

# Multisectoral action for global tobacco control: a collaborative response for lung health and NCDs

**THE 46<sup>TH</sup> UNION  
WORLD CONFERENCE  
ON LUNG HEALTH**

CAPE TOWN, SOUTH AFRICA  
2-6 DECEMBER 2015

Wednesday, 02 December 2015, 14:15- 15:30

Ballroom East- CTICC

Type of session	Side-meeting
Track	Tobacco control
Track2 (optional)	Civil society / patient & community engagement
Description	<p>Tobacco use is a risk factor for all major NCDs, and is of particular concern in low- and middle-income countries.</p> <p>Concerted multisectoral action is necessary to urge and support governments to implement effective tobacco control policies. Utilising and adapting best practices, such as tobacco taxes, graphic pack warnings, and effective media campaigns, have proven to be successful platforms for multisectoral action for results. Adapting these campaigns and translating global policies into national action through multisectoral collaboration results are essential components for global progress.</p>
Target audience	<ol style="list-style-type: none"> <li>1. Policy-makers</li> <li>2. Patients, representatives from civil society</li> <li>3. Technical experts and healthcare professionals</li> </ol>
Objectives	<ol style="list-style-type: none"> <li>1. To frame tobacco as a risk factor for all major NCDs, and outline the response of multisectoral action in tobacco control for NCD prevention</li> <li>2. To highlight the need to transition from global policy (Framework Convention for Tobacco Control, WHO Global Action Plan on NCDs, UN Political Declaration on NCDs) to national action in order to make global progress</li> <li>3. To focus on case studies and best practices for strengthening national capacity including the joint resource from WLF and WHO on graphic pack warnings for the AFRO region as an example of cross-sectoral collaboration for civil society capacity building</li> </ol>
Keywords	Tobacco control
Coordinator(s)	Priya Kanayson (USA), Maria Paola Lia (Switzerland)
Chair(s)	Yussuf Saloojee (South Africa)
Presentations	<p>The benefits of multisectoral partnerships in achieving effective tobacco control policies Yussuf Saloojee (South Africa)</p> <p>Case study: WLF and WHO graphic pack warnings as a best practice for civil society capacity building Irina Morozova (USA)</p> <p>Translating global policy into national action for tobacco control Daouda Adam (Chad)</p> <p>Tobacco control media campaigns and youth engagement To be confirmed</p>