KLNAC

2018 KUALA LUMPUR NICOTINE ADDICTION INTERNATIONAL CONFERENCE
July 9 – 11, 2018 | Hilton PJ

SMOKE FREE GENERATION
RESEARCH | INNOVATION | PRACTICE

PRE – CONFERENCE WORKSHOP

Date | Time
JULY 9, 2018 | 9AM – 1230PM
Venue
CLINICAL AUDITORIUM, FACULTY OF MEDICINE, UNIVERSITY OF MALAYA
(Registration at Centrepoint)
Speakers
PROF. GEOFFREY FONG & DR. ANNE QUAH
(UNIVERSITY OF WATERLOO, CANADA)

TOPIC: The International Tobacco Control Policy Evaluation Project (ITC Project)

What is ITC?
The International Tobacco Control Policy Evaluation Project (The ITC Project) the world's first and still only international cohort study on tobacco use. The ITC Project is the world's largest and most productive tobacco control research program with over 400 scientific articles, 59 national/policy reports, and 1,000 conference papers have been produced by ITC Project researchers.

What is the importance of ITC?
The ITC project has actively collaborated with many governments and international organizations (e.g. WHO, American Cancer Society) to bring ITC evidence to policymakers to promote stronger and more effective tobacco control policies. This collaboration has resulted in many examples where ITC evidence has led to stronger tobacco control measures and has been used to combat tobacco industry challenges.

What can you do with ITC?
The ITC Project is continuing its 15-year record of conducting innovative studies to promote strong evidence-based to combat tobacco use.

Why should you join ITC?
The ITC Project has created a global evidence-gathering system that complements traditional surveillance systems, which focus on time trends in tobacco use. The ITC Project is unique because it focuses on measuring the impact of tobacco control policies such as FCTC policies. Consistency in survey measures across ITC countries enables cross-country comparisons to measure differences in strength of policy implementation and impact over time.

* Please refer to KLNAC2018 website for full program

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