FROM KNOWLEDGE TO ACTION:
addressing tobacco cessation in chronic respiratory diseases

11 July 2024
14:00–15:30 CEST
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Overview

Chronic respiratory diseases (CRDs), including asthma and chronic obstructive pulmonary disease (COPD), pose a significant global health challenge. COPD is the third leading cause of death globally, causing 3.2 million deaths in 2019, while 0.5 million people died from asthma. Approximately half a billion people live with CRDs across the globe. Addressing CRD-related morbidity and mortality is critical to progress towards the global targets for noncommunicable diseases in the WHO Global action plan for the prevention and control of noncommunicable diseases (2013–2030) and 2030 Agenda for sustainable development.

Exposure to tobacco smoke, including second-hand smoke, is one of the most important risk factors for CRDs, exacerbating symptoms and accelerating disease progression. Despite ongoing efforts to address tobacco use and CRD, challenges persist. These include limited awareness among health care professionals regarding the tobacco-CRD link, insufficient integration of tobacco cessation services into respiratory care settings, and challenges in implementing comprehensive tobacco control policies.

WHO has developed Tobacco knowledge summaries for asthma and COPD, which synthesize the latest evidence on these topics – more information will be shared during the webinar.

The webinar aims to raise awareness of the tobacco–CRD link and highlight evidence-based strategies and best practices for the early diagnosis, treatment and management of tobacco-related CRD. By bringing together health experts and stakeholders in the field, the webinar seeks to mobilize action and advocacy efforts toward reducing the burden of CRD associated with tobacco use.

Objectives:

1. **Inform and update**: provide updated information on tobacco–CRD relationship, including the latest data, evidence-based interventions, and WHO resources.

2. **Share best practices**: showcase successful initiatives and best practices in tobacco control and CRD management, encouraging knowledge sharing and replication.

3. **Promote collaboration**: facilitate collaboration among health professionals, policy-makers, and tobacco control advocates to develop comprehensive strategies for CRD prevention and control.

WEBINAR
11 July 2024
14:00–15:30 CEST

Organized by the WHO Department of Noncommunicable Diseases, Rehabilitation and Disability and supported by the No Tobacco unit. Contact: jihan@who.int
Speakers

Elif Dağılı
Professor of Pediatrics, Health Institute Association, Turkey

Lars-Åke Söderlund
Vice President, The International Pharmaceutical Federation

Louise Restrick
Doctor, Whittington Health NHS Trust, London UK

Moss Uromtah
Director, Codefest International and Codefest Institute of Technology

Siân Williams
CEO, International Primary Care Respiratory Group

Surabhi Joshi
Technical Officer, WHO

Darush Attar-Zadeh
Behaviour Change Specialist and International Respiratory Trainer

Moderator:
David CL Lam,
Past President of Forum of International Respiratory Societies (FIRS) and Asian Pacific Society of Respirology (APSR)

Opening remarks:
Ruediger Krech
Director, Department of Health Promotion, WHO

Closing remarks:
Bente Mikkelsen
Director, Department of NCDs, Rehabilitation and Disability, WHO

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<tr>
<th>Time (CEST)</th>
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| 1400–1410   | Opening  | Moderator: Jing Han  
Technical Officer, Department of NCDs, Rehabilitation and Disability, WHO  
Opening remarks: Ruediger Krech  
Director, Department of Health Promotion, WHO |
| 1410–1425   | Part 1: Global burden, evidence-based interventions and WHO resources | Topic 1: Chronic respiratory diseases: Sarah Rylance  
Medical Officer, Department of NCDs, Rehabilitation and Disability, WHO  
Topic 2: Tobacco cessation: Kerstin Schotte  
Medical Officer, No Tobacco Unit, WHO  
Quick Q&A and highlight tobacco knowledge summaries for asthma and COPD: Sarah Rylance and Kerstin Schotte |
| 1425–1515   | Part 2: Panel discussion | Moderated discussion to highlight opportunities to integrate tobacco cessation into chronic respiratory diseases care, with specific examples from a range of countries: Moderator: David CL Lam  
Past President of Forum of International Respiratory Societies (FIRS) and Asian Pacific Society of Respirology (APSR)  
Panellists will include perspectives and experiences from:  
Elif Dağlı, Professor of Pediatrics, Health Institute Association, Turkey  
Lars-Åke Söderlund, Vice President, The International Pharmaceutical Federation  
Louise Restrick, Doctor, Whittington Health NHS Trust, UK  
Moss Uromtah, Director, Codefest International and Codefest Institute of Technology  
Siân Williams, CEO, International Primary Care Respiratory Group  
Surabhi Joshi, Technical Officer, WHO  
Role play: Non-pharmacological approaches and lifestyle changes to support patients’ self-care: Darush-Attar Zadeh  
Behaviour Change Specialist and International Respiratory Trainer |
| 1515–1525   | Part 3: Q&A session | Questions from audience presented to panel: Sarah Rylance, WHO |
| 1525–1530   | Closing remarks | Bente Mikkelsen  
Director, Department of NCDs, Rehabilitation and Disability, WHO |