



Melanie Wakefield

Director of the Centre for Behavioural Research in Cancer at the Cancer Council Victoria in Melbourne Australia.

She is also an NHMRC Principal Research Fellow, with honorary professorial appointments at three Australian universities. Professor

Wakefield is internationally known for her research on the effects of mass media campaigns and tobacco control policies on smoking behaviour, supported by grants from Australian, US and international funding sources. She has published over 200 peer-reviewed journal papers, many of which assess the effects of mass media campaigns and tobacco policies on youth and adult smoking. Her Centre also undertakes research and evaluation of the impact of mass media campaigns on skin cancer prevention, obesity prevention and alcohol harm prevention messages. Over the past several years, she has also been conducting a raft of government and non-government funded studies to evaluate aspects of Australia's tobacco plain packaging law. Professor Wakefield is a past recipient of the Nigel Gray Award for contribution to tobacco control in the Oceania region, and in 2012 was voted by a panel of her international peers to receive the American Cancer Society's Luther L. Terry Award for Outstanding Research Contribution in Tobacco Control.

A Canadian perspective: Triumphs and tribulations on the road to a tobacco-free Canada

Twenty-five years ago, the Seventh World Conference on Tobacco and Health endorsed a resolution commending the Canadian government "for its leadership in improving the health of Canadians and for setting an outstanding example in comprehensive tobacco control policy." At the time, Canada was a world leader for using tobacco taxation to reduce consumption, for mandating bold tobacco package warnings, and for implementing comprehensive legislation banning most forms of promotion. Canada retained the mantle of world leader for much of the next two decades, passing the world's first graphic pack warnings, championing the FCTC, and pushing the boundaries on smoke-free spaces to include cars with kids. As smoking rates have stagnated over the past five years, however, Canada has increasingly become the object of criticism from the tobacco control community. This is the story of the trials and tribulations of tobacco control in Canada—what went right, what went wrong, what advocates have done to ensure continued progress, and where Canada stands now as discussions on end-game strategies intensify around the world.