

8th ECToH

European Conference
on Tobacco or Health

19 to 22 February 2020 | Berlin, Germany
CityCube Berlin



2020
ECToH

8th EUROPEAN CONFERENCE ON TOBACCO OR HEALTH (ECToH)



**Towards a Tobacco-
free Europe**

THE CONFERENCE

www.ECToH.org

[@ECToH](#)

[@TobaccoOrHealth](#)

The European Conferences on Tobacco or Health (ECToH) are organised every 3 years under the auspices of the Association of European Cancer Leagues (ECL) and by prominent cancer leagues. These conferences attract hundreds of committed scientists, policy-makers, researchers, health professionals as well as others strongly committed to fighting against tobacco. ECToH conferences are recognised internationally as the main European forum for tobacco control advocates and aim to present the most up to date advocacy trends, showcase successful tobacco control campaigns and provide a platform for experts to exchange information.

ECToHs have taken place in: 1996 (Helsinki), 1999 (Canary Islands), 2002 (Warsaw), 2007 (Basel), 2011 (Amsterdam), 2014 (Istanbul), 2017 (Porto). European and global experts gathered in Berlin, Germany 19-22 February 2020 on the occasion of the 8th ECToH, hosted by the German Cancer Society, German Cancer Aid, the German Smokefree Alliance and the ECL.

In 2020, ECToH took place at the same time and at the same venue as the German Cancer Congress (DKK) - the largest oncological expert conference in the German-speaking area. A clear separation of the scientific area (ECToH and DKK) and the industrial area (Cancer Forum of Industry) was followed spatially, organisationally and thematically - in line with the transparency policies of the organisers. ECToH's policy is aligned with the World Health Organization's Framework Convention on Tobacco Control, Article 5.3: There is a fundamental and irreconcilable conflict between the tobacco industry's interest and public health policy interests. The tobacco and e-cigarettes industry and those representing their interests were not invited and all registration requests screened.

The next ECToH edition, in 2023, will be hosted by the Spanish Association Against Cancer (AECC) in Madrid.

THE GOAL

Since the first ECToH in 1996 in Finland, significant strides have been made toward effectively addressing the tobacco epidemic, with the adoption and implementation of the Framework Convention on Tobacco Control and the 2014 EU Tobacco Products Directive. But we are still not here. Tobacco remains the major cause of cancer and one of the leading causes of death and disease in Europe.

Our goal is to make Europe tobacco free in the next 20 years. The 8th ECToH enforced cooperation and strengthen our movement to achieve that goal.



Co-funded by
the Health Programme
of the European Union

Co-funded by the Health Programme of the European Union. ECL has received funding under an operating grant (SGA: 837880) from the Third Health Programme (2014-2020).

The information and views set out in this report are those of the authors and do not reflect the official opinion of the European Commission, the Consumers, Health, Agriculture and Food Executive Agency (CHAFEA) or any other institution of the European Union. Neither the European Commission nor CHAFEA may be held responsible for the use which may be made of the information contained therein.



THE ORGANISERS



About the Association of European Cancer Leagues

ECL provides a unique platform as the only non-profit, pan-European umbrella organisation with the mission of uniting, at the European level, national and regional cancer leagues to achieve a cancer-free Europe. Active since 1980 and located in Brussels, ECL currently has 29 members from 24 countries in the European Region, covering 21 EU member states. ECL's members are cancer charities operating across the whole continuum - from cancer research and awareness to patient support during and after diagnosis. ECL's mission is to influence and improve cancer control and cancer care in Europe. This is done by providing a forum and voice for experienced charities and supporting new entrants facilitating collaboration and knowledge sharing, primarily in the areas of cancer prevention, tobacco control, access to medicines and patient support, as well as creating opportunities to advocate for these issues at the EU level. ECL also collaborates with global and European institutions, other NGOs and research institutes.



About the German Cancer Society

The Deutsche Krebsgesellschaft (German Cancer Society) is the largest scientific oncology society in German-speaking countries, committed to ensure that cancer care is based on evidence-based medicine and interdisciplinarity. Our aim is to unlock high-quality oncological care and we focus on: (i) the certification of centres of oncological care, (ii) the development of evidence-based treatment guidelines and patient guidelines, (iii) knowledge development and knowledge transfer in oncology and (iv) reliable patient information. The German Cancer Society includes 16 regional cancer societies, around 8000 individual scientific members organised in 25 working groups, and 36 sponsors. We organise several scientific conferences, such as the German Cancer Congress, and symposia for the overarching professional exchange. We are also the co-founder of the German National Cancer Plan, which was launched in 2008 by the Federal Ministry of Health. During the "National Decade against Cancer", which was launched in 2019 by the Federal Ministry of Education and Research together and many stakeholders, the President of the German Cancer Society was a member of the strategy group and co-chair of the working group "Generating knowledge through networking research and cancer care". We represent the Federal Republic of Germany at the EU level and in international organisations, including the Union for International Cancer Control and the ECL.



About the German Cancer Aid

Founded in 1974 and based in Bonn, Deutsche Krebshilfe (German Cancer Aid) has been working tirelessly to improve cancer control for more than 45 years. German Cancer Aid is Germany's leading non-governmental and non-profit organisation in the field of oncology and enjoys respect from political institutions and the health and research community. It aims to fight all manifestations of cancer by improving care for patients, promoting research and increase cancer awareness through information, education and public campaigns. Following the motto "Helping. Researching. Informing", German Cancer Aid supports high quality research projects with potential for significant clinical impact to improve prevention, diagnosis, therapy, after-care and self-help for the benefit of cancer patients. The organisation also invests in the training of future generations of scientists and medical doctors. German Cancer Aid regularly launches campaigns, organises information events and designs brochures to inform the public about various types of cancer, early detection as well as prevention. It also offers services and assistance to patients and their families and provides support to self-help associations as well as advanced training to those who work daily with cancer patients.



About the German Smokefree Alliance

The German Smokefree Alliance (ABNR) is a coalition of 15 prominent health organisations active in tobacco prevention in Germany since 1992. ABNR's members are:

- German Cancer Aid
- German Cancer Research Center
- German Cancer Society
- German Cardiac Society
- German Center on Addiction Issues
- German Dental Association
- German Heart Foundation
- German Lung Foundation
- German Medical Action Group Smoking or Health
- German Medical Association
- German Respiratory Society
- German academy of Children's and Youth Medicine
- German Society of Occupational and Environmental Medicine
- German Society for Pneumology and Respiratory Medicine
- German Society of Social Medicine and Prevention
- Federal Association for Prevention and Health Promotion.

The ABNR is guided by three goals: to prevent the uptake of smoking, to encourage smokers to quit and to protect nonsmokers from secondhand smoke. The ABNR addresses its demands to politicians at both the federal and state level and is also active at the international level.



THE 2020 COMMITTEE

Congress President



Dr. Martina Pötschke-Langer, MD, M.A., Germany

Martina Pötschke-Langer is Medical Doctor with postgraduate qualifications in German literature and German history. She is the Chairwomen of the German Smokefree Alliance (ABNR) since 2016, a member of the Board of Trustees of the German Central Office for Addiction Issues (DHS) since 2013, an honorary member of the German Association of Pulmonology since 2009 and the German representative within the International Woman against Tobacco (INWAT Europe) since 1998.

From 1997 to 2016 she was the Head of the Cancer Prevention Unit in the German Cancer Research Center in Heidelberg. In 2002, the Cancer Prevention Unit was designated as WHO Collaborating Centre for Tobacco Control and she acted as the Head of the Centre until 2016.

She participated in the 'Change Agent' programme of WHO's 'Don't be duped' campaign (1999–2003) as well as in the fellowship programme of the Advocacy Institute, Washington, DC (2000).

She founded the German Quitline (1999), was joint founder of the European Quitlines Network (2000), and represented Germany in the European Network for Smoking Prevention (ENSP) from 1998–2011.

In 2000, she founded and edited the "Red Series Tobacco Prevention and Control", a series of over 80 publications about tobacco control strategies by the German Cancer Research Center. German legislation about protection of nonsmokers was mainly based on this work.

She has also authored and co-authored many peer-reviewed articles about tobacco addiction and cessation, evidence-based measures for tobacco prevention and control and regulation of tobacco additives.

She received the Order of the Cross of Merit on Ribbon of the Federal Republic of Germany for cancer prevention and nonsmokers' rights initiatives (2007) and WHO's Tobacco Free World Award for outstanding contributions to public health (1999), and together with her team in 2007 and 2011.

Organising Committee

Ulrike Helbig, Germany (Head)

Luk Joossens, Belgium

Sakari Karjalainen, Finland

Christiana Tschoepe, Germany

Wendy Yared, Belgium

Scientific Committee

Martina Pötschke-Langer, Germany (Head)

Nonguebzanga Maxime Compaoré, Norway

Elif Dagli, Turkey

Joanna Didkowska, Poland

Esteve Fernández, Spain

Anca Toma Friedlander, Belgium

Anna Gilmore, United Kingdom

Fenton Howell, Ireland

Sakari Karjalainen, Finland

Satu Lipponen, Finland

Susanne Løgsttrup, Belgium

Francisco Lozano, Spain

Kristina Mauer-Stender, Denmark

Ute Mons, Germany

Charlotta Pisinger, Denmark

Fleur van Bladeren, Netherlands

Every year over 120,000 people in Germany die of illnesses caused by smoking. These include, in particular, cardiovascular disease and cancer. Especially in lung cancer, smoking is one of the main risk factors. Four out of five lung cancer deaths in Germany are due to smoking. Nevertheless, about 25% of the population over the age of 18 still smoke. And even though cigarette smoking among young people is declining, new products such as e-cigarettes and heat-not-burn products are on the rise.

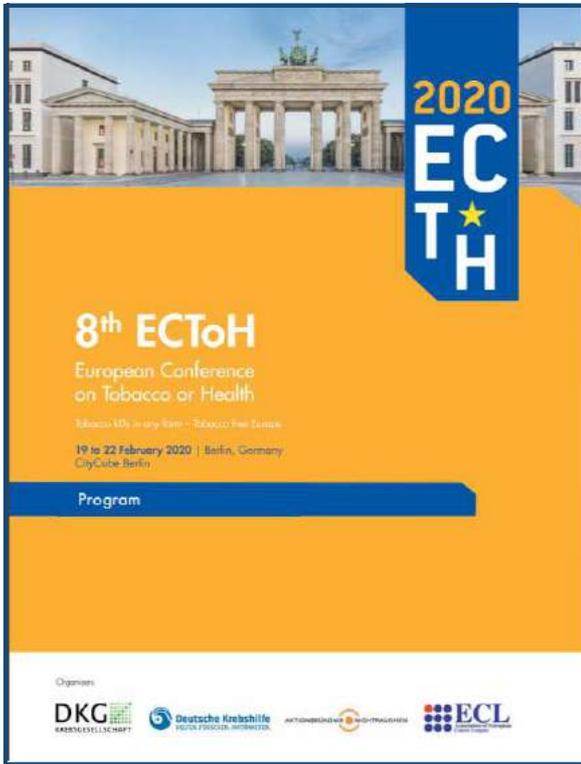
German hosting societies

To improve the health of EU citizens, we need the support of Germany. In the same way, Germany needs the support of Europe to improve its tobacco control legislation. This country should become in the near future one of the leading countries in the Tobacco Control Scale, the scale which quantifies the implementation of tobacco control policies of European countries.

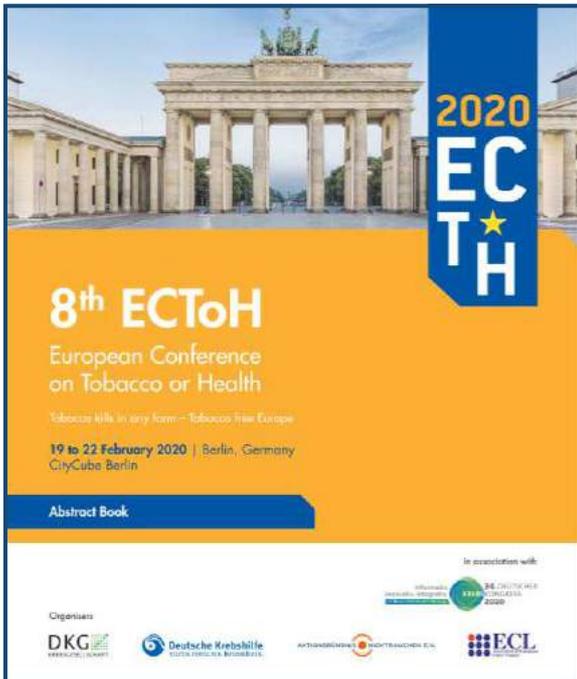
Dr Sakari Karjalainen
ECL President



THE PROGRAMME



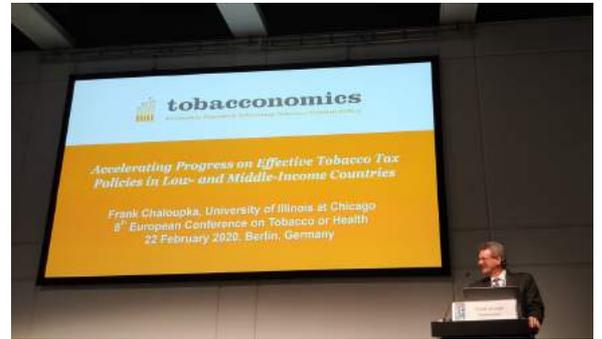
Conference Programme



Abstract Book



Photographs



THE IMPACT



309 participants, of which

- 91 representatives from non-smoking initiatives & cancer leagues
- 86 academics, researchers & university students
- 49 civil servants & policy makers
- 29 health and social scientists
- 24 healthcare professionals
- 13 health economists
- 11 addiction therapists

from 40 countries (of which 18 EU Member States)

- | | | |
|------------------------|------------------------|-------------------|
| • Albania | • Iran | • Serbia |
| • Armenia | • Ireland | • Spain |
| • Australia | • Israel | • Sweden |
| • Austria | • Italy | • Switzerland |
| • Belgium | • Korea, Rep. of South | • Taiwan |
| • Bosnia & Herzegovina | • Kosovo | • The Netherlands |
| • Canada | • Luxembourg | • Turkey |
| • Czech Republic | • Macedonia | • United Kingdom |
| • Denmark | • Montenegro | • United States |
| • Finland | • New Zealand | • Ukraine |
| • France | • Norway | |
| • Germany | • Poland | |
| • Greece | • Portugal | |
| • Hungary | • Romania | |
| • Iceland | • Russian Federation | |



49 social media posts reaching 61,9K users

@ECToH (February 2020 figures)

- 22 tweets
- 40,5K tweet impressions
- 1,455 profile visits
- 429 mentions
- 101 new followers

@TobaccoOrHealth (February 2020 figures)

- 27 posts
- 270 likes
- 1,886 clicks
- 2,636 engaged users
- 21,4K people reached



7 accredited journalists

48 articles tracked until March 2020, including:

- Der Spiegel
- Eureporter
- Politico Europe
- Zeit Online
- VRT NWS
- Brussels Times
- Le Temps
- Swiss Info
- Luxemburger Wort



INSIGHTS FROM THE TWITTERSPHERE



#ECToH #ECToH2020 #TobaccoFreeEurope



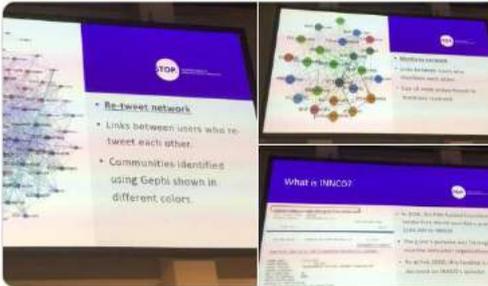
Luk Joossens
@JoossensLuk

Opposit views and a polite debate on e-cigarettes. Speakers Charlotta Pisinger, Leonie Brose and Friedrich Wiebel. It was all possible at @ECToH #DKK2020 w/ @JoossensLuk @DrElifDagli @AriadnaFeliu @CancerLeagues

Ariadna Feliu @AriadnaFeliu - Feb 21
#ECToH2020: Co-sharing the Symposia on "New tobacco products and their consequences on health" at @ECToH #DKK2020 w/ @JoossensLuk @DrElifDagli was an absolute pleasure.



Analysis of tweets with hashtag #COP8FCTC by @BathTR Ayush Joshi & presented at #ECToH2020 shows predominance of tweets and RTs by INNCO, which received \$100,300 from PMI-funded Foundation for a Smoke-Free World in 2018. Read about INNCO on #TobaccoTactics bit.ly/2T81fYc



Suzanne Gabriëls
@SuzanneGabriëls

Replying to @scale_tc @Brusselstimes and 8 others

It was also on the TV news (vrt.be/vrtnews/nl/2020...) and in several news papers. #NoTobacco #TobaccoFreeEurope #TCS2019 @scale_tc @Fcontrelcancer

Criticize when you have to, but praise when you can



De tabaksindustrie blijkt accijnsverhogingen met slimme trucs te ondermijnen. Over het effect van accijnsverhoging op het ontmoedigen van roken zijn vorige week tijdens de @ECToH in Berlijn verschillende presentaties gegeven. @Wdekanter @GvRookvrij @MinVWS



#bigtobacco makes profits like no other- which are under-taxed - @JRBranston @ectoh - #TobaccoTaxSavesLives AND #tobacco #profit tax also equalizes the playing field between the consumer-paid excises and the industry-UNpaid income taxes.



Promotion of the relevance of the Protocol to Eliminate Illicit Trade in Tobacco Products and its implementation at the 8th European Conference on Tobacco or Health in Berlin.

who.int/tctc/protocol #ImplementTheProtocol



Brilliant talk by @FicqPartners criminal law suit Netherlands. inspiring other countries to do the same

@AshOrg @ECToH @gfgong570 @TobaccoFreeKids @myESMO @Europarl_EN @wwwTabakNee @MinVWS #berlin

stichtingrookpreventiejeugd.nl/over-rookpreve...



"No smoking, no vaping." Clear language by Thea Emmerling, from the @EU_Health @EU_Commission at #ECToH2020



Is it clear? we are extremely happy with the 2019 Tobacco Control @Scale_tc!! #ECToH2020 Great team with @JoossensLuk @AriadnaFeliu!



Tobacconomics team and our SE European partners: @tobaccotaxation, @DSA_Albania, @UniverzitetBL, @IseaMne, @Analyticamk, @democracy_plus just got done at @ECToH where they presented their research. A lot of research and pictures to follow so stay tuned!

#ECToH2020 #policy

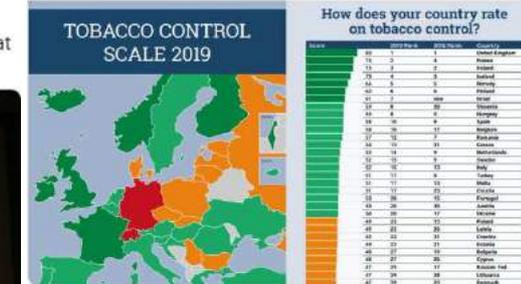


UK and Ireland at opposite ends of the Tobacco Control Scale. Raising taxes on tobacco would not only have health benefits for citizens but also reduce the smuggling into UK by organised criminal gangs of tobacco bought in Ireland

Tobacco Control Scale @scale_tc - Feb 20
#PressRelease | UK, France & Ireland top new European ranking on #tobaccocontrol. Germany, Switzerland & Luxembourg are at the bottom. Top score (UK) is twice as high as lowest one (Germany).

bit.ly/2V53QEm
@JoossensLuk @AriadnaFeliu @styfdrz

#TCS2019 #ECToH2020





SPECIAL AWARD

Luk Joossens, ECL's Advocacy Officer, a Tobacco Control Expert within the Belgian Foundation against Cancer and an International expert on illicit tobacco trade, was presented with a Special Award at the opening ceremony by the President of ECToH Dr. Martina Pötschke-Langer and the President of the Association of European Cancer Leagues Dr. Sakari Karjalainen to mark his retirement from ECL and his exceptional contribution as one of world's foremost tobacco control advocates in a career spanning over 40 years.

Since 1994, Luk has published many scientific articles on cigarette smuggling and created the **Tobacco Control Scale** to evaluate the performance of tobacco control policies in Europe. He has advised the World Bank, the European Commission, the WHO, and many other organisations about smuggling and tobacco control.

He was one of the rapporteurs of the WHO expert group on illicit tobacco trade in 2007 and was the lead author of the background paper on cigarette smuggling in the 2000 World Bank Report 'Curbing the Epidemic'. He wrote a report on tracking and tracing systems which was funded by the European Commission Seventh Framework Programme Grant Agreement HEALTH-F2 in 2011.

In 1991, he received the WHO Commemorative Award and Medal for promoting the concept of tobacco-free societies. In 2006, he received the Luther Terry Award for Outstanding Individual Leadership in Tobacco Control and in 2015 the WHO Director-General's Special Recognition of Contribution to Global Tobacco Control.



YOUNG PROFESSIONAL AWARDS

The **ECToH Young Professional Awards** recognise and support newer careerist professionals that have advanced tobacco control in areas of research, advocacy, policy and practice. The award is granted to participants judged on the quality of the abstracts submitted to the ECToH conference and their CVs.

The winners were given a certificate and a trophy by the European Commission's Deputy Director-General for Health and Food Safety Martin Seychell.



Laura Graen
human rights & tobacco specialist

1st Prize: Travel grant up to 2.000 € to attend the **World Conference on Tobacco or Health** in Dublin in 2021, kindly provided by the Cancer Society of Finland.

Article



David Biton
physician & volunteer at the Israel Cancer Association

2nd Prize: 600€ subsidy for attending the 2020 ECToH, offered by the ECL.

Post 1, Post 2



Aida Gjika
economist & lecturer

3rd Prize: 400 € subsidy for attending the 2020 ECToH, offered by the ECL.

Article



SAVE THE DATE

The 18th WCTOH

9-11 March 2021
Dublin, Ireland
#WCTOH2021



**18TH WORLD CONFERENCE
ON TOBACCO OR HEALTH**

<https://www.wctoh.org/>
[@WCTOH2021](#)
[@WCTOH.org](#)

The 18th WCTOH will meet under the theme 'Navigating change: leading with impact'. With 8 million preventable deaths each year caused by the marketing and interference tactics of the tobacco industry, the conference will examine successful interventions for navigating a changing global and national landscape.

WCTOH is a leading global event where participants from more than 100 countries share best practices in tobacco control to turn research into action and policy change.



The 9th ECToH

2023
Madrid, Spain
#ECToH2023



The 9th ECToH will be hosted by the Spanish Association Against Cancer.

[Invitation Video](#)

