

Training 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**

2021

The training 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 organisations in countries of Western Pacific Region

Competences to be achieved

By the end of this training programme, participants 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 organisations in advocacy and health promotion for tobacco control

Format

- Talks and presentations by international and Hong Kong tobacco control leaders
- Workshop on enforcement of smoke free policies

Requirements

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

Day 1 (6 December 2021, Monday)

Time	Programme	Speaker
9:00 – 9:05	Welcome Remarks	Dr FUNG Ying <i>Head, Tobacco and Alcohol Control Office (TACO), Department of Health (DH)</i>
9:05 – 9:10	Opening Address	Dr Ada Moadsiri <i>Technical Officer, Tobacco Free Initiatives, WHO Regional Office for the Western Pacific</i>
9:10 – 9:55	Latest Situation of Tobacco Control in the Western Pacific Region	Dr Ada Moadsiri <i>Technical Officer, Tobacco Free Initiatives, WHO Regional Office for the Western Pacific</i>
9:55 – 10:15	<i>Break</i>	
10:15 – 11:15	The History and Future of Tobacco Control	Prof Judith MACKAY, SBS, OBE, JP <i>Special Advisor, Global Centre for Good Governance in Tobacco Control</i> <i>Director, Asian Consultancy on Tobacco Control</i> <i>Senior Policy Advisor, WHO</i>
11:15 – 12:15	Overcoming Obstacles to Tobacco Control	Prof Judith MACKAY, SBS, OBE, JP <i>Special Advisor, Global Centre for Good Governance in Tobacco Control</i> <i>Director, Asian Consultancy on Tobacco Control</i> <i>Senior Policy Advisor, WHO</i>

Day 2 (7 December 2021, Tuesday)

Time	Programme	Speaker
9:00 – 11:00	(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>Sir Robert Kotewall Professor in Public Health, Chair Professor of Community Medicine, School of Public Health, The University of Hong Kong</i>
11:00 – 11:15	<i>Break</i>	
11:15 – 12:15	Tobacco Control: Evaluation of Plain Packaging – Australian Experience	Dr Becky FREEMAN <i>Associate Professor, School of Public Health, The University of Sydney, Australia</i>
12:15 – 13:15	Tobacco Industry Advertising and Promotion	Dr Becky FREEMAN <i>Associate Professor, School of Public Health, The University of Sydney, Australia</i>

Day 3 (8 December 2021, Wednesday)

Time	Programme	Speaker
9:00 – 10:00	New Challenges in Tobacco Control: Electronic Cigarettes & Heated Tobacco Products	Dr Becky FREEMAN <i>Associate Professor, School of Public Health, The University of Sydney, Australia</i>
10:00 – 11:00	Planning of Anti-tobacco Publicity Programme	Dr Becky FREEMAN <i>Associate Professor, School of Public Health, The University of Sydney, Australia</i>
11:00 – 11:15	<i>Break</i>	
11:15 – 12:45	The Implementation of MPOWER Approach in Hong Kong & the Impact of Taxation and Pictorial Warning on Tobacco Use	Dr Homer TSO, SBS, JP <i>Winner of WHO Director-General's Award for Leadership in Global Tobacco Control</i>

Day 4 (9 December 2021, Thursday)

Time	Programme	Speaker
8:15 – 9:00	Pharmacotherapy for Tobacco Dependence	Ms Therese Shumaker <i>Supervisor/Addiction Coordinator, Nicotine Dependence Center, Mayo Clinic, United States</i>
9:00 – 10:30	Motivational Interviewing	Ms Therese Shumaker <i>Supervisor/Addiction Coordinator, Nicotine Dependence Center, Mayo Clinic, United States</i>
10:30 – 10:45	<i>Break</i>	
10:45 – 11:45	Role of NGO in Advocacy for Legislation Proposed for Banning of Alternative Smoking Products	Mr Henry Tong <i>Chairman, Hong Kong Council on Smoking and Health (COSH)</i>
11:45 – 12:45	(I) Training of Inspectors and Handling of Uncooperative Offenders (II) Building Up Enforcement Mechanism of Tobacco Control – Hong Kong Experience	Mr Adrian Chan <i>Chief Inspector of Police, TACO, DH</i>

Day 5 (10 December 2021, Friday)

Time	Programme	Speaker
8:15 – 9:30	Treating Smokers in Real-world Situations	Ms Therese Shumaker <i>Supervisor/Addiction Coordinator, Nicotine Dependence Center, Mayo Clinic, United States</i>
9:30 – 10:30	Tobacco Control – New Challenges	Prof Judith MACKAY, SBS, OBE, JP <i>Special Advisor, Global Centre for Good Governance in Tobacco Control Director, Asian Consultancy on Tobacco Control Senior Policy Advisor, WHO</i>
10:30 – 11:30	(I) Brief Advice and Practical Counselling Skills (II) Community-based Smoking Cessation Service	Dr CHING Kam Wing, Joe <i>Medical Officer, Tung Wah Group of Hospitals (TWGHs)</i>
11:30 – 11:45	<i>Break</i>	
11:45 – 12:45	Participant Presentation Session: <ul style="list-style-type: none"> • Current Tobacco Control in Your Country / Area – Experience Sharing • Your Plan on How to Improve Tobacco Control in Your Country / Area after Attending the Programme 	Participants <i>Facilitators:</i> <ul style="list-style-type: none"> • <i>Prof Judith MACKAY, SBS, OBE, JP</i> • <i>Dr Brandford CHAN, Scientific Officer (Medical), TACO, DH</i>
12:45 – 12:50	Closing Remarks	Dr KWAN See Lai, Janet <i>Senior Medical & Health Officer (TACO, DH)</i>