

# GAPA Virtual Event 12-14 October

## Session C: The Americas and Eastern Pacific region *(Spanish simultaneous translation available)*

### Program outline (The Americas and Eastern Pacific region)

#### Tuesday 12 October – Three hours

**New York 15:00-18:00**

Corresponding time in other cities:

Honolulu 09:00-12:00

San Francisco 12:00-15:00

Sao Paulo 16:00-19:00

Auckland 08:00-11:00\*

\*= next day

See more cities:

[19:00-22:00 \(UTC\)](#)

#### KEYNOTE SESSION 1C:

##### Protection of alcohol policy from industry interests

**Chair: Prof Thomas Babor**

- **Welcome** – GAPA board members
- **Alcohol industry Public Relations (CSR) and its implication for ‘engagement’**  
Ms Gianna Gayle Amul
- **Alcohol industry: The elephant in the room?**  
Dr Nason Hessari Maani
- **The role of the alcohol industry in national alcohol policy**  
Ms Paula Johns

#### REGIONAL MODERATED PANEL DISCUSSION 1C:

##### Regional experience of industry public relations activities (CSR and PPPs) and how to accelerate civil society and governmental responses

- Four panellists with 10-minute comments each.
- Questions, comments and discussion online and in chat

#### Panelist:

1. **Alicia Sparks**, PhD, MPH, Senior Associate/Scientist, Abt Associates; Vice Chair US Alcohol Policy Alliance
2. **Angélica María Claro Gálvez**, Consultant of Red PaPaz, Colombia
3. **Zila Sanchez**, Associate Professor of Epidemiology at the Preventive Medicine Department of Universidade Federal de São Paulo, Brazil
4. **Dr Gady Zabicky Sirot**, National Commissioner on Addictions, Mexico

#### Wednesday 13 October – Three hours

**New York 15:00-18:00**

Corresponding time in other cities:

Honolulu 09:00-12:00

San Francisco 12:00-15:00

Sao Paulo 16:00-19:00

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#### Keynote session 2C:

##### The three best buys

**Chair: Prof David Jernigan**

- **Alcohol: No Ordinary Commodity: update on effective Interventions – preview of 3<sup>rd</sup> revised edition**  
Overview – Professor Thomas Babor  
Pricing policies – Professor Bundit Sornpaisarn  
Availability – Professor Michael Livingston  
Marketing – Professor Sally Casswell

#### REGIONAL MODERATED PANEL DISCUSSION BASED ON KEY NOTES 2C.

##### How can global and regional networks promote uptake of the ‘best buys’ at national, regional and global levels?

- Four panellists with 10-minute comments each.
- Questions, comments and discussion online and in chat

### Panelists

1. **Guillermo Paraje**, Professor of economics at the Universidad Adolfo Ibáñez Business School, Chile
2. **Rohan Maharaj**, Technical Advisor on Alcohol Policy, the Healthy Caribbean Coalition and Professor of Family Medicine, The University of the West Indies, Trinidad.
3. **Mtro. Alor Ricardo Ruiz Hernández**, Collaborator of the México Salud-Hable Coalition, Mexico
4. **Tiffany Hall**, Director Recover Alaska, USA
5. **Maristela Monteiro**, Senior Advisor on Alcohol, Pan American Health Organization, USA

## Thursday 14 October – Three hours

### New York 15:00-18:00

Corresponding time in other cities:

Honolulu 09:00-12:00

San Francisco 12:00-15:00

Sao Paulo 16:00-19:00

Auckland 08:00-11:00\*

\*= next day

See more cities:

[19:00-22:00 \(UTC\)](#)

### KEYNOTE SESSION 3C:

#### The way forward

**Chair: Ms Paula Johns**

- **GAPA's priorities going forward**  
Prof Sally Casswell,
- **Learning from Baby milk: the importance of independent monitoring and reporting**  
Patti Rundall,
- **The way forward – Building broader coalitions and keeping options open**  
Dr Thaksaphon Thamarangsi (Mek)

### MODERATED PANEL DISCUSSION BASED ON KEY NOTES 3C.

1. **Member States response at WHO Executive Board and WHA to draft Global alcohol action plan**
2. **Broadening our coalition: ideas for sectors and issues/framings on which to increase focus**

- Four panellists with 10-minute comments each.
- Questions, comments and discussion online and in chat

### Panelists:

1. **Doug Webb**, Team Leader, Health, Gender and Environment, UNDP, USA
2. **Luciana Monteiro Vasconcelos Sardinha**, Technical Advisor on Epidemiology and Public Health, Vital Strategies, Brazil
3. **Kelley Lee**, Canada Research Chair, Health Sciences, Simon Fraser University, Canada
4. **María Elisabeth Pizarro**, Director, Interamerican Heart Association, FIC Argentina

### Closing and welcome to GAPC 2023 in Cape Town

GAPC 2023 team