

32. Does MPOWER empower women?

**THE 46TH UNION
WORLD CONFERENCE
ON LUNG HEALTH**

CAPE TOWN, SOUTH AFRICA
2-6 DECEMBER 2015

Saturday, 05 December 2015, 10:30 - 12:00

Ballroom East-Westin

Type of session Symposium

Track Tobacco control

Description In January 2013, The Lancet published information about the long-term impact of smoking on 1.3 million women in the United Kingdom. The report found that the tobacco toll in terms of years of life lost is devastating and the benefits of early cessation are substantial. Similar studies from the US, Australia and Western Europe reflect these findings and suggest that proven tobacco control policies and strategies do not adequately target current and future generations of women and fail to protect them from the harms of tobacco use. This symposium will analyse how MPOWER and domestic policies fall short of protecting women and present case studies from across world.

Target audience

1. Tobacco control advocates
2. Policymakers
3. Public health professionals

Objectives

1. To understand global trends in tobacco prevalence particularly among women
2. To evaluate the limitations of tobacco control policies and strategies in protecting women
3. To explore and share effective strategies to protect women from the harms of tobacco use

Keywords Women and tobacco use; tobacco control; MPOWER

Coordinator(s) Renu Sharma (India), Valerie Warner (UK)

Chair(s) Sandra Mullin (USA), Jamhoih Tonsing (India)

Presentations

10:30 - 10:40 Why women should be targeted for tobacco control
Mira Aghi (India)

10:45 - 10:55 What gender-specific research is needed to inform and evaluate the elements of MPOWER?
Amanda Amos (UK)

11:00 - 11:10 Trends in global tobacco prevalence and use among women
Jamhoih Tonsing (India)

11:15 - 11:25 MPOWER: Does it really empower African women? A case study from Kenya
Mary Okioma (Kenya)

11:30 - 11:40 Will mass media strategies aimed at women reduce overall tobacco use?
Sandra Mullin (USA)

11:45 - 12:00 Discussion