



WHO FCTC Secretariat's Knowledge Hub on **TOBACCO SURVEILLANCE**

WEBINAR SERIES 2018

SUPPORTING LOW AND MIDDLE INCOME COUNTRIES IN THE ESTABLISHMENT OF
TOBACCO SURVEILLANCE SYSTEMS IN LINE WITH THE ARTICLE 20

Oct 12, UTC 12:00

BUILDING A SUSTAINABLE TOBACCO CONTROL MONITORING AND SURVEILLANCE SYSTEM

Ms. Hanna Ollila, WHO FCTC Secretariat's Knowledge Hub On Surveillance
Dr. Jeffrey Drope, American Cancer Society

SPEAKERS



Ms. Hanna Ollila, M.Soc.Sci

WHO FCTC Secretariat's Knowledge Hub
on Surveillance

Hanna Ollila leads the WHO FCTC Secretariat's Knowledge Hub on Surveillance, based at the National Institute for Health and Welfare (THL), Finland. She is Master of Social Sciences and currently conducting her PhD studies at the University Helsinki. Her training is in the field of

social psychology. She has been working at THL with smoking prevention and tobacco control for over a decade.

Ms. Ollila has been involved in conducting numerous national and cross-national surveys such as the national FINRISK Survey, the national School Health Promotion Survey and the European School Survey Project on Alcohol and Other Drugs (ESPAD). She has also been the coordinator of the Global Youth Tobacco Survey (GYTS) Finland. She has co-authored the WHO FCTC Global Progress Reports 2016 and 2018.

She has also participated in an EU Twinning Light project supporting the harmonization of the tobacco legislation with the EU Tobacco Products Directive, and strengthening the tobacco surveillance system, in the Republic of Serbia.

Her research focuses on the impact of tobacco-free school legislation, and on the patterns of tobacco and nicotine use among youth. She is member of the scientific committee of the Tobacco-Free Finland 2030 Network.



Dr. Jeffrey Drope, Ph.D.

American Cancer Society

Dr. Jeff Drope is Scientific Vice President of Economic and Health Policy Research at the American Cancer Society and Professor in Residence of Global Public Health at Marquette University. At ACS, an official observer to the WHO FCTC, Dr. Drope leads a team of professional

researchers who focus on the nexus of public health and economic policymaking, especially taxation, trade, and investment.

His work seeks to integrate the two different policy areas in proactive ways that engender both improved public health outcomes and economic prosperity. Focus areas include tobacco farming, tobacco taxation, and economic costs of tobacco.

In addition to extensively publishing in these substantive areas, including as co-author of the most recent Tobacco Atlas, he participates actively in capacity-building efforts across the globe, working with major inter-governmental organizations, non-governmental organizations, national governments and many educational institutions.

Currently, Dr. Drope is spearheading a multi-country initiative on the economics of tobacco farming in low- and middle-income countries. He has also authored dozens of chapters and research articles on the political economy of non-communicable disease in major journals.

WHO FCTC SECRETARIAT'S KNOWLEDGE HUB ON SURVEILLANCE

<http://untobaccocontrol.org/kh/surveillance/>