



4th Latin American and Caribbean Conference TOBACCO OR HEALTH Report

4th Latin American and Caribbean Conference Tobacco or Health, San José, Costa Rica, took place on March 26-28, 2014. It was organized by the Costa Rican Ministry of Health and InterAmerican Heart Foundation (IAHF). This Conference brought together tobacco control scientists, treatment specialists and policy advocates. Conference website: www.tobaccoorhealthlac.org See Facebook page at: www.facebook.com/tabacoOsaludLAC

RESULTS:

- 1. Registrants.** Almost 350 participants from 24 countries: Argentina, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, France, Guatemala, Honduras, Jamaica, Jordan, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Suriname, Trinidad & Tobago, United Kingdom, Uruguay, USA.



- 2. Pan American Health Organization sponsorship.** PAHO Director General Dr. Carissa F. Etienne provided sponsorship for the conference allowing for support of PAHO offices and experts.

- 3. Plenary sessions.** The 5 plenaries varied in format but generally consisted of a world-renowned major speaker and several experts from Latin America and



the Caribbean that provided local science, experience and direction for the region.

Topics:

Advances and challenges of tobacco control in Latin America and the Caribbean
 Challenges of developing tobacco dependence treatment in Latin America and the Caribbean
 Advertising, promotion and sponsorship of tobacco products: new tobacco industry strategies
 Tobacco industry interference: civil society counter-strategies
 Advances, challenges and obstacles to raise tobacco taxes in Latin America and the Caribbean
 Endgame for tobacco in Latin America and the Caribbean



- 4. Concurrent sessions.** The 12 concurrent sessions on:
 Packaging and labeling of tobacco products: lessons learned
 Monitoring the epidemic and simulation models to evaluate and promote tobacco control
 Tobacco and gender
 Implementing cessation support in Latin America and the Caribbean: issues and strategies (two sessions)
 Tobacco control research priorities

Strategic litigation, legal strategies and building legal capacity
 Electronic cigarettes, other new products and product regulation
 Innovative communication strategies
 Tobacco and human rights, including tobacco farming
 Illicit trade: key barrier to tobacco taxation
 Challenges in implementing smokefree environments



- 5. Speakers and chairs.** Mariela Alderete, Monica Andreis, Erick Antonio Ochoa, Edna Arillo Santillán, Carmen Barco, Joaquín Barnoya, Mahua Becerril, Eduardo Bianco, Jo Birckmayer, Adriana Blanco, Oscar Cabrera, Roberta Caixeta, Juan Carballo, Adriana Carvalho, Valeska Carvalho Figueiredo, Roberto Castro Córdoba, Claudia Cedillo, Beatriz Champagne, Deborah Chen, Eduardo del Castillo, John Colledge, Sonia Covarrubias,



**4th Latin American and Caribbean
CONFERENCE ON
TOBACCO OR HEALTH**
26-28 March 2014. San José, Costa Rica

Dardo Curti, Isabel Díaz Medina, Yul Francisco Dorado, Carolyn Dresler, Silvina Echarte, Elba Esteves, Carlos Farias, Jorge Luis Gaona, Yvonne García Richaud, Stanton Glantz, Thomas J. Glynn, Jesús Felipe González Roldán, Martín González Rozada, Daniela Guedes, Karen Gutierrez, Patricia Gutkowski, Greg Hallen, Richard Hurt, Roberto Iglesias, Paula Johns, Annette Kaufman, Katie Kemper, Jonatan Konfino, Harry Lando, David Levy, Marcelo Marquelli, Barbara McGaw, Hugo Noboa, Juan Nuñez Guadarrama, Francisco Oliveira, Marty Otañez, Cristina Perez, Marita Pizarro, Dennis Rada, Alejandro Ramos, Martin Raw, Luz Myriam Reynales Shigamatsu, Belen Ríos, María Félix Rivera, Reina Roa, Ernesto Ruíz, Alor Ruíz Hernández, Belén Sáenz de Miera, Javier Saimovici, Laura Salgado, Luis Eduardo Sandí Esquivel, Rosa Sandoval, Susana Saravia Calderón, Isabel Scarinci, Verónica Schoj, Ernesto Sebríé, Yang Song, Gustavo Sónora Parodi, Patricia Sosa, Andre Szklo, Ana Tambussi, James Thrasher, Verónica Quelal, María Teresa Valenzuela, Hugo Vallarino, Gustavo Zabert, Anton Zamora Ilarionov.



6. Authorities. Costa Rica Minister of Health Dr. Daisy Corrales, Vice Minister of Health Cesar Gamboa and key leaders from the Costa Rican Finance Ministry and Customs Administration. Deans of several schools of Public Health from Central America. Congress President: Beatriz Champagne, Co-President: Roberto Castro Córdoba, Scientific Committee Chair: Jim Thrasher, Scientific Committee Vice Chair: Verónica Schoj. Poster session organizers: Luz Myriam Reynales Shigamatsu and Verónica Schoj.

7. Posters. A total of 84 posters were accepted for presentation and of these, two received the SRNT best science award and one received the best policy award.

8. Awards.

InterAmerican Heart Foundation. Presented awards for outstanding achievements in tobacco control to the Ministries of Health and civil society of Chile, Jamaica and Panama; and an award to the Ministry of Health of Suriname. Awards were art pieces from a Costa Rican artist. Also presented a best policy poster award to a team from Argentina.

Campaign for Tobacco Free Kids. Presented awards to the Costa Rica Ministry of Health and the main civil society organization RENATA.

Society for Research in Nicotine and Tobacco. Presented two awards to the best science posters from teams of researchers from Argentina and Mexico.





9. **Exhibitors.** Ministry of Health Costa Rica, Instituto sobre Alcoholismo y Farmacodependencia (IAFA), RENATA, InterAmerican Heart Foundation, Global Bridges, FIC Argentina and FIC Mexico.

10. **Ancillary meetings.**

- Preconference Legal Workshop, organized by CTFK
- Preconference Workshop I: Tobacco Taxation, organized by CTFK, IDRC and PAHO
- Preconference Workshop II: Communication Strategies for Tobacco Control for advocates, researchers and government officials, organized by CODICE, FIC Argentina and The Union
- Preconference Workshop III: Strengthening Tobacco Control Research, organized by SRNT, CDC and NCI
- Preconference Workshop IV: Tobacco Dependence Treatment, organized by Global Bridges
- Preconference Workshop V: Strengthening Compliance with Smokefree Policies
- Movie night: presentation of recent releases of movies, videos and spots on various tobacco control subjects



11. **Social Exchanges.** Inaugural Reception and Closing Celebratory Reception at the Conference Center. Attractive, re-usable conference bags made of ecological Costa Rican hemp.

12. **Sponsors**

Local: Red Nacional Antitabaco (RENATA), Instituto sobre Alcoholismo y Farmacodependencia (IAFA), Escuela de Salud Pública de la Universidad de

Costa Rica.

Institutional: American Cancer Society (ACS), Campaign for Tobacco Free Kids (CTFK), CDC Foundation, Centers for Disease Control and Prevention (CDC), technical sponsor, Global Bridges, Global Smoke-free Worksite Challenge, International Development Research Center (IDRC), Institute for Global Tobacco Control, Johns Hopkins Bloomberg School of Public Health, National Cancer Institute (NCI), Society for Research on Nicotine and Tobacco (SRNT), Medical University of South Carolina (MUSC).

Supporters.: ACT Brasil, Alianza Libre de Humo Argentina (ALIAR), American Heart Association (AHA), Andean Coalition for Tobacco Control, Center for Research on the Tobacco Epidemic (CIET), CODICE, Framework Convention Alliance (FCA), Healthy Caribbean Coalition (HCC), Healthy Latin America Coalition (HLAC), InterAmerican Heart Foundation Argentina (FIC Argentina), InterAmerican Heart Foundation Mexico (FIC Mexico), International Network of Women against Tobacco (INWAT), Interamerican Society of Cardiology (IASC), International Union against Tuberculosis and Lung Disease (The Union), National Institute of Public Health México (INSP), World Heart Federation (WHF).

Corporate: Prides

