

WHO Fellowship Programme on Tobacco Control

**by Tobacco Control Office, Department of Health, WHO
Collaborating Centre for Smoking Cessation and Treatment
of Tobacco Dependence, Hong Kong SAR, China**

18-22 November, 2013

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 West-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 enforcement strategies against smoking
- 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 tobacco control leaders in Hong Kong
- Field visits to various cessation services
- Workshop on enforcement of smoking offence

Requirements

- The programme will be conducted in English. Proficiency in English is required.
- Fellows are required to make a 10-15 minute presentation on "Experience Sharing on Tobacco Control".
- Fellows are required to submit a report after the programme.
- Fellows should have experience in tobacco control-related field.

18 th November, 2013 (MONDAY)		
Time	Programme	Speaker
9:00 – 9:30	Registration	
9:30 – 9:35	Welcome remarks and Opening address	Prof Sophia CHAN <i>Under Secretary for Food and Health</i>
9:35 – 9:40	Opening address	Dr. Carmen Audera-Lopez <i>Acting Team Leader, Tobacco Free Initiative, WHO Regional Office for the Western Pacific</i>
9:40 – 9:55	Introduction of programme	Dr Christine WONG <i>Head, Tobacco Control Office (TCO)</i>
	Participants self-introduction	Participants
9:55 – 10:00	Group Photo	
10:00 – 10:30	Tea Break	
10:30 – 11:15	Latest Situation of Tobacco Control in the Western Pacific Region	Dr. Carmen Audera-Lopez <i>Acting Team Leader, Tobacco Free Initiative, WHO Regional Office for the Western Pacific</i>
11:15 – 12:00	Tobacco Control, the MPOWER approach – Hong Kong Experience	Dr Christine WONG, <i>Head, TCO</i>
12:00 – 12:45	Role of COSH in advocacy and publicity against	Ms Lisa LAU,

	tobacco use in Hong Kong	<i>Chairman, Hong Kong Council on Smoking and Health</i>
12:45 – 14:00	<i>Welcome Lunch</i>	
14:00 – 14:30	Enforcement strategies and evaluations, Hong Kong Experience	Dr Christine WONG, <i>Head, TCO</i>
14:30 – 15:15	Workshop on enforcement in Hong Kong (Part I) - <i>Fixed penalty system for smoking offence</i>	Dr Patrick LO, Mr Stephen TSOI TCO
15:15 – 15:30	<i>Tea break</i>	
15:30 – 16:00	Workshop on enforcement in Hong Kong (Part II) - <i>Training of enforcement officers</i> - <i>Handling of uncooperative offenders</i>	Mr Onyx Lau, <i>Chief Inspector of Police, TCO</i>
16:00 – 17:30	Field visit to statutory non-smoking area	TCO

19 th November, 2013 (TUESDAY)		
Time	Programme	Speaker
9:00 – 10:30	Evidence-based practices and evaluation of smoking cessation services	Prof TH LAM, <i>Professor in Public Health, School of Public Health, the University of Hong Kong</i>
10:30 – 11:00	<i>Tea break</i>	
11:00 – 11:45	How to run smoking cessation services: a primary care setting	Dr Wing Kwan LAM <i>Senior Medical Officer, Families Clinic, Department of Health</i>
11:45 – 12:30	How to run smoking cessation services: a community based smoking cessation centre	Ms Helen CHAN, <i>Centre supervisor, Tung Wah Groups of Hospitals (TWGHs)</i>
12:30 – 14:00	<i>Lunch Buffet</i>	
14:00 – 15:30	Management of tobacco dependence: 1. <i>Brief advice</i> 2. <i>Motivational interviewing and counselling skills</i>	Dr Kam Wing CHING, <i>Medical doctor, TWGHs</i> Ms Jeanny TAM, <i>Clinical psychologist, TWGHs</i>
15:30 – 16:00	<i>Tea break</i>	
16:00 – 17:30	3. <i>Group exercise and role play</i>	Dr Kam Wing CHING, Ms Jeanny TAM, <i>TWGHs</i>

20th November, 2013 (WEDNESDAY)

Time	Programme	Speaker
9:00 – 10:30	Management of tobacco dependence: <i>4. Pharmacotherapy</i>	Dr David McFadden, <i>Nicotine Dependence Center, Mayo Clinic, United States</i>
10:30-11:00	<i>Tea break</i>	
11:00 – 12:30	<i>5. Special target groups (tobacco use during pregnancy, pediatric settings and ethnic minorities)</i> <i>6. Use of ENDS for smoking cessation?</i>	Dr David McFadden, <i>Nicotine Dependence Center, Mayo Clinic, United States</i>
12:30 – 14:00	<i>Lunch Buffet</i>	
14:00 – 15:00	Impact of taxation and pictorial warning on smoking cessation and its implication on tobacco use	Dr Homer TSO, <i>Winner of WHO Director-General's Award for Leadership in Global Tobacco Control</i>
15:00 – 15:30	<i>Tea break</i>	
15:30 – 17:30	Visit to community-based smoking cessation clinics: <i>(Tung Wah Group of Hospital clinic and Pok Oi Hospital mobile clinic)</i>	TCO

21st November, 2013 (THURSDAY)

Time	Programme		Speaker
8:30 – 9:15	Introduction to Smoking related surveys in Hong Kong		Dr Edmond Ma, TCO Mr Peter TSOI, <i>Senior Statistician, Food and Health Bureau</i>
9:30 – 12:30	Seminar on Smoking Cessation (co-organized by TCO & TWGHs)	Visit to Life Education Activity Programme <i>(a school-based smoking prevention programme)</i>	
12:30 – 14:15	<i>Lunch Buffet</i>		
14:15 – 15:00	The endgame: global and Asian perspective		Prof Judith MACKAY, <i>Senior Advisor to WHO, Director, Asia Consultancy of Tobacco Control</i>
15:00 – 15:15	<i>Tea break</i>		
15:15 – 17:15	Tobacco Control in your country – Experience sharing <i>Facilitator: Prof Judith MACKAY</i>		<i>Participants</i>

22nd November, 2013 (FRIDAY)

Time	Programme	Speaker
9:30 – 10:30	Operation of quitlines, Australia's experience	Ms Fiona SHARKIE, <i>Executive Director, Quit Victoria, Australia</i>
10:30 – 11:00	<i>Tea break</i>	
11:00 – 12:00	Smoking cessation using new media and online platform	Ms Fiona SHARKIE, <i>Executive Director, Quit Victoria, Australia</i>
12:00 – 13:30	<i>Lunch Buffet</i>	
13:30 – 14:30	"Specific challenges: e-cigarettes, interference from the tobacco industry, crop diversification"	Prof Judith MACKAY, <i>Senior Advisor to WHO, Director, Asia Consultancy of Tobacco Control</i>
14:30 – 14:45	<i>Tea break</i>	
14:45 – 16:45	Tobacco Control in your country – Experience sharing <i>Facilitator: Prof Judith MACKAY</i>	Participants
16:45 – 17:00	Closing remarks	