

# *Effective Advocacy and Movement Building for Tobacco Control*

*Bucharest, Romania  
23-25 April, 2003  
26 April (optional)*

*Presented and Sponsored by The Open Society Institute,  
Network Public Health Program,  
in collaboration with The American Cancer Society, The International Union Against  
Cancer (UICC), The Open Society Fund-Lithuania and The Center for Health Policies  
and Services, Bucharest, Romania*

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**An American Cancer Society University program:  
Conference Objectives:**

- To develop and strengthen the tobacco control movement in the former Soviet Union and Central and Eastern Europe through building skills in policy and communication strategy, movement/coalition building, public policy analysis and strategy planning.
- To promote an understanding of the key role advocacy plays in developing national tobacco control plans
- To develop greater understanding by participants of the science and public health basis and the economic arguments in support of key national and local tobacco control policies.
- To facilitate regional and national strategic planning and advocacy for such policies
- To facilitate the development of CEE and NIS information/policy networks

## **Seminar Moderators:**

Tom Glynn, American Cancer Society  
Judith Watt, Smoke Free London

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## **Tuesday, 22 April**

17.00 - 18.00 **Registration** - Hotel Lobby

18:00 **Reception – Welcome**

- Cristian Vladescu, Center for Health Policies and Services, Romania
- Daniela Bartos, Minister of Health, Romania
- Roxana Bonnell, Open Society Institute, Network Public Health Programs
- Johanna Ralston, American Cancer Society

19:00 **Dinner**

### **What is Advocacy and why is it important in Tobacco Control**

- Witold Zatonski, Health Promotion Foundation, Poland

### **The Global Tipping Point for Tobacco Control**

- Mike Pertschuk, Advocacy Institute
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## **Wednesday, 23 April**

8.00 - 9.00 **Registration** - Hotel Lobby

9:00 **Introductions of participants, faculty and facilitators**

- Theresa Gardella, Advocacy Institute, USA

9:30 **Successes and Challenges for Tobacco Control in Romania**

- Alexandru Rafila, Director General, Ministry of Health, Romania
- Luminita Sanda, Ministry of Health, Romania
- Silviu Radulescu, World Bank Representative, Romania
- Victor Olshavsky, World Health Organization Representative, Romania
- Cornel Radu, Aer Pur, Romania

11:00 **Coffee break**

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11:30 **Elements of a comprehensive tobacco control program**

- Ross Hammond, Campaign for Tobacco Free Kids, USA

12:00 **Practical First steps for CEE-FSU countries towards achieving comprehensive tobacco control programs**

- Witold Zatonski, Health Promotion Foundation, Poland
- Eva Kralikova, Charles University, Czech Republic
- Konstantin Krasovsky, Alcohol and Drug Information Center, Ukraine
- Rositsa Dervisheva, National Assembly, Committee of Health, Bulgaria

13:00 **Lunch**

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14:00 **Introduction to the key elements of policy advocacy: communications strategies and collaboration**

- Fred Mickelson, ACS

14:30 **Breakout sessions – advocacy exercises**

Small groups (as posted)

16:00 **Coffee break**

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16:30 **Resources for Tobacco Control Advocacy:**

How can the FCTC be utilized in country planning

- Luminita Sanda, Ministry of Health, Romania
- Konstantin Krasovsky, Alcohol and Drug Information Center, Ukraine

Globalink

- Tom Glynn, ACS

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19:00 **Dinner**

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## Thursday, 24 April

9:00 **Ice-breaker**, Theresa Gardella, Advocacy Institute

9:15 **Opportunities for Collaboration in Tobacco Control**

- Trudy Prins, STIVORO, European Network for Smoking Prevention
- Fiona Godfrey, European Respiratory Society
- Montasser Kamal, Canadian International Development Agency
- Peter Anderson, Public Health Consultant
- Witold Zatonski, Health Promotion Foundation, Poland
- Hana Ross, International Tobacco Evidence Network
- Roxana Bonnell, Open Society Institute, Network Public Health Programs

11:00 **The critical role of physicians and health care providers in tobacco control**

- Eva Kralikova, Charles University, Czech Republic

11:25 **Coffee break**

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11:45 **Presentation of advocacy strategy planning process**

- Mike Pertschuk, Advocacy Institute

12:00 **Regional case studies of strategies to engage physicians and other health care providers in tobacco control advocacy**

- Vesna-Kerstin Petric, WHO Liaison Office, Slovenia
- Eva Kralikova, Charles University, Czech Republic

13:00 **Lunch**

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14:30 **Small group strategy planning exercises for persuading physicians and other health care providers to engage in tobacco control advocacy**

Small groups (as posted)

16:00 **Model Planning Process for Developing a Country Strategic Plan** (how to plan for and carry out a strategic planning workshop)

- Mike Pertschuk, Advocacy Institute
- Theresa Gardella, Advocacy Institute

18:00 **Tour of Bucharest**

20:00 **Official dinner**

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## Friday, 25 April

9:00 **Ice-breaker**, Theresa Gardella, Advocacy Institute

9:15 **Lessons learned from projects in the region**

- Great CEE Smoke-out panel
- Croatian study, Ivana Bozicevic, Stampar School of Public Health
- Georgian study, George Bakhturidze, Tobacco Control Alliance in Georgia

10:15 **The science and public health arguments in support of clean indoor air policies**

- Tom Glynn, ACS

10:45 **Economic arguments in support of clean indoor air policies**

- Ross Hammond, Consultant, Campaign for Tobacco Free Kids
- Hana Ross, International Tobacco Control Evidence Network

11:15 **Coffee break**

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11:45 **Regional case studies of strategies to achieve clean indoor air policies**

- Florin Dumitru Mihaltan, Aer Pur, Romania
- Vladimir Lovchev, Independent Sobriety Association, Russia

12:45 **Lunch**

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14:00 **Small group strategy planning exercises to achieve effective clean indoor air policies**

Small groups (as posted)

15:00 **Breakout regional groups for Q&A session**

- NIS group, Chair-Konstantin Krasovsky
- CEE group, Co-chairs- Luminita Sanda/Tibor Szilagyi

16:00 **ACSU seed grant proposal development and grant competition**

- Johanna Ralston, ACS

16:30 **Conclusion and next steps**

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19:00 **Dinner**

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## **Saturday, 26 April**

9:00 **Grant writing training**

- Johanna Ralston, ACS

10:00 **Globalink workshop**

- Ruben Israel, Globalink

11:30 **Economics of tobacco control**

- Hana Ross, International Tobacco Evidence Network

Pre-scheduled meetings between country teams and facilitators/presenters

13:00 **Lunch**

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Pre-scheduled meetings between country teams and facilitators/presenters

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19:00 **Dinner**

## **Saturday – Evening**

Visit to Romanian church for Easter celebration

## *PROGRAM ORGANIZERS*

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### **OPEN SOCIETY INSTITUTE**

The Open Society Institute (OSI) is a private operating and grantmaking foundation based in New York City that serves as the hub of the Open Society Network, a group of autonomous foundations and organizations in over 50 countries. This network implements a range of initiatives that aim to promote open society by shaping government policy and supporting education, media, public health and human and women's rights, as well as social, legal and economic reform. To diminish and prevent the negative consequences of globalization, the Network seeks to foster global open society by increasing collaboration with other nongovernmental organizations, governments and international institutions. OSI was created in 1993 by investor and philanthropist George Soros to support his foundations in Central and Eastern Europe and the former Soviet Union. Those foundations were established, starting in 1984, to help former communist countries in their transition to democracy. The Network has expanded its geographic reach to include foundations and initiatives in Africa, Central Asia and the Caucasus, Haiti, Latin America, Mongolia, Southeast Asia, Turkey and the United States. OSI also supports selective projects in other parts of the world.

OSI's Network Public Health Programs in CEE and the FSU focus on promoting effective public health policy development, supporting the development of a population-oriented public health infrastructure, strengthening the capacity of professional organizations to develop and implement quality standards and professional ethics, and promoting public involvement in health.

### **AMERICAN CANCER SOCIETY**

The American Cancer Society (ACS), the world's largest and oldest voluntary health organization, is dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives and diminishing suffering from cancer through research, education, advocacy, and patient outreach. In the global fight against cancer, the American Cancer Society concentrates on capacity building in developing cancer societies and on collaboration with other cancer-related organizations in carrying out shared strategic directions. Because tobacco is responsible for so many cancer deaths across the globe, tobacco control is a top priority of the American Cancer Society's international program, through capacity building of tobacco organizations, training of tobacco leaders, sharing of best practices, and support for FCTC, Globalink/UICC, and other vehicles for global tobacco control.



## **OPEN SOCIETY FUND - LITHUANIA**

Open Society Fund–Lithuania (OSFL) is an independent, non-governmental, non-profit organisation, founded in 1990. Its primary aim has been to support the development of an open, democratic, civil society in Lithuania during its transitional period. Throughout the years of its activities the OSFL and its partners have initiated and stimulated changes in self-management and self-government, human rights, dissemination of multinational culture, education, science and information, and other areas that produce the greatest impact on the formation of a free and creative personality and civil responsibility. Nearly 50 million US dollars have gone towards the achievement of those objectives.

The mission of the OSFL is to foster an open society, to strengthen its ideals and values at the level of governmental institutions, to prevent the monopoly of power and single truth. The building of an open society is a never-ending process involving a continuous change of challenges in a dynamic reality, discussions on the values of an open society, fostering the skills of analytical thinking and meeting the challenges of the future. The Foundation works in its priority areas through the Science and Education, Culture, Law, Civic Initiatives, Information, Public Health, Baltic-American Partnership and other programs. More information about OSFL activities is available at <http://www.osf.lt> and <http://politika.osf.lt>.

The general aim of all the public health programs is to contribute to the implementation of the major social rights in the area of medical care, to influence state health policies, to facilitate changes in people’s attitude toward their health, to create equal possibilities for everybody, the most vulnerable in particular, to access medical care and relevant information by implementing the principle “healthy individual – healthy society”. This aim was pursued through ten programs of the Open Society Institute network.

Open Society Fund-Lithuania began overseeing logistical administration of the Open Society Institute’s Network Public Health Program’s Seminar Series in January 2003.

## **Center for Health Policies and Services, Bucharest, Romania**

Founded in 1999, the Center for Health Policies and Services, (CHPS) aims to promote quality services in the field of public health and social services, to have an active role in the development of health policies and to act as a catalyst for the debate and development of projects regarding public health and social services.

CHPS objectives include:

- ✓ Development and analysis of health policies and social services
- ✓ Increasing capacities regarding health policies development
- ✓ Improving the communication between public health administrative structures and civil society by increasing citizen and patient participation and involvement in the decision making process
- ✓ Supporting interdisciplinary research and promote international exchange in the field of health and social services, including joint projects with similar organization from neighboring countries
- ✓ Facilitating the integration of Romania into the European Union

In order to accomplish its mission, CHPS works to develop health policies and establish partnership programs with organizations and institutions active in health. This includes: developing programs which respond to the current needs for health system reform in Romania; organizing meetings, conferences and workshops with government institutions and with the representatives from civil society; providing consultative and expert services to individuals and organizations in the field of public health; developing activities to inform both public opinion and the key players in the health system and delivering training in health.

Through its offices in Bucharest, Iasi, Cluj, Timisoara the information are spread at the national level. Within these offices continuous medical education courses are offered to the physicians within the Training Program. The structure of these centers allows also to physicians to gain both theoretic instruction and practical skills through implication in the clinical activity within the dispensaries and policlinics connected to these offices. The centers are equipped both with the necessary equipment and electronic devices for sustaining the courses and day to day activity and saving the information and with medical equipment for practical instruction. The centers have been organized to serve as resource centers by saving and offering information to the physicians.