



**HRIDAY**  
HEALTH RELATED INFORMATION  
DISSEMINATION AMONGST YOUTH



INTERNATIONAL CONFERENCE ON  
PUBLIC HEALTH PRIORITIES IN THE 21<sup>st</sup> CENTURY



PUBLIC  
HEALTH  
FOUNDATION  
OF INDIA

# HRIDAY and PHFI

announce the

## International Conference on Public Health Priorities in the 21<sup>st</sup> Century: The Endgame for Tobacco

Hotel Taj Palace, New Delhi, India

September 10-12, 2013

Website: [www.endgameconference2013.in](http://www.endgameconference2013.in)

Public health leaders, researchers, academicians, advocates, policymakers and various stakeholders will come together on a platform to set the agenda for future pathways to put an end to tobacco use, globally and integrate the issue with larger developmental goals. The conference will bring forth and emphasize on innovative multi-sectoral policy interventions, research and advocacy efforts for accelerating the endgame for tobacco in the 21<sup>st</sup> century.

The Conference Programme will encompass various themes related to the current tobacco endgame narrative including strategies for reducing prevalence to less than 5% at population level, protection from tobacco industry interference, plain packaging of all tobacco products, alternative livelihoods for tobacco growers, increased tobacco taxation, curbing illicit trade in tobacco products, youth tobacco use prevention programmes, providing accessible and affordable treatment for tobacco dependence and cessation, monitoring and surveillance among others.

**Dr. Margaret Chan**  
Director General  
World Health Organization  
to speak at the  
inaugural session on  
September 11, 2013

The Conference will also be complimented with pre-and post-conference events, consultations and workshops to widen the scope of tobacco control interventions, research and advocacy beyond the health sector.

**Call for Abstracts opens**  
April 15, 2013

### Conference Objectives

- E**xplore unique facets of the tobacco burden in low and middle income countries
- N**est tobacco control into the broader health and development agenda
- D**eliberate on ideas for tobacco endgame for global and regional translation
- G**ain global insights on current tobacco endgame theory and capacity needs
- A**ssess opportunities for collaboration and donor support for tobacco endgame interventions
- M**ake channels for knowledge sharing in tobacco endgame strategies
- E**nvision an effective way forward for a tobacco-free world

For further information please contact:

Conference Secretariat

PHD House, Second Floor, 4/2, Sirifort Institutional Area, August Kranti Marg, New Delhi - 110 016, India  
Ph.: +91-11-4604 6000 Fax: +91-11-4164 8513, email: [endgameconference2013@hriday-shan.org](mailto:endgameconference2013@hriday-shan.org)