

## 15 Years Conference Programme

<b>PANEL 1: Addressing Diversity and Development in Tobacco Control</b>	
Wednesday, September 30 <sup>th</sup> 2020, 12- 13:30 BST	
<p>About the panel: a session facilitated by Dr Axel Klein to engage the expert panellists in a dialogue on the issues related to diversity and development in the context of tobacco control and the FCTC. The panellists are drawn from their expertise and research in LMICs and left-behind voices in tobacco control.</p> <p><i>Dr Axel Klein is the Editor-in-Chief of the Drugs and Alcohol Today.</i></p>	
Chifundo Kamwaza, Malawi	Affiliated with the Mwapata (Malawi Agriculture Policy Advancement and Transformation Agenda) Institute, Chifundo was the team leader on the tobacco transformation project that was looking for alternative value chains for smallholder tobacco farmers. She specialises in the nexus of environmental, agricultural and social transformation in southern Africa.
Atakan Befrits, Sweden	Atakan Erik Befrits is a Swedish/Turkish tobacco harm reduction advocate-activist, policy researcher, snus policy expert and entrepreneur. Atakan serves as the pro bono Chairman of New Nicotine Alliance Sweden and as PR TAC for global umbrella CSO-NGO INNCO. His ambition is to assist in effecting a global recognition and adoption of various tobacco harm reduction products and strategies
Navin Kumar, India/USA	Navin Kumar is a PhD candidate at the Yale University Sociology Department. His work centers on how social phenomena can be harnessed to improve human health and well-being in different thematic areas including tobacco consumption and sexual health.
Marewa Glover, New Zealand	Marewa Glover is Director of the independent Centre of Research Excellence: Indigenous Sovereignty & Smoking based in Auckland, New Zealand but focused on tobacco use among all indigenous people globally. She is also Tobacco Section Editor for the international Harm Reduction Journal. She has led and collaborated on many studies resulting in over 100 scientific publications. Her dedication to reducing tobacco smoking harm over 25 years and advocating for a harm reduction approach to smoking was recognized with several awards. Marewa was appointed as an INNCO scientific advisor and is an associate member of the NNA UK. Marewa is a former Massey University Professor of Public Health and former Chair of End Smoking NZ.

<b>PANEL 2: Tobacco Harm Reduction, Policy and Practice</b>	
Thursday, October 1 <sup>st</sup> 2020, 12-13:30 BST	
<p>About the panel: a session designed to engage experts in a dialogue on the issues related to the policy and practice gap in enabling tobacco harm reduction globally to achieve FCTC's stated goals. The panellists are drawn from their proven expertise and research in product science, global public health leadership, tobacco control policy and regulatory frameworks.</p> <p>This session will be facilitated by Dr Sudhanshu Patwardhan, who guest edited this special issue of the journal Drugs and Alcohol Today.</p>	
Jed Rose (USA)	<p>Jed E. Rose, Ph.D. is one of the leading authorities on the treatment of tobacco addiction. He serves as Director of the Duke Center for Smoking Cessation Research and is a Professor in the Department of Psychiatry and Behavioral Sciences at Duke University Medical Center. Additionally, Dr. Rose is President and CEO of Rose Research Center, LLC. In the early 1980's, Dr. Rose led the initial studies of transdermal nicotine administration, which helped pave the way for the development of commercial nicotine skin patches; he also conducted pioneering studies into the role of sensorimotor aspects of cigarette smoking. In the late 1980s and 1990s, he and his research team investigated partial agonist approaches for smoking cessation that helped provide impetus for the development of varenicline (Chantix). He and his collaborators have also invented a novel nicotine inhalation system that is under commercial development. A major focus of his research program is the application of less harmful nicotine substitution strategies, including e-cigarettes, to tobacco harm reduction and smoking cessation. In addition to treatment-based research, Dr. Rose's research program applies brain imaging methodologies, including positron emission tomography (PET) and functional magnetic resonance imaging (fMRI), to identify brain substrates underlying craving and addiction. Genomic and other individual predictors of quit smoking success are also being identified, and are being applied to the design of personalized therapeutic approaches. Dr. Rose has authored over 200 publications and is listed as an inventor on over ten patents.</p>
Derek Yach (South Africa/USA)	<p>Dr. Derek Yach, a global health expert and anti-smoking advocate for more than 30 years, is the President of the Foundation for a Smoke-Free World. He is also a passionate advocate for health promotion and disease prevention. Dr. Yach is a former World Health Organization (WHO) cabinet director and executive director for noncommunicable diseases and mental health where</p>

	<p>he was deeply involved with the development of the world’s treaty on tobacco control, the Framework Convention on Tobacco Control (FCTC). He is also the former chief health officer of the Vitality Group, executive director of the Vitality Institute, Senior Vice President, global health and agriculture policy at PepsiCo, director of global health at the Rockefeller Foundation, and a professor of global health at Yale University. He has authored or co-authored more than 250 peer-reviewed articles on global health and has served on several advisory boards, including the World Economic Forum, Cornerstone Capital, and the Wellcome Trust.</p>
<p>Riccardo Polosa (Italy)</p>	<p>Riccardo Polosa is the founder of the Center of Excellence for the acceleration of HARM Reduction (CoEHAR - University of Catania, Italy). Dr Polosa is Full Professor of Internal Medicine for the same University and Director of the Center for Smoking Prevention and Treatment at the University Hospital "Policlinico-V. Emanuele” of Catania. Dr. Polosa and the CoEHAR team of researchers conduct several high-profile clinical and behavioral research in the field of smoking-related diseases. According to a bibliometric analysis, Professor Polosa is considered the most productive scientist in the world in the field of electronic cigarette research.</p>
<p>Patricia Kovacevic (USA)</p>	<p>A global legal and compliance nicotine, cannabis and CBD expert, and currently an independent consultant/principal at RegulationStrategy.com, Patricia Kovacevic’s experience comprises past General Counsel and Chief Compliance Officer roles at a leading nicotine/CBD multinational, and senior legal and regulatory positions at, among others, Philip Morris International and Lorillard. While at Lorillard, her team obtained the first ever premarket authorization for a tobacco product issued by the FDA under the Tobacco Control Act (2013). At Nicopure Labs she spearheaded the litigation against the FDA challenging the so-called “deeming rule”. Prior to joining Lorillard she was a partner at Patton Boggs. Her expertise includes global e-cigarette and tobacco regulation, cannabis regulation, compliance and all regulatory aspects of marketing/media communications.</p>