

**10 seconds: *What could you achieve?***

**Hôtel Martinez, Cannes, France**

**AGENDA**

**Saturday 21 November**

<b>Time</b>	<b>Session title</b>	<b>Speaker</b>
16.00	<b>Welcome</b> <ul style="list-style-type: none"><li>• Daily issues for GPs</li><li>• The role of a GP in smoking cessation</li></ul>	Bernard Gay
16.15	<b>Smoking in 2009</b> <ul style="list-style-type: none"><li>• Facts about smoking in France/Switzerland including prevalence, difficulty to quit, mortality rates and cost to society compared with other European countries</li></ul>	Kamel Abdennbi (TBC)
16.30	<b>Smoking cessation</b> <ul style="list-style-type: none"><li>• The benefits of quitting smoking</li><li>• The link between smoking and cardiovascular disease, lung cancer and other morbidities</li><li>• Cost effectiveness (human cost and financial cost)</li></ul>	Daniel Thomas (TBC)
16.50	<b>Coffee</b>	N/A
17.05	<b>Interventions to reduce the incidence and the prevalence of smoking: national initiatives with an individualized approach</b> <ul style="list-style-type: none"><li>• National policies: regulation of price, protection of the non-smokers and reduction of initiation of smoking</li><li>• Reimbursement of the smoking cessation treatments</li><li>Local policies: maternity/hospital/family health without tobacco</li><li>• Support measures for GPs</li></ul>	Ivan Berlin
17.25	<b>Utility of an intervention</b> <ul style="list-style-type: none"><li>• Which therapeutic options?</li><li>• Clinical interventions</li><li>• The psychological support</li></ul>	Anne Borgne
17.45	<b>Q&amp;A</b>	Led by Ivan Berlin & Anne Borgne
18.00	<b>Challenges for the GP in France and Switzerland</b> Barriers for GPs  <b>Clinical case consultation</b> <ul style="list-style-type: none"><li>• Clinical cases presented with audience participation in the decision process for next steps with patients</li></ul> (keypad session)	Ivan Berlin & Bernard Gay
18.30	<b>Break</b>	N/A
19.00	<b>Differing communication styles</b>	Inspire Change
20.30	<b>Dinner</b>	N/A

**Sunday 22 November**

<b>Time</b>	<b>Session title</b>	<b>Speaker</b>
08.30	<b>Debate: The role of the Pharmacist and GP in smoking cessation</b> <ul style="list-style-type: none"><li>• Value of a collaborative approach</li><li>• Pharmacist and GP discussion</li><li>• How to facilitate conversations and improve collaboration between GPs and Pharmacists</li></ul>	Chaired by Bernard Gay with Jean-Marc Leder (TBC) and Albert Ouazana (TBC)
09.15	<b>The importance of a positive intervention</b> <ul style="list-style-type: none"><li>• Video demonstrating contrasting attitudes of physician implementing an intervention</li></ul>	Bernard Gay
09.35	<b>The process of change</b> <ul style="list-style-type: none"><li>• The different styles of approach you can use when discussing smoking cessation with patients</li></ul>	Henri-Jean Aubin
10.05	<b><i>Coffee &amp; transition to workshops</i></b>	N/A
10.20	<b>Workshop: Overcoming barriers to making an intervention</b> <ul style="list-style-type: none"><li>• Action-learning sets</li></ul>	Faculty & Inspire Change
12.20	<b><i>Coffee and transition to plenary room</i></b>	N/A
12.35	<b>Key feedback from workshops &amp; panel discussion</b> <ul style="list-style-type: none"><li>• Key learnings / take home messages from meeting</li></ul>	Faculty
13.00	<b>Closing remarks &amp; meeting close</b>	Bernard Gay
13.05	<b><i>Lunch and depart</i></b>	All