



## Together Towards a Tobacco-Free Canada!

Join us at the National Five by 35 Townhall and be part of Canada's bold journey to reduce smoking rates to 5% by 2035. This is your chance to share your voice, connect with colleagues who share your passion, and influence next steps.

Expect an energizing day of inspiration and collaboration.

The day will feature thought-provoking presentations from leading voices in tobacco control, including Les Hagen, Rob Cunningham, Michael Chaiton, Lorraine Greaves, and Indigenous tobacco control experts, who will share progress, opportunities, and perspectives on equity.

Participants will engage in two sets of dynamic, small-group discussions:

- **Morning:** Tackling barriers, opportunities, and bold actions to accelerate progress
- **Afternoon:** Focusing on strategies for special populations (including youth, Indigenous Peoples, seniors, women, people working in constructions and hospitality, and those facing mental health or substance use challenges).

Each table will select discussion prompts, capture insights, and share back to the full group, ensuring that every voice contributes to sharing the path forward.

Guided by Ideaspace, specialists in engagement and communication, the Townhall is designed to harness the collective expertise of everyone in the room. Together, we'll spark new ideas, build connections, and strengthen momentum toward our shared goal.

Don't miss this opportunity to have your voice heard and help shape Canada's tobacco-free future.

***Register today!***

Presented by:



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## FIVE BY 35

### NATIONAL TOWNHALL

Thursday, October 23rd, 2025

Calgary Hyatt Regency Hotel

## AGENDA

**8:00 am Breakfast & Networking**

**8:40 am**  
**Opening Prayer**

**Speaker:** Treffrey Deerfoot,  
Blackfoot Knowledge Keeper

**8:50 am Opening Remarks**

**Speaker:** Rob Skrypnek  
Executive Lead for Planning & Quality,  
Primary Care Alberta

**9:00 am Five by 35:  
Challenges & Opportunities**

**Speaker:** Les Hagen, ASH Canada

**9:20 am Progress Toward Five by 35**

**Speaker:** Rob Cunningham  
Canadian Cancer Society

**9:40 am Five by 35:  
Mid-Point Review**

**Speaker:** Dr. Michael Chaiton  
University of Toronto

**10:10 am Coffee Break**

**10:30 am Collaborative Session #1:  
Reaching Five by 35**

**12:00 pm Lunch & Networking**

**12:30 pm Special Populations:  
Gender & Equity**

**Speaker:** Dr. Lorraine Greaves  
BC Centre for Women's  
Health

**1:00 pm Considerations for Indigenous  
people**

**Speaker:** TBA

**1:30 pm Collaborative Session #2:  
Strategies for Special  
Populations**

**2:45 pm Coffee Break**

**3:00pm Report Back**

**3:15 pm Closing Circle:  
Reflection**

**3:50 pm Closing Remarks**



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## KEYNOTE SPEAKERS



**Rob Cunningham** is a lawyer and Senior Policy Analyst with the Canadian Cancer Society who has been involved in tobacco control for 37 years. His background includes: author of the book *Smoke & Mirrors: The Canadian Tobacco War*, involvement in numerous initiatives supporting the adoption of tobacco control laws at federal, provincial, municipal and international levels; appearing in court, including before the Supreme Court of Canada, in tobacco cases; and participation in processes for the WHO Framework Convention on Tobacco Control. Recently, Rob received the prestigious 2025 Luther Terry Distinguished Career Award for his many contributions to tobacco control in Canada and beyond over the past four decades.



**Dr. Michael Chaiton** is a senior scientist at CAMH's Institute for Mental Health Policy Research, director of research at the Ontario Tobacco Research Unit and associate professor affiliated with the Dalla Lana School of Public Health and the Institute for Medical Sciences at the University of Toronto. He holds a PhD in Epidemiology from the University of Toronto and serves as co-director of the Collaborative Specialization in Addiction Studies. His work has been funded by CIHR, NIH, FDA, PHAC, Health Canada and the Ontario Ministry of Health. He received an early-career research award and was recognized for having a top-impact paper from the Canadian Cancer Society.



**Les Hagen** is the Executive Director of ASH Canada for over three decades. In his role with ASH, Les has provided regional, national and global leadership on tobacco reduction and has helped to secure numerous significant policy measures. Les has participated in several international summits for the WHO Framework Convention on Tobacco Control (FCTC). Recently, Les led the development of the Global Tobacco Control Progress Hub – the world's first public health treaty surveillance platform. The Progress Hub has been used to support FCTC implementation in over 35 countries to date. Les has received numerous awards for his work in tobacco control, including a Meritorious Service Medal from the Governor General of Canada.



**Lorraine Greaves** is co-founder of the International Network of Women Against Tobacco, which leads activism, education, and research on the global impact of tobacco on women and girls. She leads the only tobacco research program on girls and women in the world, at the Centre of Excellence for Women's Health in Vancouver, where she was founding executive director. She is a world leader in tobacco and gender, and on research and practice in other substance use, addiction, maternal health, gender, and health promotion. She has brought a sex and gender-based analysis to many women's health issues and is a thought leader in developing gender transformative policy and practice.