We have a fair understanding of the kind of strategies (often deceitful) used by the tobacco industry to boost the sales of cigarettes. On the other hand, there is much less direct evidence that can shed some light into the nature of the promotional strategies used by the food and beverage industry and the alcohol industry. Available evidence suggests that when it comes to the promotion of their products, the food, alcohol, and tobacco industries use very similar strategies. It becomes important for public health professionals working in one of the fields to learn from others.

Policy-makers, public health professionals, advocates and researchers interested in lung health and/or tobacco control, donors, students.

1. Facilitate the experience sharing among public health professionals from different fields of NCD prevention
2. To share experiences and discuss development of regulatory measures to control industry APS

Non-communicable disease (NCD); tobacco; smoking; food and beverages; obesity; alcohol; advertising; promotion; sponsorship; corporate interest.

Gan Quan (China)

14:00 - 14:15 Regulatory instruments to restrict corporate advertising, promotion, and sponsorship and voluntary codes by the industry

14:20 - 14:35 Tobacco control as a risk factor is NCD debate: approaches and consequences

14:40 - 14:55 Advertising, promotion and sponsorship of NCD risk factors in relation to the NCD Summit political statement and the Millennium Development Goals

15:00 - 15:15 Corporate tactics to promote products that kill: tobacco, alcohol and energy dense foods

15:20 - 15:35 Industry supported research under the framework of corporate social responsibility initiatives

15:40 - 16:00 Discussion