

**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**

**11 - 15 November 2019**

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 presentations on Day 2 and Day 5
- Fellows should have experience in tobacco control-related field

<b>11 November 2019 (Monday)</b>		
<b>Time</b>	<b>Programme</b>	<b>Speaker</b>
9:00 – 9:30	Registration	
9:30 – 9:35	Welcome remarks	Dr FUNG Ying <i>Head, Tobacco and Alcohol Control Office (TACO)</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 – 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 Mina KASHIWABARA <i>Technical Officer, Tobacco-free Initiative, Division of NCD and Health through Life-Course, WHO Regional Office for the Western Pacific</i>
11:00 – 12:00	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>
12:00 – 13:30	Lunch	
13:30 – 14:30	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>
14:30 – 15:30	New Challenges in Tobacco Control: Electronic Cigarettes	
15:30 – 15:45	Break	
15:45 – 16:45	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>

<b>12 November 2019 (Tuesday)</b>		
<b>Time</b>	<b>Programme</b>	<b>Speaker</b>
09:00 – 10:00	The History and Future of 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 – 10:45	Enforcement Strategies and Evaluations –Hong Kong Experience	Dr YUEN Ka Yiu <i>Medical &amp; Health Officer, TACO</i>
10:45 – 11:00	<i>Break</i>	
11:00 – 11:45	Training of Inspectors and Handling of Uncooperative Offenders	Mr Dickie CHAN <i>Chief Inspector of Police (on secondment), TACO</i>
11:45 – 12:30	Pharmacotherapy for Tobacco Dependence	Ms Therese SHUMAKER <i>Program Director, Tobacco Treatment Specialist Training Program, Mayo Clinic, Nicotine Dependence Center, United States</i>
12:30 – 13:45	<i>Lunch</i>	
13:45 – 15:00	Treating Special Populations of Smokers	Ms Therese SHUMAKER <i>Program Director, Tobacco Treatment Specialist Training Program, Mayo Clinic, Nicotine Dependence Center, United States</i>
15:00 – 15:15	<i>Break</i>	
15:15 – 16:45	Motivational Interviewing	Ms Therese SHUMAKER <i>Program Director, Tobacco Treatment Specialist Training Program, Mayo Clinic, Nicotine Dependence Center, United States</i>

<b>13 November 2019 (Wednesday)</b>		
<b>Time</b>	<b>Programme</b>	<b>Speaker</b>
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 Manny LAM <i>Senior Medical &amp; Health Officer, 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's Clinic Tung Wah Group of Hospitals' Clinic

14 November 2019 (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 – 12:30	Participant presentation session: Current Tobacco Control in Your Country/ Area – Experience Sharing	Participants <i>(Facilitator: Prof Judith MACKAY, SBS, OBE, JP)</i>
12:30 – 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	

<b>15 November 2019 (Friday)</b>		
<b>Time</b>	<b>Programme</b>	<b>Speaker</b>
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> <ul style="list-style-type: none"> <li>● <i>Prof Judith MACKAY, SBS, OBE, JP</i></li> <li>● <i>Dr Brandford CHAN, Scientific Officer (Medical), TACO</i></li> </ul>
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> <ul style="list-style-type: none"> <li>● <i>Prof Judith MACKAY, SBS, OBE, JP</i></li> <li>● <i>Dr Brandford CHAN, Scientific Officer (Medical), TACO</i></li> </ul>
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 FUNG Ying <i>Head (TACO)</i>