

# GAPA Virtual Event 12-14 October

## Session C: The Americas and Eastern Pacific region

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

Tuesday 12 October – three hours	
<b>New York 15:00-18:00</b>	<b>Keynote session 1C:</b> <b>Protection of alcohol policy from industry interests</b>
<b>Corresponding time in other cities:</b>	<ul style="list-style-type: none"><li>- <b>Welcome</b> – GAPA board members</li><li>- <b>Alcohol industry Public Relations (CSR) and its implication for ‘engagement’</b> Ms Gianna Gayle Amul</li><li>- <b>Alcohol at WHO and other UN agencies – terms of engagement with industry – case of the WHO Foundation</b> Dr Nason Hessari Maani</li><li>- <b>The role of the alcohol industry in global alcohol policy</b> tbc</li></ul>
<b>Honolulu 09:00-12:00</b>	
<b>San Francisco 12:00-15:00</b>	
<b>Sao Paulo 16:00-19:00</b>	
<b>Auckland 08:00-11:00*</b>	
<b>*= next day</b>	
<b>See more cities:</b> <a href="#">19:00-22:00 (UTC)</a>	<b>Regional panels and discussion 1C:</b> <b>The Americas</b>  Chair: Professor Thomas Babor
Wednesday 13 October – Three hours	
<b>New York 15:00-18:00</b>	<b>Keynote session 2C:</b> <b>The three best buys</b>
<b>Corresponding time in other cities:</b>	<ul style="list-style-type: none"><li>- <b>Alcohol: No Ordinary Commodity: update on effective Interventions – preview of 3<sup>rd</sup> revised edition</b> Overview – Professor Thomas Babor Pricing policies – Professor Bundit Sornpaisarn Availability – Professor Michael Livingston Marketing – Professor Sally Casswell</li></ul>
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<b>See more cities:</b> <a href="#">19:00-22:00 (UTC)</a>	<b>Regional panels and discussion 2C.</b> <b>The Americas and Eastern Pacific region</b>  Chair: Prof David Jernigan
Thursday 14 October – Three hours	
<b>New York 15:00-18:00</b>	<b>Keynote session 3C:</b> <b>The way forward</b>
<b>Corresponding time in other cities:</b>	<ul style="list-style-type: none"><li>- <b>Response to cross border alcohol marketing</b> Professor Sally Casswell, Chair of GAPA</li><li>- <b>Learning from Baby milk: the importance of independent monitoring and reporting</b> Patti Rundall, Policy Director, Baby Milk Action and Global Advocacy Spokesperson, IBFAN</li><li>- <b>The way forward – Building broader coalitions and keeping options open</b> Dr Thaksaphon Thamarangsi (Mek)</li><li>- <b>Closing and welcome to GAPC 2023 in Cape Town</b> GAPC 2023 team</li></ul>
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<b>See more cities:</b> <a href="#">19:00-22:00 (UTC)</a>	<b>Regional panels and discussion 3C.</b> <b>The Americas and Eastern Pacific region</b>  Chair: Ms Paula Johns