

Annual 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**

2022

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
- To learn how these strategies are actually implemented in Hong Kong, the difficulties encountered and the way to overcome them
- To apply what have been learnt and plan ahead for tobacco control measures

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

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 (5 December 2022, 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	Ms Xi YIN <i>Coordinator, Tobacco Free Initiative, WHO Regional Office for the Western Pacific</i>
9:10 – 9:55	Latest Situation of Tobacco Control in the Western Pacific Region	Ms Xi YIN <i>Coordinator, Tobacco Free Initiative, WHO Regional Office for the Western Pacific</i>
9:55 – 10:15	<i>Break</i>	
10:15 – 12:00	(I) The History and Future of Tobacco Control (II) 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>
12:00 – 13:30	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 2 (6 December 2022, Tuesday)

Time	Programme	Speaker
8:30 – 10:30	(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>Emeritus Professor, the University of Hong Kong</i> <i>Honorary Clinical Professor, School of Public Health, the University of Hong Kong</i>
10:30 – 11:45	(I) Training of Inspectors and Handling of Uncooperative Offenders (II) Building Up Enforcement Mechanism of Tobacco Control – Hong Kong Experience	Mr Otto WONG <i>Chief Inspector of Police, TACO, DH</i>
11:45 – 12:00	<i>Break</i>	
12:00 – 12:30	Smoking Cessation Programme in Hong Kong	Dr KWAN See Lai, Janet <i>Senior Medical & Health Officer, TACO, DH</i>
12:30 – 13:30	(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>

Day 3 (7 December 2022, Wednesday)

Time	Programme	Speaker
8:45 – 11:00	(I) Pharmacotherapy for Tobacco Dependence (II) Treating Smokers in Real-world Situation	Ms Therese SHUMAKER <i>Senior Patient Education Specialist, Health Education and Content Services, Mayo Clinic, United States</i>
11:00 – 11:15	<i>Break</i>	
11:15 – 13:15	(I) Tobacco Control: Evaluation of Plain Packaging – Australian Experience (II) Tobacco Industry Advertising and Promotion	Dr Becky FREEMAN <i>Associate Professor, School of Public Health, the University of Sydney, Australia</i>

Day 4 (8 December 2022, Thursday)

Time	Programme	Speaker
9:00 – 11:00	(I) New Challenges in Tobacco Control: Electronic Cigarettes & Heated Tobacco Products (II) 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 – 12:30	Motivational Interviewing	Ms Therese SHUMAKER <i>Senior Patient Education Specialist, Health Education and Content Services, Mayo Clinic, United States</i>
12:30 – 13:30	Role of Non-governmental Organization in Advocacy for Legislation Proposed for Banning of Alternative Smoking Products	Mr Henry TONG <i>Chairman, Hong Kong Council on Smoking and Health</i>

Day 5 (9 December 2022, Friday)

Time	Programme	Speaker
8:30 – 9:30	Tobacco Control – New Challenges	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>
9:30 – 10:30	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"> • Prof Judith MACKAY, SBS, OBE, JP • Prof LAM Tai Hing, BBS, JP
10:30 – 10:45	<i>Break</i>	
10:45 – 13:30	(Continued) 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"> • Prof Judith MACKAY, SBS, OBE, JP • Prof LAM Tai Hing, BBS, JP
13:30 – 13:45	Closing Remarks	Dr KWAN See Lai, Janet <i>Senior Medical & Health Officer, TACO, DH</i>