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| **Title of Research Presentation**: **Importance of civil society engagement for prevention of lung cancer through tobacco control** |
| **Background/Objectives**Tobacco kills more than 7 millions-per year globally. The figure is keep increasing and according to the research, the deaths will be up to one billion in the 21st century. Every second, a person is dying because of smoking which is the single most preventable cause of death from lung cancer and many other non-communicable diseases. Since tobacco control needs multi-sectoral involvement, it is crucial to include civil society in implementing the tobacco control policies. Countries where the tobacco control is successful such as in Thailand, Australia, there is a rich evidence that civil society engagement is high. **Methods**One of the good example of civil society engagement is the Thailand case. Thai Health Promotion Foundation (ThaiHealth) engages many civil society organizations in implementing the tobacco control. ThaiHealth uses the tri-power strategy namely knowledge, social mobilization and policy advocacy. **Results**It was learned that civil society engagement is a large part of the success in Thai tobacco control. There are many forms of civil society engagement through media campaigns, capacity building of the different partners including national and community partners, engaging the religious leaders. One of the very good example in showing the success of tobacco control is the result of social return on investment in tobacco control. According the research, one investment in tobacco control returns 18.3 times more. Recently, Thailand passed a new Tobacco Control Law in 2018 including strengthening tobacco control in provincial/rural areas. **Discussion**Tobacco control requires comprehensive strategies and innovative approach to be successful. Civil society engagement is one of the key ingredients for the successful prevention of lung cancer through tobacco control in Thailand. In this way, Thailand can reduce the soaring health care cost for tobacco related diseases and premature death.**Keywords*** Tobacco control
* Civil society engagement
* Non-communicable diseases
* Lung cancer
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