



# PLAIN PACKAGING TO PROTECT OUR YOUTH

## PROGRESS MADE, CHALLENGES AHEAD



Event hosted by

**Gilles PARGNEAUX, MEP**  
**Brian HAYES, MEP**

**31<sup>st</sup> May, 2016 – World No Tobacco Day**  
European Parliament, Brussels

Join the **European Respiratory Society** and the **European Network for Smoking and Tobacco Prevention** to learn more about how plain-packaging can protect our youth, congratulate the countries which have implemented the measure and encourage remaining Member States to follow suit.



**ERS** EUROPEAN  
RESPIRATORY  
SOCIETY  
every breath counts



To register please contact  
**Marine.Faure@ersnet.org**  
<http://ersnet.org/plain-packaging>



Tuesday 31<sup>st</sup> May 2016 - 09:00-14:00, European Parliament, Brussels

Room PHS P7C050

## Draft Programme

*Moderated by Tamsin Rose*

- 08:30-09:00      **Registration and Networking coffee**
- 09:00-09:10      **Opening**  
*Prof. Jørgen Vestbo, ERS President, Switzerland*  
*Dr Francisco Lozano, ENSP President, Belgium*
- 09:10-09:30      **Welcome address**  
*Mr Gilles Pargneaux, French Member of the European Parliament and Vice Chair of the Committee on the Environment, Public Health and Food Safety, France*  
*Mr Brian Hayes, Irish Member of the European Parliament, Ireland*
- 09:30-09:40      **Tobacco control policies in Europe: where do we stand?**  
*Dr Vytenis Andriukaitis, European Commissioner for Health and Food Safety, European Commission, Belgium*
- 09:40-10:00      **Plain packaging Awards**  
*Prof. Christina Gratziou, ERS Advocacy Council Chair, Greece*  
*Mr Cornel Radu, ENSP Secretary General, Belgium*
- With the special participation of Dr James Reilly, Former Health Minister, Ireland*

### Session 1

#### Plain packaging of tobacco products: where are we?

- 10:05-10:15      **Australia**  
*Ms Nicola Gordon-Smith, Deputy Head of Mission to Belgium, Australia*
- 10:15-10:25      **Ireland**  
*Prof. Luke Clancy, Director General of the Tobacco Free Research Institute, Ireland*
- 10:25-10:35      **UK**  
*Prof. Linda Bauld, Professor of Health Policy, Director of the Institute for Social Marketing and Dean of Research (impact), University of Stirling, The UK*

10:35-10:45 **France**  
*Dr Jean-Louis Touraine, Member of the National Assembly, France*

10:45-10:55 **Q&A**

10:45-11:00 **Coffee Break**

**Session 2**  
**The way towards plain packaging: the domino effect**

11:00-11:30 **Roundtable with countries representatives where plain packaging is being discussed:**

*Tibor Demjen, Focal point for tobacco control, Hungary*

*Matthieu Capouet, Tobacco Control Expert, Federal Public Service, Belgium*

*Chernova Marina Gerardovna, Member of the Board of the International Confederation of Consumer Societies (KonfOP), Russia*

11:30-11:40 **Q&A**

**Session 3**  
**Plain packaging: Evidence and expectations**

11:40-11:50 **Plain packaging and effectiveness: what do scientific studies say?**  
*Dr Constantine Vardavas, ERS and ENSP Member, Greece*

11:50-12:00 **What do young people say about plain packaging?**  
*Prof. Gerard Hastings, Professor of social marketing at Stirling University, the Open University and l'Ecole des Hautes Etudes en Santé Publique, Rennes*

12:00-12:10 **Plain packaging and the tobacco industry**  
*Pascal Diethelm, President of OxyRomandie, Switzerland*

12:10-12:20 **Plain packaging in Europe: what the future holds?**  
*Dr Roberto Bertollini, Chief Scientist and WHO Representative to the EU, Belgium*

12:20-12:30 **Q&A**

12:30-12:35 **Closing remarks**  
*Prof. Carlos Jimenez-Ruiz, ERS Tobacco Control Committee Chair*

12:35-14:00 **Networking Lunch**

