

Programme Tracks

The 17th World Conference on Tobacco or Health theme '*Uniting the world for a tobacco-free generation*', is explored through five scientific tracks.

Track 1

The future: views from the mountain (for blue-sky presentations)

Sub tracks:

- Priorities and challenges for advancing the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC)
- Integrating tobacco control into health systems, global frameworks and strategies to reach WHO FCTC and Sustainable Development Goal (SDG) targets.
- Using data: opportunities and gaps in measuring the WHO FCTC impact on global health and development
- Setting the research agenda for translating science into policy and new tools for policy impact assessments
- The end game: pathways to turning vision into reality

Track 2

Tobacco governance, sustainable development and policy advocacy

Sub tracks:

- Promoting transnational cooperation and partnerships: models of inter-governmental and non-governmental collaboration across multiple sectors for high level commitments
- International tobacco trade and health diplomacy: understanding the nexus between the two, and domestic/international disputes
- Building leadership capacity, and broader alliances, for tobacco control policy advocacy
- Tobacco industry interference: New tactics and counter-measures
- Implementing sustainable funding mechanisms for tobacco control

Track 3

Demand reduction measures and the regulatory science

Sub tracks:

- Pricing, taxation and countering illicit trade: innovations and reform strategies

- Advances in protection from tobacco pollution, second- and third-hand smoke
- Mind the gaps: loopholes in the ban on sponsorship, advertising and promotion
- Innovations in media educational campaigns, and health warning labels on cigarettes and other tobacco products
- Opportunities for regulating the content of tobacco products and emissions, to reduce harm and addiction potential

Track 4

Tobacco products, prevalence, health and cessation studies

Sub tracks:

- Prevalence of the use of tobacco and nicotine-related products: traditional and novel products
- Burden and disparities in tobacco-related diseases: non-communicable diseases (NCDs) and communicable diseases (TB and HIV/AIDS)
- New tools for monitoring policy impact and surveillance of tobacco use
- Tobacco dependence treatment and smoking cessation: innovations in practice and opportunities for scaling

Track 5

Social justice, the underserved and vulnerable populations

Sub tracks:

- Tobacco and women: the gendered nature of tobacco
- Tobacco in vulnerable populations (e.g. indigenous populations)
- Tobacco, inequality and poverty
- Tobacco farming: opportunities and experiences in facilitating alternative livelihoods and preventing tobacco adverse environmental impact
- Youth tobacco experience