

Invitation for active participation at the

## **Quality Primary Care: The Patient Perspective** International Conference

and Panel Discussion addressing the

## **Disease Prevention and a Healthy Life: Role of Cessation of Smoking in the Prevention of Cancer and Cardiovascular Disease**

on 28<sup>th</sup> March 2008 in Ljubljana, Slovenia



The panel discussion and exhibition has been facilitated by Pfizer Slovenia.

Following the main theme ***Quality Primary Care: The Patient Perspective***, the Slovenian Heart Association, Europa Donna Slovenia, the Slovenian Coalition for Tobacco Control and Slovenia's Patient Coalition shall organize a panel discussion that will address the **role of cessation of smoking in the prevention cancer and cardiovascular disease**.

The **morning Panel Discussion** will encompass the perspectives of the media and civil society, focusing on patient associations and on the role of quitting smoking in the prevention of cancer and cardiovascular disease.

The **Panel Discussion** will take place between 9.<sup>00</sup> a.m. and 12.<sup>00</sup> midday in the Hotel Union, Miklošičeva 1, in central Ljubljana, and shall be followed by the opening of an **exhibition entitled Power of Communication Against Tobacco** at 12.<sup>30</sup> in the Town Hall, Mestni Trg 1, in Ljubljana's old town.

**The Conference will commence at 2.<sup>30</sup> p.m. in the large lecture theatre of the Health Insurance Institute of Slovenia, Miklošičeva 24**, Ljubljana, and the workshops shall concurrently take place in the Institute's conference rooms. The organizers will prepare an extensive accompanying program with an exhibition, cultural event and some light refreshments. More information on this significant international event is available at [www.ljubljanapatient2008.si/](http://www.ljubljanapatient2008.si/), which also contains application forms.

## PANEL DISCUSSION

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9.00–12.00, 28<sup>th</sup> March 2008  
Hotel Union, Miklošičeva 1, Ljubljana, Slovenia

### Disease Prevention and a Healthy Life: The Role of Cessation of Smoking in the Prevention of Cancer and Cardiovascular Disease

9.00–9.10 **Official welcome and opening of the Conference**  
*Address by a representative of the Republic of Slovenia*

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The role of the Slovenian Presidency and its prioritisation of cancer prevention with an emphasis on the tobacco control agenda

- national plans in this sphere of health and disease prevention.

**Moderated by Danica Rotar-Pavlič,**  
*President of the Heart Association, Slovenia*

9.10–9.30 **Anti-smoking measures at the EU level**  
*Vesna Petrič, Ministry of Health*

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Presentation on recent developments in the European Parliament on key prevention projects:

- strategies to promote smoking cessation as a key disease prevention measure against cancer and CVD
- opportunities for improved tobacco control within EU member states
- forthcoming EU Presidencies and the tobacco control agenda

9.40–10.00 **Effective tobacco control measures**  
*Luk Joossens, FCTC expert*

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10.10–10.30 **The economic case for secondary prevention**  
*NICE expert (the UK's National Institute for Health and Clinical Excellence)*

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Cost effectiveness of smoking cessation therapy – government/reimbursement policies supporting smoking cessation as a public health priority:

- presentation of UK tobacco control strategy and the prevention of CVD and cancer
- how important is reimbursement in improving access to treatment and smoking cessation rates

10.40–11.00 **Coffee break**

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**Moderated by Milka Krapež,**  
*Independent journalist, Slovenia*

11.00–11.20 **Europe's healthiest countries and the role of patient empowerment,**  
*Kajsa Wilhelmsson, Health Consumer Powerhouse*

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Perspective on information as one of the aspect of patient empowerment and consumer friendliness of healthcare systems.

**Moderated by Mojca Senčar,**  
*President of Europa Donna Slovenia:*

11.20–11.40 **The role of civil society in cancer prevention**  
*Ingrid Kossler, president of Europa Donna*

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11.50–12.10 **Final remarks and close of meeting**

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## EXHIBITION – GRAND OPENING

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Reception at Ljubljana Town Hall

12.30, 28<sup>th</sup> March 2008  
Mestna Hiša (Town Hall),  
Mestni Trg 1, Ljubljana, Slovenia

12.30–14.00 **'Power of Communication Against Tobacco' Exhibition**

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Participants and guests will be invited to Ljubljana's Town Hall for the exhibition-opening event and cocktail reception hosted by Mayor Zoran Jankovič.

### The Panel Board

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**Dr. Danica Rotar-Pavlič,**  
President of Heart Association Slovenia

**Dr. Mojca Senčar,**  
President of Europa Donna Slovenia

**Miša Lovše,**  
President of Slovenian Coalition for Tobacco Control

**Milka Krapež,**  
Patient Coalition of Slovenia