

Tobacco control:

Gaps in evidence

# Making connections.....

## Traditional scientist

Accumulation of institutionally certified knowledge as an end in itself

Research questions driven by intellectual curiosity

## Contemporary researcher

More socially engaged, believes in producing applied research

Research questions driven by utility in addressing expressed needs of policy makers

# Looking back to 2017: Potential areas of action

- Course on tobacco interference
- SDH, mental health and tobacco
- New products developments
- Smoke free public places
- Product regulation
- Cessation support
- Cancer control

# Looking ahead 2019 and beyond

- Investment case of the WHO FCTC
- Tobacco taxation: country specific health and economic gains
- ENDS and novel products
- Tobacco industry strategies and tactics
- WHO FCTC article 13: points of sale display ban, digital marketing, cross border advertising

# Looking ahead (cont.)

- Social determinants of health and tobacco use
- Tobacco free country: what does it mean and what methodology we use to assess
- Implementation research (natural experiments), incl. developing and sustaining capacity of countries

# My wish list

- Identify and respond to emerging policy opportunities
- Targeting big questions of the moment
- Addressing gaps in the evidence base