

Get ready for plain packaging!

WORLD NO TOBACCO DAY
Kongens gate 6, Oslo
Tuesday, 31 May. 0900–1100

We now see a global domino effect in implementing plain packaging of tobacco products. WHO launches this year's World No Tobacco Day from Oslo.

At this event, Norway's Minister of Health and Care Services will present the government's work on legislation on plain packaging. If you join us at this event, you can also hear United Kingdom's experience on passing its plain packaging law. Why are we seeing a domino effect of this new tobacco control initiative? The reason is simple: it works. Australia has the evidence justifying it. The fact that the tobacco industry is fighting tooth and nail in courts all over the world is another piece of evidence. Several lawsuits are settled, and the tobacco industry loses. Again and again.

Plain packaging is not about freedom of choice of current adult smokers. It's about removing the tobacco industry's last marketing and advertising tools: their beautiful and colourful designs on the packs. And most importantly, this will give future generations the chance to enjoy healthy and tobacco-free lives. Plain packaging is an important step on our way to a tobacco free generation.

So get ready. Get ready for plain packaging.

PROVISIONAL AGENDA

- Bent Høie, Minister of Health and Care Services
– *Protecting the youth – the government's work on plain packaging in Norway*
- Sarah Gillett CMG CVO, British Ambassador to Norway
– *Plain packaging in the United Kingdom*
- Dr Oleg Chestnov, Assistant Director-General, Noncommunicable Diseases and Mental Health, World Health Organization
– *The Launch of World No Tobacco Day 2016*
- Anne Lise Ryel, Secretary General, Norwegian Cancer Society
– *On our way to a tobacco free society?*
- Dr Douglas Bettcher, Director Prevention of Noncommunicable Disease, World Health Organization
– *Tobacco Industry Tactics*
- Dr Gauden Galea, Director of NCDs and Promoting Health through the Life-Course in WHO EURO
– *The WHO Euro perspective.*
- Dr Benn McGrady, Technical Officer (Legal), World Health Organization
– *Launch of new WHO publication*
– *Legal issues*
- Kylie Lindorff, Cancer Council, Victoria, Australia
– *The evidence justifying plain packaging*

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