

Fellowship Programme on Tobacco Control

**by WHO Collaborating Centre for Smoking Cessation
and Treatment of Tobacco Dependence,**

**Tobacco and Alcohol Control Office,
Department of Health,
Hong Kong SAR, China**

19 - 23 November 2018

The fellowship programme emphasizes on mastering of skills in tobacco control, including legislation, enforcement, advocacy and publicity, development and evaluation of cessation programmes. The programme is structured according to “MPOWER” laid down by World Health Organization.

Programme objectives

- To understand how to control the tobacco epidemic through comprehensive strategies and how to plan, operate and evaluate cessation services
- To apply what have been learnt and plan ahead for tobacco control measures such as provision of a quality smoking cessation service
- To learn how these strategies are actually implemented in Hong Kong, the difficulties encountered and the way to overcome them

Target audience

Middle-managers in tobacco control working in the government or non-government organizations in countries of Western Pacific Region

Competences to be achieved

By the end of this fellowship programme, fellows should be able to:

- Understand the principles for different tobacco control measures laid down by MPOWER
- Develop practical strategies for enforcement of tobacco control measures
- Plan, operate and evaluate various smoking cessation services
- Develop model of best practice for smoking cessation including community based clinics, quitlines, new media and online platform
- Understand the role of non-governmental organizations in advocacy and health promotion for tobacco control

Format

- Talks and presentations by international and Hong Kong tobacco control leaders
- Field visits to various cessation services
- Workshop on enforcement of smoke free policies

Requirements

- The programme will be conducted in English. Proficiency level in English is required
- Fellows are required to give presentation on Day 2 and Day 5
- Fellows should have experience in tobacco control-related field

19 November 2018 (Monday)		
Time	Programme	Speaker
9:00 – 9:30	Registration	
9:30 – 9:35	Welcome remarks	Dr Tina CHAN <i>Assistant Director of Health(SHS)</i>
9:35 – 9:40	Opening address	Ms Kathleen LANNAN <i>Coordinator, Tobacco-free Initiative, Division of NCD and Health through Life-Course, WHO Regional Office for the Western Pacific</i>
9:40 – 9:50	Introduction of programme	Dr Eddie SIN <i>Senior Medical & Health Officer, Tobacco and Alcohol Control Office (TACO)</i>
9:50 – 10:00	Participants self-introduction	Participants
10:00 – 10:15	Break	
10:15 – 11:00	Latest Situation of Tobacco Control in the Western Pacific Region	Ms Kathleen LANNAN <i>Coordinator, Tobacco-free Initiative, Division of NCD and Health through Life-Course, WHO Regional Office for the Western Pacific</i>
11:00 – 11:45	Pharmacotherapy for Tobacco Dependence	Ms Therese SHUMAKER <i>Program Director, Tobacco Treatment Specialist Training Program, Mayo Clinic, Nicotine Dependence Center, United States</i>
11:45 – 13:30	Lunch	
13:30 – 14:45	Treating Special Populations of Smokers	Ms Therese SHUMAKER <i>Program Director, Tobacco Treatment Specialist Training Program, Mayo Clinic, Nicotine Dependence Center, United States</i>
14:45 – 15:00	Break	
15:00 – 16:30	Motivational Interviewing	Ms Therese SHUMAKER <i>Program Director, Tobacco Treatment Specialist Training Program, Mayo Clinic, Nicotine Dependence Center, United States</i>

20 November 2018 (Tuesday)

Time	Programme	Speaker
9:00 – 10:00	Tobacco Control: Evaluation of Plain Packaging – Australian Experience	Dr Becky FREEMAN <i>Lecturer/Research Fellow, School of Public Health, Sydney Medical School, The University of Sydney, Australia</i>
10:00 – 11:00	Tobacco Industry Advertising and Promotion	Dr Becky FREEMAN <i>Lecturer/Research Fellow, School of Public Health, Sydney Medical School, The University of Sydney, Australia</i>
11:00 – 11:15	<i>Break</i>	
11:15 – 12:15	New Challenges in Tobacco Control: Electronic Cigarettes	Dr Becky FREEMAN <i>Lecturer/Research Fellow, School of Public Health, Sydney Medical School, The University of Sydney, Australia</i>
12:15 – 13:15	<i>Lunch</i>	
13:15 – 14:15	Advocacy for Health - the Strategic Use of Mass Media	Dr Becky FREEMAN <i>Lecturer/Research Fellow, School of Public Health, Sydney Medical School, The University of Sydney, Australia</i>
14:15 – 15:15	The History and Future of Tobacco Control	Prof Judith MACKAY, SBS, OBE, JP <i>Senior Policy Advisor, WHO Senior Advisor, Vital Strategies Director, Asian Consultancy on Tobacco Control</i>
15:15 – 16:00	Participant presentation session: Current Tobacco Control in Your Country/ Area – Experience Sharing (Part I)	Participants <i>(Facilitator: Prof Judith MACKAY, SBS, OBE, JP)</i>
16:00 – 16:15	<i>Break</i>	
16:15 – 17:00	Participant presentation session: Current Tobacco Control in Your Country/ Area – Experience Sharing (Part II)	Participants <i>(Facilitator: Prof Judith MACKAY, SBS, OBE, JP)</i>

21 November 2018 (Wednesday)

Time	Programme	Speaker
9:00 – 10:00	Role of COSH in Advocacy, Education and Publicity against Tobacco Use in Hong Kong	Mr Antonio KWONG, MH <i>Chairman, Hong Kong Council on Smoking and Health (COSH)</i>
10:00 – 10:45	Tobacco Control, the MPOWER Approach – Hong Kong Experience	Dr Jeff LEE <i>Head, TACO</i>
10:45 – 11:00	<i>Break</i>	
11:00 – 11:45	Brief Advice and Practical Counseling Skills	Dr CHING Kam Wing, Joe <i>Medical Officer, Tung Wah Group of Hospitals (TWGHs)</i>
11:45 – 12:30	Community-based Smoking Cessation Service	Dr HO Kin Sang <i>Medical Officer, TWGHs</i>
12:30 – 13:30	<i>Lunch</i>	
13:30 – 17:00	Visit to Community-based Smoking Cessation Clinics	Pok Oi Hospital Clinic TWGHs Clinic

22 November 2018 (Thursday)

Time	Programme	Speaker
9:00 – 10:30	Impact of Taxation and Pictorial Warning on Smoking Cessation and Its Implication on Tobacco Use	Dr Homer TSO, SBS, JP <i>Winner of WHO Director-General's Award for Leadership in Global Tobacco Control</i>
10:30 – 10:45	<i>Break</i>	
10:45 – 11:30	Enforcement Strategies and Evaluations –Hong Kong Experience	Dr YUEN Ka Yiu <i>Medical & Health Officer, TACO</i>
11:30 – 12:00	Training of Inspectors and Handling of Uncooperative Offenders	Mr Jonas KWONG <i>Chief Inspector of Police (on secondment), TACO</i>
12:00 – 13:45	<i>Lunch</i>	
13:45 – 15:45	(I) Smoking Related Surveys in Hong Kong - <i>How to Plan and Conduct Surveys on Smoking</i> (II) How to Evaluate Smoking Cessation Programme/Services – Evaluation tools	Prof LAM Tai Hing, BBS, JP <i>Chair Professor of Community Medicine Sir Robert Kotewall Professor in Public Health, School of Public Health, The University of Hong Kong</i>
15:45 – 17:00	End of talked programme for the day (Self study/ preparation time) Participants to make use of the time in the afternoon to prepare the presentation: Your Plan on How to Improve Tobacco Control in Your Country/ Area after attending Fellowship Programme	

23 November 2018 (Friday)		
Time	Programme	Speaker
09:00 – 10:00	Overcoming obstacles to Tobacco Control	Prof Judith MACKAY, SBS, OBE, JP <i>Senior Policy Advisor, WHO</i> <i>Senior Advisor, Vital Strategies</i> <i>Director, Asian Consultancy on Tobacco Control</i>
10:00 – 11:15	Participant presentation session Your Plan on How to Improve Tobacco Control in Your Country/ Area after attending Fellowship Programme (Part I)	Participants <i>Facilitators:</i> ● Prof Judith MACKAY, SBS, OBE, JP ● Dr Brandford CHAN, Scientific Officer (Medical), TACO
11:15 – 11:30	<i>Break</i>	
11:30 – 12:15	Participant presentation session: Your Plan on How to Improve Tobacco Control in Your Country/ Area after attending Fellowship Programme (Part II)	Participants <i>Facilitators:</i> ● Prof Judith MACKAY, SBS, OBE, JP ● Dr Brandford CHAN, Scientific Officer (Medical), TACO
12:15 – 13:15	<i>Lunch</i>	
13:15 – 14:15	Tobacco Control – New Challenges	Prof Judith MACKAY, SBS, OBE, JP <i>Senior Policy Advisor, WHO</i> <i>Senior Advisor, Vital Strategies</i> <i>Director, Asian Consultancy on Tobacco Control</i>
14:15 – 15:00	Closing Remarks and Certificate Presentation	Dr Jeff LEE <i>Head, TACO</i>