

# Making the tobacco endgame a reality



DATE

7th November

TIME

10 a.m. – 12.30 p.m. Dublin time

This is the 3rd webinar in the Joint Action on Tobacco Control 2 (JATC2) Work Package 4 series, hosted by Health Service Executive (HSE), Environmental Health Services, Ireland in collaboration with Finnish Institute for Health and Welfare (THL) and partners of the JATC2 Work Package 9.

## Objectives:

- To showcase tobacco endgame approaches in Europe and internationally
- To discuss potential enablers and barriers
- To develop collaborations and networks

## Programme

**Welcome / introduction** Chair; Ms. Renata Solimini, ISS - Italian National Institute of Health

Ms. Hanna Abraha, DG Sante: **Achieving a Tobacco-free Generation in Europe and ongoing Commission initiatives to achieve this goal**

Prof. Richard Edwards, University of Otago – **What can European countries learn from New Zealand's innovative measures?**

Ms. Laura Smith, Health Canada – **Moving forward with Article 2.1 of the WHO FCTC**

Questions to the previous speakers

Short break

Chair; Mrs. Helena Koprivnikar - National Institute of Public Health, Slovenia

Ms. Hanna Ollila, Finnish Institute for Health and Welfare – **How are European countries progressing towards tobacco endgame? Findings from JATC 2**

Ms. Manouk Smeets, Ministry of Health, Netherlands – **Addressing the supply side measures as part of national smoke-free generation strategy**

Dr. Rachel Barry, University of Bath – **Tobacco industry tactics and preventing industry influence in tobacco endgame**

Ms. Raquel Fernández Megina, Nofumadores – **Brief introduction and status update of the European Citizen's Initiative on tobacco-free generation**

Questions to the previous speakers

**Discussion forum** - Chair; Ms. Hanna Ollila, Finnish Institute for Health and Welfare

**Close** Ms. Renata Solimini, ISS - Italian National Institute of Health



**Register here!**



Co-funded by the European Union's Health Programme under Grant Agreement No. 101035968/ JA-01-2020 (HaDEA)"