



2025 Global Tobacco Endgame Summit

Sunday, June 22, 2025 | 9:00 AM - 6:00 PM GMT
Hyatt Centric Dublin Hotel | Dublin, Ireland

8:30 – 9:00am Registration

9:00 – 9:15am Opening Remarks from Laurent Huber, Action on Smoking and Health; Fenton Howell, Ireland Department of Health; Andrew Black, WHO FCTC Secretariat

9:15 – 10:00am **PANEL 1: Defining the End: What Does Tobacco Endgame Really Mean?**

As the concept of tobacco endgame has gained momentum and support, a firm definition of endgame has been elusive. What policies count as endgame? What prevalence rate would be considered “successful”? The panel will explore the vision and the practical realities of ending the tobacco epidemic.

- Moderator: Chris Bostic, Action on Smoking and Health, United States
- Speakers: Andrew Waa, University of Otago, New Zealand; Anna Gilmore, University of Bath, United Kingdom; Marita Hefler, Flinders University

10:00 – 10:30am **PRESENTATION: The Endgame Narrative: Winning Hearts, Minds, and Policy on Tobacco**

- Speakers: Eline Goethals, School for Moral Ambition and Megan Manning, Action on Smoking and Health

10:30 – 11:00 **PANEL 2: Charting the Future: Article 2.1 as a Catalyst for Ending Tobacco Sales**

The FCTC changed the global conversation about tobacco and has led impressive progress in national policy implementation. COP 11 will be receiving a report on “Forward Looking Policies”, or Article 2.1, in November. While the report will be broader than just endgame, how can advocates take advantage of this process to ensure that Article 2.1 also inspires countries to move toward endgame?

- Moderator: Laurent Huber, Action on Smoking and Health
- Speakers: Smita Baruah, Campaign for Tobacco Free Kids; Leslie Rae-Ferat, Global Alliance for Tobacco Control; Denis Choiniere, retired from Health Canada’s Tobacco Control Directorate

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11:00 – 11:10

BREAK

11:10 – 11:50 PANEL 3: Aligning the Tobacco Endgame with Global Priorities

There are many challenges facing the global community, from environmental degradation, economic development, noncommunicable diseases and uphold human rights, to name a few. The harms of tobacco contribute to and compound all of these issues. How can advocates partner with allies outside tobacco control to make endgame a reality?

- Moderator: Kelsey Romeo-Stuppy, Action on Smoking and Health
- Speakers: Thomas Novotny, San Diego State University; Stella Bialous, University of California – San Francisco; Paula Johns, ACT Tobacco Control Alliance, Brazil

11:50 – 12:20 PANEL 4: The Legal Foundations of Tobacco Endgame: Challenges, Opportunities, and Next Steps

When Project Sunset first started, many of those in public health questioned whether it was even legal to phase out tobacco sales. What is the legal basis for endgame? Why do governments have a duty, not just a right, to stop the tobacco industry? What other legal frameworks, such as trade law, might run counter to endgame policies?

- Moderator: Kelsey Romeo-Stuppy, Action on Smoking and Health
- Speakers: Steven Baylis, School for Moral Ambition; Deborah Sy, Global Center for Good Governance in Tobacco Control; Daniel Dorado, Corporate Accountability

12:20 – 1:20

LUNCH

1:20 – 2:05 PANEL 5: Equity in the Endgame: LMIC Leadership in Ending Tobacco Sales

The majority of people who smoke live in low and middle income countries, and this trend will only increase in future years. What are the special opportunities for endgame in LMICs? What challenges does endgame face? What do advocates need to increase endgame momentum in LMICs?

- Moderator: Yvette Van Der Eijk, National University of Singapore
- Speakers: Larissa Al-Uar, Tobacco-Free Jordan; Ulysses Dorotheo, Southeast Asia Tobacco Control Alliance, Philippines; Sonu Goel, Research Center for Tobacco Control, India

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2:05 – 2:50 **PANEL 6: From Addiction to Liberation: Integrating Cessation into Endgame Strategy**

Society has an ethical and human rights duty to provide cessation support for tobacco users, particularly when endgame laws are being put in place that will phase out the availability of tobacco products. This panel will explore current cessation infrastructure, approaches to expand access, best practices in various resource contexts and strategies for the global tobacco control community to bring about positive change at the national and sub-national level.

- Moderator: Carolyn Dresler, ASH Board of Trustees
- Speakers: Vinayak Prasad, World Health Organization; Mark Parascandola, National Cancer Institute; Wanda de Kanter, Youth Smoking Prevention / Rookpreventie Jeugd

2:50 – 3:00 **BREAK**

3:00 – 3:45 **BREAK OUT SESSIONS: Identifying Obstacles and Opportunities in Research, Communications, Collaboration, Training Needs, Legal Implications, Tobacco Industry Interference, Building Political Will** - Moderator: Marita Hefler, Flinders University

- a) **Research:** This session will examine research important to endgame and identify gaps and needs. Moderators: Geoffrey Fong, Coral Gartner, Richard Edwards,
- b) **Communications:** How can we best frame endgame to reach the global public? Moderator: Megan Manning, ASH
- c) **Collaboration/Workplans/Sunset Network:** Every successful global public health campaign has relied on a well-organized network to foster collaboration and resource sharing. This session will look at setting up such a network for endgame. Moderator: Laurent Huber, ASH
- d) **Training Needs:** Endgame has gained support within the public health community but not everyone is an expert. This session will look at what is needed to bring the tobacco control community up to speed, in particular future leaders. Moderator: Joanna Cohen, Johns Hopkins Bloomberg School of Public Health
- e) **Legal Implications:** Endgame is a death sentence for the tobacco industry, and we can expect the industry to fight back, including in litigation or lobbying. This session will look at what to expect and how we might counter the industry's actions. Moderator: Kelsey Romeo-Stuppy, ASH
- f) **Tobacco Industry Interference:** One of the biggest barriers to endgame is overcoming the massive wealth and influence of the tobacco industry as it attempts

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to manipulate rule-making and public opinion. This session will examine the problem and possible strategies. Moderator: Anna Gilmore, University of Bath

- g) **Building Political Will:** The only true requirement for implementing endgame is political will. This session will look at how to reframe the way we talk about tobacco in order to convince policy makers endgame is the correct way forward. Moderator: Chris Bostic, ASH

3:45 – 4:30 **Moderated Discussion on Next Steps: Global Momentum, Shared Mission, Coordinating the Tobacco Endgame**

- Moderators: Chris Bostic, Action on Smoking and Health and Marita Hefler, Flinders University

4:30 – 6:00 Reception and Networking

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