

Annual Training Programme on Tobacco Control

by World Health Organization (WHO) Collaborating Centre for Smoking Cessation and Treatment of Tobacco Dependence,

**Tobacco and Alcohol Control Office (TACO),
Department of Health (DH),
Hong Kong SAR (China)**

2023

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 WHO.

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 the 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
- Field visit to various cessation services

Requirements

- The programme will be conducted in English. Proficiency level in English is required
- Participants are required to give presentations on Day 4
- Participants should have experience in tobacco control-related field

Day 1 (4 December 2023, Monday)

Venue: Monaco Room, Basement 1, Regal Hongkong Hotel, 88 Yee Wo St, Causeway Bay, Hong Kong

| Time | Programme | Speaker |
|---------------|--|--|
| 09:00 – 09:30 | <i>Registration</i> | |
| 09:30 – 09:35 | Opening Remarks | Dr FUNG Ying <i>Head, Tobacco and Alcohol Control Office, Department of Health, HKSAR (China)</i> |
| 09:35 – 09:40 | Opening Remarks | Dr Ada MOADSIRI <i>Technical Officer, Tobacco Free Initiative, Division of Healthy Environments and Populations, WHO Regional Office for the Western Pacific</i> |
| 09:40 – 09:55 | <i>Photo-taking session</i> | |
| 09:55 – 10:45 | Latest Situation of Tobacco Control in the Western Pacific Region | Dr Ada MOADSIRI <i>Technical Officer, Tobacco Free Initiative, Division of Healthy Environments and Populations, WHO Regional Office for the Western Pacific</i> |
| 10:45 – 11:00 | <i>Break</i> | |
| 11:00 – 11:15 | Self-introduction of Participants | Participants |
| 11:15 – 13:00 | (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> |
| 13:00 – 14:30 | <i>Welcome lunch for speakers: Victoria Room III, 3/F, Regal Hongkong Hotel</i> <i>Complimentary lunch for participants: Cafe Rivoli, 1/F, Regal Hongkong Hotel</i> | |
| 14:30 – 16:30 | (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> |
| 16:30 – 16:45 | <i>Break</i> | |
| 16:45 – 17:45 | 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> |

Day 2 (5 December 2023, Tuesday)

Venue: Monaco Room, Basement 1, Regal Hongkong Hotel, 88 Yee Wo St, Causeway Bay, Hong Kong

| Time | Programme | Speaker |
|---------------|--|--|
| 09:00 – 10:00 | Planning of Anti-tobacco Publicity Programme | Dr Becky FREEMAN <i>Associate Professor, School of Public Health, The University of Sydney, Australia</i> |
| 10:00 – 10:15 | <i>Break</i> | |
| 10:15 – 12:00 | Tobacco Dependence Management – Implementation and Integration of Tobacco Treatment into Healthcare | Dr Michael V. BURKE <i>Assistant Professor, Mayo Clinic College of Medicine & Science, USA Emeritus Program Supervisor, Mayo Clinic Nicotine Dependence Centre, USA</i> |
| 12:00 – 13:00 | <i>Complimentary lunch for speakers and participants: Cafe Rivoli, 1/F, Regal Hongkong Hotel</i> | |
| 13:00 – 14:45 | Motivational Interviewing – Behavioral Change Techniques and Application in Digital Platform | Dr Michael V. BURKE <i>Assistant Professor, Mayo Clinic College of Medicine & Science, USA Emeritus Program Supervisor, Mayo Clinic Nicotine Dependence Centre, USA</i> |
| 14:45 – 15:00 | <i>Break</i> | |
| 15:00 – 16:00 | Tobacco Taxation Policy <i>(Dr Ross will be on Zoom)</i> | Dr Hana ROSS <i>Principal Research Officer, School of Economics, University of Cape Town, South Africa</i> |
| 16:00 – 16:45 | Smoking Cessation Programme in Hong Kong | Dr KWAN See Lai, Janet <i>Senior Medical & Health Officer, Tobacco and Alcohol Control Office, Department of Health, HKSAR (China)</i> |

Day 3 (6 December 2023, Wednesday)

Venue: Monaco Room, Basement 1, Regal Hongkong Hotel, 88 Yee Wo St, Causeway Bay, Hong Kong

| Time | Programme | Speaker |
|---------------|---|--|
| 08:30 – 09:15 | (I) Training of Inspectors and Handling of Uncooperative Offenders (II) Building Up Enforcement Mechanism of Tobacco Control – Hong Kong Experience | Mr CHENG Shiu Kin, Simon <i>Chief Inspector of Police, Tobacco and Alcohol Control Office, Department of Health, HKSAR (China)</i> |
| 09:15 – 10:00 | Promoting the Delivery of Smoking Cessation Support by Healthcare Professionals | Dr KWAN See Lai, Janet <i>Senior Medical & Health Officer, Tobacco and Alcohol Control Office, Department of Health, HKSAR (China)</i> |
| 10:00 – 10:15 | <i>Break</i> | |
| 10:15 – 11:15 | (I) Brief Advice and Practical Counselling Skills (II) Community-based Smoking Cessation Service | Dr CHING Kam Wing, Joe <i>Specialist in Family Medicine, Tung Wah Group of Hospitals</i> |
| 11:15 – 11:30 | <i>Break</i> | |
| 11:30 – 13:30 | (I) Smoking Related Surveys in Hong Kong – How to Plan and Conduct Surveys on Smoking (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> |
| 13:30 – 14:30 | <i>Complimentary lunch for speakers and participants: Cafe Rivoli, 1/F, Regal Hongkong Hotel</i> | |
| 14:30 – 15:30 | Role of Non-governmental Organization in Advocacy for Legislation Proposed for Banning of Alternative Smoking Products | Mr Henry TONG Sau-chai, MH, JP <i>Chairman, Hong Kong Council on Smoking and Health</i> |
| 15:30 – 17:00 | Preparation for Participant Presentation Session | |

Day 4 (7 December 2023, Thursday)

Venue: Regal Ballroom, Basement 1, Regal Hongkong Hotel, 88 Yee Wo St, Causeway Bay, Hong Kong

| Time | Programme | Speaker |
|---------------|---|---|
| 09:00 – 13:15 | 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 | Facilitators: <ul style="list-style-type: none"> 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> Dr CHAN Ho Yeung, Brandford <i>Scientific Officer (Medical), Tobacco and Alcohol Control Office, Department of Health, HKSAR (China)</i> |
| 13:15 – 14:15 | <i>Complimentary lunch for speakers and participants: Cafe Rivoli, 1/F, Regal Hongkong Hotel</i> | |
| 14:15 – 15:15 | 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> |
| 15:15 – 15:20 | Closing Remarks* | Mr YU Xuejun <i>Vice-minister, National Health Commission of the PRC</i> |
| 15:20 – 15:25 | Closing Remarks* | Prof LO Chung Mau, BBS, JP <i>Secretary for Health, Health Bureau, HKSAR (China)</i> |
| 15:25 – 15:30 | Closing Remarks* | Dr Hiromasa OKAYASU <i>Director, Division of Healthy Environments and Populations, WHO Regional Office for the Western Pacific</i> |
| 15:30 – 15:45 | <i>Photo-taking session (all guests and participants will remain in their seats)</i> | |

*Supported by simultaneous interpretation in English and Putonghua.

Day 5 (8 December 2023, Friday)

| Time | Visit to Community-based Smoking Cessation Clinics |
|---------------|--|
| 09:00 – 09:15 | <i>Assembly: Lobby, G/F, Regal Hongkong Hotel, 88 Yee Wo St, Causeway Bay, Hong Kong</i> |
| 09:15 – 09:45 | <i>Transit: From: Regal Hongkong Hotel To: Flat 127-129, G/F, Lam Shek House, Ping Shek Estate, Kwun Tong, Kowloon</i> |
| 09:45 – 11:15 | Pok Oi Hospital <ul style="list-style-type: none"> • Smoking Cessation Clinic • Chinese Medicine Community Clinic • Mobile Smoking Cessation Clinic |
| 11:15 – 11:30 | <i>Transit: From: Ping Shek Estate To: Tung Po, No.2, Tsat Po Street, San Po Kong, Wong Tai Sin, Kowloon</i> |
| 11:30 – 12:30 | Tung Wah Group of Hospitals <ul style="list-style-type: none"> • Mobile Smoking Cessation Clinic |
| 12:30 – 13:00 | <i>Transit: From: Tung Po To: Regal Hongkong Hotel, 88 Yee Wo St, Causeway Bay, Hong Kong</i> |