

## International Network of Women Against Tobacco

### Advisory Board

Amanda Amos (United Kingdom), Magda Cedzynska (Poland), Norma Cronin (Ireland), Elif Dagli (Turkey), Margaretha Haglund (Sweden), Mervi Hara (Finland), Isabel Nerin (Spain), Martina Pötschke-Langer (Germany), Elizabeth Tamang (Italy), Dolores Marin Tuya (Spain)

### Editorial

This 3<sup>rd</sup> INWAT Europe Newsletter is a very special one – it's dedicated to exceptional women who have all been working in tobacco control for many years and who have received special awards for their work. Perhaps you remember the findings of Margaretha Haglund in our 2<sup>nd</sup> Newsletter, where she revealed that there is a big gender imbalance in the sex distribution of international tobacco control awards: internationally, at least twice as many men as women received awards. Only the WHO Europe Region has an equal number of male and female awardees. European organisations and institutions should continue to balance their acknowledgement of great female leaders in tobacco control in their awards – this is the clear message of INWAT Europe!

In this issue of the Newsletter we want to highlight three great female tobacco control advocates, each of whom stands for great work. First, there is Linda McAvan, a great politician from the United Kingdom in the European Parliament who has fought for a health-oriented EU Tobacco Products Directive (TPD); she received the first INWAT Europe 2016 Patti White Award. Then, there is Emmanuelle Beguinot, Director of the Comité National Contre le Tabagisme (CNCT), Paris, who was

honoured by the World Health Organization with the World No Tobacco Day Award 2016 in appreciation of her relentless efforts and wise leadership in fighting the tobacco epidemic. Finally, Dr. Judith Mackay, a great international leader for tobacco control who is based in Hong Kong, was recently recognised by her alma mater, the University of Edinburgh, Scotland, with the Honorary Degree of Doctor honoris causa in recognition of her immense contribution to public health.

A big congratulation to all three successful women, who have really made the difference in fighting strongly for the health of populations – and against the obstacles of the tobacco industry. They have taught us that we can win.

*With my highest respect – Martina Pötschke-Langer, German Cancer Research Center, Heidelberg and Aktionsbündnis Nichtraucher, Bonn/Berlin*



## Inaugural INWAT Europe 2016 Patti White Award to Linda McAvan MEP for her contribution to European Public Health

To commemorate our dear colleague Patti White who sadly died last year, the INWAT Europe Board established this new award. The inaugural award was presented to Linda McAvan, Member of the European Parliament (MEP), on behalf of the INWAT Europe Board by Norma Cronin at the World No Tobacco Day reception held at the European Parliament in Brussels on 31<sup>st</sup> May 2016. The event was attended by the European Commissioner for Health and Food Safety, Dr. Vytenis Andriukaitis, and by Roberto Bertollini, Chief Scientist and WHO Representative to the European Union and approximately 100 representatives from a wide range of European tobacco control and public health organisations.

At the award ceremony, Norma Cronin spoke of Patti White's major achievements as a passionate and committed advocate for tobacco



Linda McAvan (middle) with laudator Norma Cronin (right) and INWAT member Sofia Ravara (left)

control. As a founder member of global INWAT and a Board member of INWAT Europe, she was a pioneer in addressing gender issues and women and smoking in Europe. Patti played a significant role in all of the key developments, including her work with ASH UK since 1978,

the WHO Regional Office for Europe in the 1980s and as an advisor to the UK Department of Health in the 1990s, where important research was carried out on inequality and women and smoking. Most recently, Patti was active as a policy analyst with the National Institute of Health and Clinical Excellence (NICE). She was honoured with the International Luther Terry Award in 2015.

In selecting the first recipient of the Patti White Award, INWAT Europe wished to acknowledge a significant contribution made to addressing the issue of women and smoking in Europe. Paying tribute to Linda McAvan MEP, Norma Cronin spoke of the enormous contribution made by Linda McAvan as Rapporteur on the TPD and her clear leadership and commitment in the face of challenges and resistance from the tobacco industry, politicians and other influences. This directive, which came into effect on 20<sup>th</sup> May 2016, is a major achievement for public health in the EU and puts an end to tobacco products, such as flowery and lipstick-type packs, aimed at teenage girls and marketing ploys to entice young people.

Linda McAvan MEP stated: "I am honoured to receive the inaugural Patti White Award for outstanding contribution to tobacco control from INWAT Europe. The work of women like Patti White and those involved globally with INWAT show how effective change can be made to save the lives of women and girls. The TPD is reflective of this and is beneficial to public health. It is an important law that works to reduce the number of tobacco-use-related deaths across the EU as well as making smoking less attractive to all young people".

## Emmanuelle Beguinot – WHO World No Tobacco Day Award 2016

To highlight Emmanuelle Beguinot's role in the revision of the European TPD between 2009 and 2014, WHO Regional Director Dr. Zsuzsanna Jakab wrote in her laudation that Emmanuelle as Director of the CNCT was instrumental in coordinating national advocacy on the adoption of a strong TPD, especially the provisions concerning graphic warnings and the possibility for member states to implement plain packaging. Emmanuelle is recognized by WHO as the key advocate for tobacco control measures in France for almost 20 years. Her personal achievements include her effective advocacy for France's adoption of some of the strongest tobacco control measures in Europe and its progress in the past decade. In addition to her advocacy for the smoking bans implemented in 2007, she was also at the forefront of the introduction of graphic warnings in 2011.

Most recently, in 2015, she effectively advocated for and coordinated the actions of other organisations promoting the adoption of plain packaging in France, alongside her work on the country's first ever measures to monitor tobacco industry lobbying.

*Emmanuelle Beguinot with laudator Roberto Bertolini of WHO office in Brussels*



## Dr. Judith Mackay – Honorary Degree of Doctor honoris causa

According to Richard Peto's supporting address, Judith "has achieved far more than any other tobacco control activist". This is the reason why she has received more than 13 major, internationally recognized awards including the WHO commemorative medal and the BMJ Lifetime Achievement Award. In 2007 she was declared by Time Magazine as one of the 100 most influential people in the world. And now: she's been awarded the Doctor honoris causa of the University of Edinburgh!

Judith is not only famous for her leadership in advocacy for tobacco control but also for combating the tobacco epidemic among girls and women, and for promoting women in the tobacco control movement. For example, when invited to assist the 10<sup>th</sup> World Conference on Tobacco or Health held in Beijing in 1997, she stipulated that she would work pro bono as long as at least half of the keynote plenary speakers, chairmen, and committee were female. Despite initial uncertainty from the organisers, the event turned out to be the "best conference ever" and set the standard for subsequent conferences.

In her acceptance address, she described the spectrum of work that she did and will continue to do also in future: "My medical degree has taken me in unimaginable directions. I found myself in pitched battle with one of the most powerful commercial companies in the world. It has been a particular honour to be identified by the transnational tobacco companies as one of the three most dangerous people in the world! I had to learn – on the job – how to become:

1. an economist, as economic arguments are what sway governments more than health arguments; 2. skilled in tax issues, in lobbying Ministers of Finance; 3. an expert witness, cross-examined in court by tobacco industry lawyers in a brutal cigarette smuggling trial; 4. a media expert, making public health newsworthy; 5. an expert in law and trade, navigating UN treaties, free-trade disputes and litigation; 6. a historian, utilising Sun Tzu's 500 BC 'Art of War' strategies to counter 'big tobacco'."

Furthermore, Judith Mackay is a wonderful consultant and friend to the German tobacco control community, especially to the German Cancer Research Center's WHO Collaborating Centre for Tobacco Control which publishes the German Tobacco Atlas. The International Tobacco Atlas – initiated by Judith – was the inspiring example for this national atlas which received numerous attention. Judith contributed with a foreword to the German atlas.



*Judith Mackay with laudator Raj Bophal of University of Edinburgh*

Unforgettable are her great speeches in international conferences because she is always considering not only the health issue but always the resistance of the tobacco industry when implementing evidence based Framework Convention on Tobacco Control (FCTC), the international treaty which was co-initiated by Judith. FCTC is Judith's most important lifework.

Let me – as editor of this Newsletter – add my personal congratulation to Judith, who is tireless in supporting colleagues and friends in their work in effective tobacco control on their national level.