

# O'Neill Institute

for National and Global Health Law

Georgetown Law • Georgetown Nursing & Health Studies

Cordially invites you to

## TOBACCO AND TRADE

### **MATTHEW MYERS**

PRESIDENT  
CAMPAIGN FOR TOBACCO-FREE KIDS

### **BENN MCGRADY**

PROGRAM DIRECTOR  
O'NEILL INSTITUTE TRADE, INVESTMENT &  
HEALTH INITIATIVE

**Matthew Myers** is President of the Campaign for Tobacco-Free Kids, a leader in the fight to reduce tobacco use and its devastating consequences. Mr. Myers has participated in the negotiations that led to an unprecedented agreement between the tobacco industry and the states and sat on a committee to advise the Director General of the World Health Organization on tobacco. He served as one of the leading spokespersons for public health in Congress, worked with Senator John McCain on his comprehensive tobacco legislation, and was co-chair of a Presidential Commission to examine the economic problems faced by tobacco farmers and their communities. He is the recipient of the Harvard School of Public Health Julius B. Richmond award, the American Cancer Society Medal of Honor, and the Surgeon General's Medallion. Prior to his work for Tobacco-Free Kids, Mr. Myers was responsible for the tobacco-related activity of the Federal Trade Commission Division of Advertising.

**Benn McGrady**, Ph.D., directs the O'Neill Institute Initiative on Trade, Investment and Health and is an Adjunct Professor at the Georgetown University Law Center. Dr. McGrady's research is focused on the intersection of public health and international trade law and on the functions of international law in a public health context. He is a member of the editorial committee of the European Journal of Risk Regulation and acts regularly as a reviewer for international peer-reviewed journals and publishers. Dr. McGrady has also been active in providing advice to public health bodies, foreign governments and inter-governmental organizations on various aspects of public international law, including the law of treaties, international trade law and international investment law. Dr. McGrady has particular experience advising on the implications of international trade and investment agreements for domestic public health measures and on legal issues concerning the WHO Framework Convention on Tobacco Control.

**Monday, October 24, 2011**

**1:20 – 3:20 PM**

Georgetown University Law Center  
Eric E. Hotung Building, Room 2001  
600 New Jersey Ave., NW | Washington, DC 20001