

## WEBINAR: Regulation Of Tobacco Product Contents, Emissions And Design To Reduce Product Attractiveness – Training Material Overview

**June 30, 2016 1:00 - 2:00 p.m. (EST)**

This Webinar will present an overview of the training material, developed by PAHO and other organizations, in support of regulatory agencies interested in taking measures to reduce the attractiveness of tobacco products. This training material provides technical support to governments of Member States and public health organizations in developing regulation of tobacco product contents and design aimed at reducing product attractiveness in accordance with Article 9 of the WHO Framework Convention on Tobacco Control (WHO FCTC) and the Partial Guidelines for the implementation of Articles 9 and 10. It consists of a two and a half day workshop that can be tailored to the particular needs of the Member State.

**DATE:** Thursday, 30 June, 2016

**TIME:** 1:00 -2:00 pm (Washington DC time)

**PLACE:** Room B, PAHO HQ, 523 23 St., NW, Washington DC, 20037

**LINKS TO CONNECT:**

- Spanish:  
<https://paho.webex.com/paho/onstage/g.php?MTID=e3ee73e958ad30788d058f0bf297f5928>
- English:  
<https://paho.webex.com/paho/onstage/g.php?MTID=e0d4968d5aa87c5d21b39b37dc63989ba>

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### Agenda

1:00 – 1:10	Welcome Remarks	Dr. Isabella Danel, Deputy Director, PAHO
1:10 – 1:20	Product regulation as a part of an integral tobacco control program	Dr. Adriana Blanco, Advisor Tobacco Control, PAHO
1:20 – 1:30	Product design and market impact	Dr. Ryan Kennedy, Institute for Global Tobacco Control – Johns Hopkins Bloomberg School of Public Health
1:30 – 1:45	Addressing tobacco product attractiveness as part of product regulation interventions	Mr. Denis Choinière/ Mr. Mathew Cook, Health Canada
1:45 – 1:55	Questions and Answers	Lic. Rosa Sandoval, Advisor Tobacco Control, PAHO
1:55 – 2:00	Closing Remarks	Lic. Rosa Sandoval