



15th World Congress on Public Health

3-7 April 2017 Melbourne Australia www.wcph2017.com

Tobacco Control

Wednesday 5 April 2017, 1330 – 1530, Plenary Hall 1

Lead	Dr Sarah White Professor Mike Daube, Curtin University
Speakers	Professor Mike Daube, Curtin University Professor Prabhat Jha, University of Toronto Professor Melanie Wakefield, Cancer Council Victoria Professor Martin McKee, London School of Hygiene & Tropical Medicine Dr Colin Tukuitonga, Secretariat of the Pacific Community

From smoke-free aspirations to more specific prevalence targets, there are many new, ambitious goals to substantially reduce tobacco use around the world. Public health organisations, professionals and researchers, and the use of public health plans, policies and budgets will be critical components of meeting these national and international goals, but what are the key challenges ahead, and what new and innovative approaches might be required? The World Leadership Dialogue on Tobacco will identify existing and imminent barriers to further reducing tobacco use around the world. Leaders in specific fields will provide in depth perspectives, and consider the future of their field of expertise, to provide insights on key international and national challenges that need, or might need, to be overcome, and identify opportunities for public health community globally and locally. The speakers will then form an expert panel for an interactive session to conceptualise strategies to further explore and overcome the challenges. The audience will be invited to be part of this interactive session.

