

A Call to Action: Successful Tobacco Control for the Future

28th and 29th April 2008
Cardiff International Arena

About the Conference

Smoking is the greatest cause of preventable death and illness in the United Kingdom and whilst smoking prevalence rates in the UK have been declining over the last 30 years, the prevalence rates still remain unacceptably high.

Other places in the world such as Sweden, Australia and California have already reduced their smoking prevalence rates to well below 20%.

So what are we doing in the United Kingdom to achieve this optimum prevalence rate?

At a time when all of the UK has implemented bans on smoking in public places there is a danger that many will believe the job of curtailing tobacco use has been done.

Working as we currently are will not bring about rapid declines in tobacco use.

A Call to Action is a tobacco control conference that asks what is required for the UK to achieve markedly reduced prevalence rates and what are the changes we need to implement now to achieve them?

Key questions at the conference will include:

- How can we work together to reduce the smoking prevalence rates in the UK?
- What can we do to improve our health prevention communications to all sectors of our society?
- How do we challenge the normalcy of smoking and achieve cultural change?
- What improvements are required to ensure effective delivery of comprehensive cessation services?
- What are the implications for pharmaceutical products?
- What can we do to prevent young people from starting to smoke?
- What can we do to reduce smuggling of cigarettes into the UK?
- What are the policy and legislative tools that can reduce prevalence rates?

Conference participants will have the opportunity to learn from the successes and challenges faced by successful tobacco control practitioners from Australia, Sweden and California.

This conference will challenge how we work now and into the future. It will send out a clear call to action to all practitioners, policy makers and politicians that we must do more than implement bans on smoking in public places. Indeed, we must do much, much more.

Conference Speakers

April Roeseler has worked for the California Tobacco Control Program since its inception in 1989. She is the Chief of Local Programs and Evaluation for the California Department of Public Health, Tobacco Control Section (CDHS/TCS). She is responsible for overall implementation of a \$35 million grant and local assistance program, a \$4 million evaluation and surveillance program, and she oversees information management, technology and dissemination for CDHS/TCS. Ms. Roeseler coordinated the State's response to the federal Synar Amendment in 1994, the 1995 and 1997 Operation Storefront campaigns and was involved in the development and implementation of the Project SMART Money campaign, Communities of Excellence in Tobacco Control in 2000 and 2003, the 2002 STORE Campaign, California's harm reduction policy paper, and oversees implementation of the California Tobacco Control Program's Online Tobacco Information System (OTIS). She is a co-author of the Communities of Excellence Plus training and resource manual disseminated by the Training and Technical Assistance Center and assisted the Centers for Disease Control and Prevention, Office of Smoking or Health's to rate key indicators for evaluating comprehensive tobacco control programs. She received her Masters of Science degree in Public Health (MSPH) from the University of Missouri, Columbia, School of Medicine and a Bachelor of Science in Nursing (BSN) from California State University, Fresno.

Robert West is Professor of Health Psychology and Director of Tobacco Studies at the Cancer Research UK Health Behaviour Unit. He is also Editor-in-Chief of Addiction and co-author of the English National Smoking Cessation Guidelines that provided the blueprint for the UK-wide network of smoking cessation services that are now an established part of the National Health Service. Research interests: Professor West's research includes clinical trials of new stop-smoking treatments, studies of the acute effects of cigarette withdrawal and population studies of smoking patterns.

Professor Gerard Hastings is the Director of the Institute for Social Marketing and Centre for Tobacco Control based at Stirling University.

Deborah Arnott is the Director of Action on Smoking and Health in England - a public health charity which has a strong reputation as one of the most effective campaigning charities in the UK and is at the forefront of the fight to protect people from the harmful effects of tobacco. Most recently it led the campaign that resulted in an overwhelming vote in Parliament for comprehensive smokefree legislation and also played a leading role in ensuring that the Government kept its commitment to ban tobacco advertising. She is a member of the Royal College of Physicians Tobacco Advisory Group and of the Programme Development Group for the National Institute for Clinical Excellence (NICE) public health programme guidance on the best provision of smoking cessation services.

Associate Professor Renee Bittoun has worked in Smoking Cessation for more than 25 years. She established the first Smokers' Clinic in Australia at St. Vincent's Hospital, Sydney in 1979. Currently the Director of the Smokers' Clinics, Central Sydney Area Health Service, Senior Research Fellow and Head of the Smoking Cessation Unit at the Woolcock Institute of Medical Research and Clinical Associate in the Faculty of Medicine at the University of Sydney. She is the author of several books on smoking and quitting both for the public and as texts and many research articles on smoking cessation. She established the first university course on Nicotine Addiction and Smoking Cessation at the University of Sydney and is President of AASCP, The Australian Association of Smoking Cessation Professionals.

Ms Norma Cronin is Tobacco Control Consultant for the Irish Cancer Society. She is a qualified General Nurse and Midwife and holds a Diploma in Public Health Nursing. Norma has worked in the area of health promotion and cancer prevention for many years at the Irish Cancer Society and is

currently responsible for all anti-tobacco activities within the society. She initiated the setting up of the Irish Cancer Society Quitline and has contributed to a number of national and international seminars. Norma is also the Irish representative for the European Network of Quitlines (ENQ) and European Network of Young People and Tobacco (ENYPAT).

Ms Margaretha Haglund won a Luther L. Terry Award for her “Distinguished Career” as selected by a prestigious team of international tobacco control experts. Margaretha has dedicated her professional career, spanning over 25 years, to tobacco control and has made many advances in Sweden and internationally. She is the Director of Tobacco Prevention for the National Institute of Public Health and also serves on many tobacco control work groups and committees. She served three terms as President of the International Network of Women Against Tobacco (INWAT). Margaretha Haglund is one of the strongest advocates for tobacco control in Sweden and internationally.

Dr Tony Jewel Chief Medical Officer Wales. Dr Tony Jewell took up the post of CMO Wales in April 2006. Prior to this he was Clinical Director and Director of Public Health for Norfolk, Suffolk and Cambridgeshire Strategic Health Authority. After qualifying in medicine in 1975 he undertook vocational training to become a GP in inner city London. During his time in East London he served on Tower Hamlets Health Authority for six years and was a GP in a group practice for 10 years. He moved to Cambridge in 1990 and trained in public health to become Director of Public Health for Peterborough, then Cambridgeshire and in 2002 to the Strategic Health Authority. His professional public health interests are reducing health inequalities, preventing accidents and injuries and primary care.

Nick Adkin is Tobacco Programme Manager at the Department of Health. Nick is a career civil servant who joined the then Department of Health and Social Security in 1985. He has filled a range of posts in DHSS, DH and Department for Work and Pensions including policy and analytical work on medical manpower planning, poverty and reducing junior doctors hours. Before joining the tobacco programme, Nick was policy lead on childhood and adult immunisation at the Department of Health.”