

President - Asia Pacific Association for the Control of Tobacco

Dr. Harley Stanton

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To the Organisers and Participants of the Third Cross Straits Conference on Tobacco Control.

It is a great pleasure to send greetings to the organisers and participants of the Third Cross Straits Conference on Tobacco Control as President of the Asia Pacific Association for the Control of Tobacco (APACT).

It is twelve years since the World Conference and ten years since one of the first major Conferences by WHO on tobacco control took place in Beijing. Those years have been transforming times in seeking to reduce the epidemic of tobacco use particularly with the progress achieved through the Framework Convention on Tobacco Control (FCTC).

Tobacco control involves **development**, **emancipation**, **resistance** and **cooperation**. In terms of **development** tobacco control enables greater personal, community and international development as people's lives are changed to healthier and more productive outcomes.

Tobacco control is about **emancipation** from a very addicting product that enslaves and kills half of its long term users. Most smokers regret having started their addiction, but often feel restricted in their ability to quit.

Tobacco control is about **resistance** of the false marketing and images that have promoted tobacco so effectively. This includes the social marketing through cultural ways that encourage and reinforce tobacco use. It includes the use of false words and images that portray tobacco use in seductive ways including the use of **"double happiness"**, **"mild seven"** and **"long life"**, all of which are images that create emotional attachment but are really the largest of lies.

It is about **cooperation** across the boundaries that sometimes exist to ensure the greatest possible reduction in use of tobacco to achieve a better health outcome for present and future generations.

With this in mind I send you my best wishes for a successful conference. I would welcome the opportunity to hear the outcomes of your collaboration. It would be a great pleasure to have you all attend the APACT 2010 Conference in Sydney in October of next year and share the progress you are making.

I wish your Conference every success in achieving a goal which I have set for many years, that of "enabling the children of Asia-Pacific to grow up in a healthier smokefree environment." Thank you for giving me the privilege of sharing this message.

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