you may well have a morning of rain and an afternoon of sunshine. Cool days in June: 10-15° C (50-60° F). Warm days in June: 21-27° C (70-80° F)
www.eu2004.ie	Irish Presidency
www.doh.ie	Department of Health and Children
www.otc.ie	Office of Tobacco Control
www.shannonregiontourism.ie	Shannon Development

Consulates and Diplomatic Missions in the Limerick Area

Belgium	00353 61 315 315
Denmark	00353 61 315 315
Finland	00353 61 315 315
France	00353 61 343 051
Netherlands	00353 61 315 315
Russian Federation	00353 61 453 358
Spain	00353 61 204 444
Sweden	00353 61 411 022

Useful Telephone Numbers

International Dialing Code (Ireland) 00353

Operators		
Eircom	Directory Enquiries Ireland	11811
	International Directory Enquiries	11818
Vodafone	Directory Enquiries Ireland	11850
	International Directory Enquiries	11866
Conduit Europe	Directory Enquiries Ireland	11850
	International Directory Enquiries	11866
Operator Assistance	Ireland, Northern Ireland and Great Britain	10
	International	114
Emergency Services	Telephone	999 or 112(mobile)

Notes

