



## **New Approaches in Campaigning and Advocacy: A Tobacco Control Workshop**

30 November to 1 December 2009

ECL, Chaussée de Louvain, 479, B-1030 Brussels, Belgium

Day 1: 13:00 to 17:30

Day 2: 9:00 to 16:00

### **Draft Programme**

14.09.09

*Day 1: 13:00 to 17:30*

12:00 - 13:00

*Registration and Sandwiches*

13:00 - 13:30

Welcome from ENSP, ECL, Global Dialogue

Introductions

13:30 – 15:30

Overview of International Lessons – KG  
Advocacy  
New Media Campaigning  
Fundraising

15:30 – 16:00

*Networking Coffee*

16:00 – 16:45

Global Dialogue Campaign Development Tool Kit - KG

16:45 to 17:30

Discussion  
Closure of first day

19:00

*Optional Group Dinner (venue TBA)*



Day 2: 9:00 to 16:00

8:30 – 9:00	Coffee
9:00 – 10:30	Tobacco Control Advocacy in Europe <ul style="list-style-type: none"><li>A. Overview of progress - DG SANCO / EAHC</li><li>B. Examples in Tobacco Control Advocacy - Luk Joossens</li><li>C. Advocacy case study 2: ENSP</li></ul>
10:30 – 11:00	Break
11:00 – 12:30	Tobacco Control New Media Campaigning in Europe <ul style="list-style-type: none"><li>A. Case study 1</li><li>B. Case study 2</li></ul>
12:30 – 13:15	Lunch (on site)
13:15 – 14:45 (Coffee when convenient)	Fundraising for Tobacco Control in current economic climate <ul style="list-style-type: none"><li>A. Challenges</li><li>B. Opportunities</li></ul>
14:45 – 15:45	Discussion
15:45 – 16:00	Closure

About the organizers:

**ENSP:** The European Network for Smoking Prevention (ENSP) was created in 1997 and is an international non-profit organization. Its mission is to develop a strategy for coordinated action among organisations active in tobacco control in Europe by sharing information and experience and through co-ordinated activities and joint projects. ENSP aims to create greater coherence among smoking prevention activities and to promote comprehensive tobacco control policies at both national and European levels. <http://www.ensp.org/>

**ECL:** The Association of European Cancer Leagues is a non-profit alliance of national and regional cancer organisations. ECL's main objectives include facilitating the exchange of experiences and best practices among member leagues; supporting members' efforts in cancer prevention and control; influencing the EU agenda on oncology topics through lobbying and providing support to leagues in influencing national policies. <http://www.europeancancerleagues.org>

**Global Dialogue for Effective Stop Smoking Campaigns:** The Global Dialogue collaborates internationally to improve the impact of campaigns to reduce tobacco use and exposure to secondhand smoke. They make available campaign lessons learned, materials, tool kits, and other resources to help improve campaigns. <http://www.stopsmokingcampaigns.org>



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**DECLARATION OF CONFLICT OF INTERESTS**

**Required of all registrants**

I understand that this meeting is NOT open to persons or organizations that are in the service of, or associated with the tobacco industry, its liaison groups or daughter companies, or with any of their past or present activities. Such persons may not participate in any way in this workshop.

In accordance with this, I declare that neither I nor my partner\* has an employment or other professional relationship with any entity directly involved in the production, manufacture, distribution or sale of tobacco or any tobacco products, or directly represent the interests of any such entity in the past, currently, nor in the foreseeable future.

In addition, I do not know of any situation of real, potential or apparent conflict of interest in attending this workshop on tobacco control. I undertake to inform you of any change in these circumstances prior to the meeting.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name

\_\_\_\_\_  
Organisation / Institution

*\*spouse or other person with whom you have a similar close personal relationship*

Ver 27.10.09



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**Registration Form**

**Places are limited! Please return by 21 November to ECL - Mrs Emma Woodford**  
**Fax: +32 2 256 2003, or**  
**tcworkshop09@europeancancerleagues.org**

NAME:

ORGANISATION:

POSITION:

ADDRESS:

CITY:

COUNTRY:

PHONE:

EMAIL:

**\*\*\* THIS REGISTRATION FORM MUST BE ACCOMPANIED BY A SIGNED DECLARATION OF CONFLICT OF INTERESTS.**

*Please tick*

I am an ECL or ENSP member and therefore exempt from the workshop fee.

I will be transferring the workshop fee of 200€ to the ECL account:

Association Européenne des Ligues contre le Cancer ASBL (ECL)  
Bank: Fortis, Place Général Meiser, 9, B-1030 Bruxelles  
Account number: 001-4405805-44  
IBAN: BE55001440580544  
SWIFT/BIC: GEBABEBB

I have transferred the workshop fee of 200€ on \_\_\_\_\_  
(Date)

***Please note that your place can only be guaranteed upon payment. Fees are non-refundable after 14 November.***

***All our tobacco control events are closed to tobacco industry representatives.***

**VENUE**

**Association of European Cancer Leagues (ECL)**  
**Chaussée de Louvain, 479**  
**B-1030 Brussels, Belgium**  
(map and directions at [www.europeancancerleagues.org](http://www.europeancancerleagues.org))