

#TobaccoExposed: protecting youth from deceptive tobacco industry marketing

Marking WHO World No Tobacco Day

Webinar, 2 June 2020, 2 PM-3:30 PM CEST

Live-streaming link: <https://www.youtube.com/user/ERSeducation/live>

Chair: Alison Cox, SFP President

14:00 Opening, keynote interventions

- Kristina Mauer-Stender, **Programme Manager for Tobacco Control, WHO EURO**
- Andrew Black, **Coordinator - Development Assistance, Framework Convention Secretariat**
- Thea Emmerling, **Head of Unit, Cross-border health care and tobacco control, European Commission**

14:20 Discussions on the topic of WNTD 2020 with youth organisations:

- Rana Orhan, **Public Health Director, European Medical Students' Association**
- Aoife Ryan, **National Executive for Limerick Comhairle Na nÓg**
- Nina Rogelj Peloza, **No Excuse, Slovenia**
- Lilia Olefir, **Executive Director, LIFE Advocacy Center, Ukraine**

14:40 WHO World No Tobacco Day Awards: recognising the European Region laureates

- Michelle Mitchell, **CEO, Cancer Research UK**
- Waltraud Posch, **VIVID – Institute for the Prevention and Addiction**
- Aoife Ryan, **National Executive for Limerick Comhairle na nÓg, Ireland**
- **Dr Ghenadie Turcanu, Program Coordinator, Center for Health Policies and Studies, Republic of Moldova**
- Krista Kiuru, **Minister, Ministry of Social Affairs and Health, Finland**
- **Dr Arsen Torosyan, Minister of Health, Armenia**

15:15 Q&A with all speakers

- ⇒ Questions will be collected on Sli.do with the code [#WNTD2020](#)
- ⇒ To post a question in advance before the event, go to the dedicated Sli.do page for the session: <https://app.sli.do/event/wmqy5471/live/questions>