

## **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)**

**2025**

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**

Regulators and middle-managers in tobacco control and smoking cessation working in the government or non-governmental organisations, as well as clinical or frontline healthcare professionals with interests in tobacco control 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
- Breakout sessions related to smoking cessation and tobacco enforcement

## **Requirements**

- The programme will be conducted in English. Proficiency level in English is required
- Participants are required to give presentations on Day 5
- Participants with experience in tobacco control-related field or smoking cessation are preferred

**Day 1: 13 October 2025 (Monday)**

<b>Time</b>	<b>Programme</b>	<b>Speaker</b>
09:00 – 09:05	Opening Remarks	Dr LAM Man Chung, Manny <i>Head, Tobacco and Alcohol Control Office, Department of Health, HKSAR (China)</i>
09:05 – 09:10	Opening Remarks	Ms Mina KASHIWABARA <i>Technical Lead, Tobacco Free Initiative, WHO Regional Office for the Western Pacific</i>
09:10 – 09:40	Latest Situation of Tobacco Control in the Western Pacific Region	Ms Mina KASHIWABARA <i>Technical Lead, Tobacco Free Initiative, WHO Regional Office for the Western Pacific</i>
09:40 – 09:55	<i>Break</i>	
09:55 – 10:05	Self-introduction of Participants	
10:05 – 11:50	(I) The History and Future of Tobacco Control (II) Overcoming Obstacles to Tobacco Control	<i>Prof Judith MACKAY, SBS, OBE, JP Director, Asian Consultancy on Tobacco Control Senior Policy Advisor, WHO</i>
11:50 – 12:00	<i>Break</i>	
12:00 – 13:00	Tobacco Industry Advertising and Promotion	Dr Becky FREEMAN <i>Professor, School of Public Health, The University of Sydney, Australia</i>

Day 2: 14 October 2025 (Tuesday)		
Parallel Sessions	Smoking Cessation	Tobacco Enforcement
09:00 – 09:45	<p>Motivational Interviewing</p> <p>Speaker: Ms Therese SHUMAKER <i>Senior Patient Education Specialist, Mayo Clinic, United States</i></p>	<p>Brief Introduction on Tobacco Enforcement</p> <p>Speaker: Ms Joanna TAM <i>Chief Tobacco &amp; Alcohol Control Inspector, Tobacco and Alcohol Control Office, Department of Health, HKSAR (China)</i></p> <p>Enforcement of Smoking Ban and Tobacco Advertisement Ban</p> <p>Speaker: Mr Victor YEUNG <i>Senior Tobacco &amp; Alcohol Control Inspector, Tobacco and Alcohol Control Office, Department of Health, HKSAR (China)</i></p>
09:45 – 10:00	<i>Break</i>	
10:00 – 10:45	<p>Pharmacotherapy for Tobacco Dependence</p> <p>Speaker: Ms Therese SHUMAKER <i>Senior Patient Education Specialist, Mayo Clinic, United States</i></p>	<p>Challenges of Interdicting Import and Sales of Alternative Smoking Products</p> <p>Speaker: Mr WONG Kwok Keung / Mr WONG Po Shu <i>Senior Tobacco &amp; Alcohol Control Inspector, Tobacco and Alcohol Control Office, Department of Health, HKSAR (China)</i></p>
10:45 – 11:00	<i>Break</i>	
11:00 – 11:45	<p>Treating Smokers in Real-world Situation</p> <p>Speaker: Ms Therese SHUMAKER <i>Senior Patient Education Specialist, Mayo Clinic, United States</i></p>	<p>Enforcement against Online Sales of Alternative Smoking Products</p> <p>Speaker: Ms CHEUNG Chau Ha, Joanne <i>Administrative Assistant (Enforcement), Tobacco and Alcohol Control Office, Department of Health, HKSAR (China)</i></p>
11:45 – 12:00	<i>Break</i>	

12:00 – 13:00	<p>(I) Brief Advice and Practical Counselling Skills</p> <p>(II) Community-based Smoking Cessation Service</p> <p>Speaker: Dr CHING Kam Wing, Joe <i>Specialist in Family Medicine, Tung Wah Group of Hospitals</i></p>	<p>Establishing an Enforcement Unit of Tobacco Control and Training of Inspectors – Hong Kong Experience</p> <p>Speaker: Ms LAU Siu Gee, Eva <i>Chief Inspector of Police, Tobacco and Alcohol Control Office, Department of Health, HKSAR (China)</i></p>
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**Day 3: 15 October 2025 (Wednesday)**

<b>Parallel Sessions</b>	<b>Smoking Cessation</b>	<b>Tobacco Enforcement</b>
09:00 – 09:45	(I) Smoking Cessation Programme in Hong Kong  (II) Capacity Building on Smoking Cessation for Healthcare Professionals  Speaker: Dr CHIANG Hoi Kar, Lilian <i>Senior Medical &amp; Health Officer,            Tobacco and Alcohol Control Office,            Department of Health, HKSAR (China)</i>	Designation of Statutory No Smoking Areas    Speaker: Ms HO Lai Wa, Agnes <i>Land Surveyor, Tobacco and Alcohol Control Office, Department of Health, HKSAR (China)</i>
<b>End of Parallel Sessions</b>		
09:45 – 10:00	<i>Break</i>	
<b>Time</b>	<b>Programme</b>	<b>Speaker</b>
10:00 – 12:15	(I) How to Evaluate Smoking Cessation Programme/Services – Evaluation Tools  (II) Smoking Related Surveys in Hong Kong – How to Plan and Conduct Surveys on Smoking	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>
12:15 – 12:30	<i>Break</i>	
12:30 – 13:30	Tobacco Taxation Policy	Dr Hana ROSS <i>Principal Research Officer, School of Economics, University of Cape Town, South Africa</i>

**Day 4: 16 October 2025 (Thursday)**

<b>Time</b>	<b>Programme</b>	<b>Speaker</b>
08:30 – 09:30	Planning of Anti-tobacco Publicity Programme	Dr Becky FREEMAN <i>Professor, School of Public Health, The University of Sydney, Australia</i>
09:30 – 09:45	<i>Break</i>	
09:45 – 10:45	New Challenges in Tobacco Control: Electronic Cigarettes & Heated Tobacco Products	Dr Becky FREEMAN <i>Professor, School of Public Health, The University of Sydney, Australia</i>
10:45 – 11:00	<i>Break</i>	
11:00 – 12:00	Plain Packaging Case Study	Dr Becky FREEMAN <i>Professor, School of Public Health, The University of Sydney, Australia</i>
12:00 – 12:15	<i>Break</i>	
12:15 – 13:15	Role of Non-governmental Organisations in Advocacy on Tobacco Control	Mr Henry TONG Sau-chai, BBS, MH, JP <i>Chairman, Hong Kong Council on Smoking and Health</i>
13:15 – 14:00	<b>Submission of Presentation Materials</b>	

<b>Day 5: 17 October 2025 (Friday)</b>		
<b>Time</b>	<b>Programme</b>	<b>Speaker</b>
09:00 – 10:00	Tobacco Control – New Challenges	Prof Judith MACKAY, SBS, OBE, JP <i>Director, Asian Consultancy on Tobacco Control Senior Policy Advisor, WHO</i>
10:00 – 10:15	<i>Break</i>	
10:15 – 12:50	Participant Presentation Session <ul style="list-style-type: none"> <li>• Current Tobacco Control in Your Country / Area</li> <li>• Improve Tobacco Control in Your Country / Area</li> </ul>	Facilitators: <ul style="list-style-type: none"> <li>• Prof Judith MACKAY, SBS, OBE, JP</li> <li>• Dr CHAN Ho Yeung, Brandford Scientific Officer (Medical), Tobacco and Alcohol Control Office, Department of Health, HKSAR (China)</li> </ul>
12:50 – 12:55	Closing Remarks	Dr CHIANG Hoi Kar, Lilian <i>Senior Medical &amp; Health Officer, Tobacco and Alcohol Control Office, Department of Health, HKSAR (China)</i>
12:55 – 13:00	<i>Photo-taking Session (on zoom)</i>	