



# A Call to Action!

Successful Tobacco Control for the Future

## Cardiff International Arena 28th - 29th April 2008

Smoking is the greatest cause of preventable death and illness in the UK. Currently the smoking prevalence rate in the UK is 27%. Other countries and states in the world such as Sweden, Australia and California have successfully reduced their smoking prevalence rates to well below 20%. So what are we doing to achieve or even to better this prevalence rate?

At a time of a UK wide ban on Smoking in public places there is a danger that many will believe the job of curtailing tobacco use has been done. Working as we currently are will not bring about rapid enough declines in tobacco use.

**A Call to Action!** is a tobacco control conference that asks what is required for the UK to achieve markedly reduced prevalence rates and what are the changes we need to implement now to achieve them?

Please visit our conference website to book a place at this ground breaking event and to view profiles of the world-class conference speakers. You can also view the planned workshops, parallel sessions and conference partners.

[www.Smoking-Conference-Wales.org.uk](http://www.Smoking-Conference-Wales.org.uk)