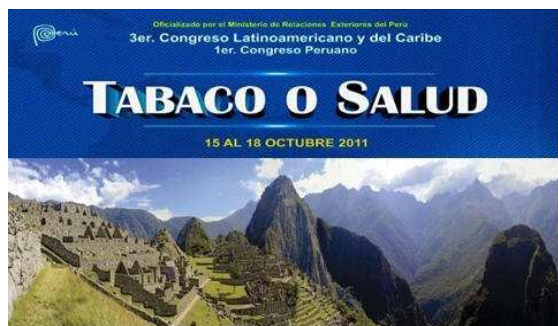


3rd Latin American and Caribbean Conference 1st Peruvian Conference TOBACCO OR HEALTH Report

3rd Latin American and Caribbean Conference and the 1st Peruvian Conference Tobacco OR Health,



Lima, Perú, took place on Oct 15-18, 2011. It was co hosted by the InterAmerican Heart Foundation (IAHF) and the Comisión Nacional Permanente de Lucha Antitabáquica (COLAT). This Conference brought together tobacco control scientists, treatment specialists and policy advocates to share and apply the latest evidence to strengthen treatment protocols, research approaches, and encourage continued positive policy change and implementation of tobacco control measures throughout Latin America and the Caribbean. Conference website: www.tobaccoorhealthlac.org .

RESULTS:

1. **Registrants.** Over 200 registrants from 23 countries. The countries represented were: Argentina, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Guyana, Honduras, Jamaica, Mexico, Panama, Paraguay, Peru, Spain, United Kingdom, Uruguay, USA.
2. **Pan American Health Organization sponsorship.** For the first time, PAHO Director General provided sponsorship of these series of regional conferences allowing for support of PAHO offices and experts.
3. **Scientific Program.** The program was timely, rigorous and action oriented. Speakers challenged the audience to look into the future to the “end game” in tobacco control.
4. **Plenary sessions.** The 5 plenaries consisted of a world-renowned major speaker and several experts from Latin America and the Caribbean that provided the experience and direction for our region. Topics:



Big Tobacco CEOs: Harming People, Smuggling, Marketing to Women and Children and Invading Developing Countries
Advances and Challenges in Tobacco Dependence Treatment in Latin America
FCTC Implementation in Latin America and the Caribbean
World Overview of Efforts for Increasing Tobacco Taxes: Progress and Challenges
Cigarette Health Warning Labels in LAC: Research, Advocacy and Dissemination Efforts



5. **Concurrent sessions.** The 10 concurrent session included topics on:

Smokeless Tobacco Use and Marketing in Latin America
Tobacco, Cancer and Cardiovascular Diseases: an Update
Smokefree Policies Implementation
Tobacco and Children: a Deadly Combination
Human Rights and Tobacco Agriculture in Latin America
Electronic Cigarettes and Other Non-Evidence Based Cessations Aids
Using Mass media Campaigns to Change Attitudes, Behaviors and Policies
Special Issues and Topics in the Treatment of Tobacco Users
Litigation as a Tool for Tobacco Control in Latin America
Tobacco and the Development Agenda

6. **Major speakers.** Erika Nayeli Abad Vivero, Mariela Alderete, Monica Andreis, Carmen Barco, Joaquín Barnoya, Ana Claudia Bastos de Andrade, Eduardo Bianco, Adriana Blanco, Oscar Cabrera, Frank Chaloupka, Beatriz Champagne, Deborah Chen, Eric Crosbie, Desilú De Leon, Eduardo del Castillo, Yul Francisco Dorado, Carlos Farias, Montezuma Ferreira, Thomas J. Glynn, Karen Gutierrez, Cynthia Hallet, Dorothy Hatsukami, Elmer Huerta, Richard Hurt, Juan Jiménez Mayor, Carlos Jimenez Ruiz, Katie Kemper, Harry Lando, Luis Fernando Leanes, Barbara McGaw, Mirta Molinari, Juan Nuñez Guadarrama, Dora Oliva, Marty Otañez, Mark

Parascandola, Cristina Perez, Montezuma Pimenta, Marita Pizarro, Dennis Rada, Flavia Radovic, Alejandro Ramos, Belen Rios, María Félix Rivera, Belen Saenz de Miera, Javier Saimovici, Laura Salgado, Rosa Sandoval, Edgardo Sandoya, Veronica Schoj, Ernesto Sebríe, Stan Shatenstein, Gustavo Soñora, Patricia Sosa, Yaser Sulcahuaman, Erika Tang, Francis Thompson, James Thrasher, Ronulfo Vega, Mario Virgolini, Sandra Wiens de Flores, Karen Wilson, Gustavo Zabert.

7. **Major authorities.** Peruvian Minister of Health Dr. Alberto Tejada, Head of the World Health Organization Conference of the Parties Secretariat Dr Haik Nikogosian, Mayors of several cities in Peru and Ecuador, representatives from the Ministry of Health of Colombia, Mexican Supreme Court representatives, among others.

8. **Mayor of Cusco honors Conference leaders.** At an event supporting Smokefree Cusco in the Cusco Municipal Palace, the Mayor of that city designated four tobacco control leaders as “Ñustas” or Inca princesses for their work for the health and well-being of the people of Perú. This great honor was bestowed on Patricia Sosa, Ch’uya Lane, Deborah Chen and Beatriz Champagne.



9. **InterAmerican Awards for Tobacco Control.** The IAHF presented awards for outstanding achievements in tobacco control to Argentina, Ecuador, Honduras, Mexico, Peru

10. **Exhibitors.** Pfizer Peru, Novartis Peru, Bedfont Scientific, InterAmerican Heart Foundation and COLAT

11. Ancillary meetings.

- Preconference Workshop on Smokefree Municipalities (organized by COLAT)
 - Preconference Workshop on Research on Fiscal policies for Tobacco Control (organized by HealthBridge)
 - Preconference Workshop on Advanced Training in the Treatment of Tobacco Dependency (organized by Global Bridges)
 - Preconference Workshop on Training in Treatment of Tobacco dependence for Healthcare Providers (organized by Global Bridges)
 - Preconference Workshop on Mobilizing Civil Society for Tobacco Control: Advances and Challenges in the Andean Region (organized by the Andean Coalition for Tobacco Control)
 - Workshop on FCTC Tax and Price Guidelines: a Unique Opportunity (organized by the Framework Convention Alliance)
 - Workshop on Research Connections Forum (organized by the Society for Research in Nicotine and Tobacco)
12. **Exchanges.** Inaugural Reception at the venue hotel. Dinner and show for over 100 VIPs to taste Peruvian cuisine. Bags made of ecological Peruvian cotton.

13. Sponsors

Corporate: Pfizer Peru, Novartis Peru, Bedfont Scientific Inc.

Institutional: Roswell Park Cancer Institute, Global Bridges, International Development Research Center (IDRC), Campaign for Tobacco Free Kids (CTFK), American Cancer Society (ACS), Society for Research on Nicotine and Tobacco (SRNT), Framework Convention Alliance (FCA), National Cancer Institute (NCI), Global Dialogue for Effective Stop Smoking Campaigns, Healthbridge, Global Forum for Tobacco Control, Canada, Johns Hopkins Bloomberg School of Public Health, International Union against Tuberculosis and Lung Disease.

Supporters.: ACT Brasil, Alianza Libre de Humo Argentina (ALIAR), Central American Coalition for Tobacco Control, Andean Coalition for Tobacco Control, Healthy Caribbean Coalition (HCC), Healthy Latin America Coalition (HLAC), InterAmerican Heart Foundation Mexico, International Network of Women against Tobacco (INWAT)

14. See pictures at IAHF Facebook Page <https://www.facebook.com/pages/InterAmerican-Heart-Foundation/214069942440>