

Tobacco Packaging and Labelling

Workshop Overview



Purpose

- To increase the technical capacity of governments to implement effective measures to regulate tobacco product packaging and labelling, consistent with WHO FCTC Article 11 implementation guidelines and with international best practices.

Format

- **Presentations:** Evidence and best practice for implementation of effective package warnings and elimination of misleading labelling
- **Working sessions:** Application of evidence and experiences to your country situation, with technical consultations between issue experts and those implementing or advocating measures

Outcomes

Participants will be able to:

- Argue more effectively for package health warnings and the regulation of information on ingredients
- Counter arguments and tactics used by tobacco companies to weaken regulatory efforts
- Design legislation that will effectively achieve the policy goals identified
- Guide the development, implementation and evaluation of effective warnings and ingredient labelling
- Quickly find additional resources and expertise when needed