

Fellowship Programme on Tobacco Control

**by WHO Collaborating Centre for Smoking Cessation and
Treatment of Tobacco Dependence,**

Tobacco Control Office, Department of Health,

Hong Kong SAR, China

17-21 November, 2014

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 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 organizations in advocacy and health promotion for tobacco control

Format

- Talks and presentations by international and Hong Kong tobacco control leaders
- Field visits to various cessation services
- Workshop on enforcement of smoke free policies

Requirements

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

| 17th November, 2014 (MONDAY) | | |
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| Time | Programme | Speaker |
| 8:50 – 9:15 | Registration | |
| 9:15 – 9:20 | Welcome remarks | Dr Sarah CHOI <i>Assistant Director of Health (Special Health Services)</i> |
| 9:20 – 9:25 | Opening address | Mr James RARICK <i>Technical Officer, Tobacco Free Initiative, WHO Regional Office for the Western Pacific</i> |
| 9:25 – 9:40 | Introduction of programme | Head, Tobacco Control Office (TCO) |
| | Participants self-introduction | Participants |
| 9:40 – 10:00 | Group Photo | |
| 10:00 – 10:15 | <i>Break</i> | |
| 10:15 – 11:00 | Latest Situation of Tobacco Control in the Western Pacific Region and brief update on COP6 | Mr James RARICK <i>Technical Officer, Tobacco Free Initiative, WHO Regional Office for the Western Pacific</i> |
| 11:00 – 12:30 | Treating Tobacco Dependence in a Medical Setting | Prof Richard HURT <i>Nicotine Dependence Center, Mayo Clinic, United States</i> |
| 12:30 – 13:30 | <i>Welcome Lunch</i> | |
| 13:30 – 15:00 | Treating Special Populations of Smokers | Prof Richard HURT <i>Nicotine Dependence Center, Mayo Clinic, United States</i> |
| 15:00 – 15:15 | <i>Break</i> | |
| 15:15 – 16:45 | Pharmacotherapy for Tobacco Dependence Do ENDS have a role in smoking cessation? | Prof Richard HURT <i>Nicotine Dependence Center, Mayo Clinic, United States</i> |

| 18th November, 2014 (TUESDAY) | | |
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| Time | Programme | Speaker |
| 8:45 – 10:00 | Australia's Experience in Tobacco Control | Prof Simon CHAPMAN <i>Professor in Public Health, the University of Sydney</i> |
| 10:00 – 10:15 | <i>Break</i> | |
| 10:15 – 11:15 | Unassisted smoking cessation | Prof Simon CHAPMAN <i>Professor in Public Health, the University of Sydney</i> |
| 11:15 – 12:15 | New challenges in tobacco control: e-cigarettes | Prof Simon CHAPMAN <i>Professor in Public Health, the University of Sydney</i> |
| 12:15 – 13:15 | <i>Lunch</i> | |
| 13:15 – 14:45 | How to get your papers published in journals – the Do's and Don'ts | Prof Simon CHAPMAN <i>Professor in Public Health, the University of Sydney</i> |
| 14:45 – 15:00 | <i>Break</i> | |
| 15:00 – 17:30 | Tobacco Control in your country – Experience sharing <i>Facilitator: Prof Judith MACKAY</i> | Participants |

| 19th November, 2014 (WEDNESDAY) | | |
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| Time | Programme | Speaker |
| 9:00 – 9:45 | Tobacco Control, the MPOWER approach – Hong Kong Experience | Head, <i>TCO</i> |
| 9:45 – 10:30 | How to run smoking cessation services in primary care clinic and vs community based smoking cessation centre | Dr Wing Kwan LAM <i>Senior Medical Officer, Families Clinic, Department of Health</i> Ms Helen CHAN <i>Centre supervisor, Tung Wah Groups of Hospitals (TWGHs)</i> |
| 10:30 – 10:45 | <i>Break</i> | |
| 10:45 – 12:15 | Brief advice & Motivational interviewing and counselling skills | Dr Kam Wing CHING <i>Medical doctor, TWGHs</i> Ms Jeanny TAM <i>Clinical psychologist, TWGHs</i> |
| 12:15 – 13:30 | <i>Lunch</i> | |
| 13:30 – 14:15 | Quitline as part of comprehensive tobacco control programme | Dr Winnie AU <i>Senior Medical Officer, TCO</i> Ms CHEUNG Yuen Kwan <i>Nursing Officer, TCO</i> |
| 14:15 – 17:00 | Visit to community-based smoking cessation clinics: <i>(Tung Wah Group of Hospital clinic and Pok Oi Hospital clinic)</i> | TCO |

| 20 th November, 2014 (THURSDAY) | | |
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| Time | Programme | Speaker |
| 9:00 – 10:30 | 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> |
| 10:30 – 10:45 | <i>Break</i> | |
| 10:45 – 12:30 | Smoking related Surveys in Hong Kong - <i>How to plan and conduct surveys on smoking</i> Role of research in tobacco control | Prof TH LAM <i>Professor in Public Health, School of Public Health, the University of Hong Kong</i> |
| 12:30 – 14:00 | <i>Lunch</i> | |
| 14:00 – 14:30 | Enforcement strategies and evaluations, Hong Kong Experience | Head, TCO |
| 14:30 – 15:15 | Workshop on enforcement in Hong Kong (Part I) - <i>Fixed penalty system for smoking offence</i> | Dr Patrick LO <i>Senior Medical Officer, TCO</i> Mr Steven TSOI <i>Project Manager, TCO</i> |
| 15:15 – 15:30 | <i>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. William WONG <i>Chief Inspector of Police, TCO</i> |
| 16:00 – 17:30 | Field visit to statutory non-smoking area: Victoria Park | TCO |

| 21st November, 2013 (FRIDAY) | | |
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| Time | Programme | Speaker |
| 9:00 – 10:00 | Role of COSH in advocacy, education and publicity against tobacco use in Hong Kong | <i>Hong Kong Council on Smoking and Health (COSH)</i> |
| 10:00 – 10:45 | School-based education programme on tobacco control | Ms Vence POON <i>Senior Education Officer, Life Education Activity Programme</i> |
| 10:45 – 11:00 | <i>Break</i> | |
| 11:00 – 12:00 | Smoking Cessation Project for Ethnic Minority Groups and New Immigrants | Dr Sharmila GURUNG <i>Service Manager, United Christian Nethersole Community Health Service</i> |
| 12:00 – 13:00 | <i>Lunch</i> | |
| 13:00 – 15:00 | Specific challenges: interference from the tobacco industry Various sources of funding support on tobacco control | Prof Judith MACKAY <i>Senior Advisor to WHO, Senior Advisor, World Lung Foundation, Director, Asia Consultancy on Tobacco Control</i> |
| 15:00 – 15:15 | <i>Break</i> | |
| 15:15 – 16:15 | The endgame: global and Asian perspective | Prof Judith MACKAY <i>Senior Advisor to WHO, Senior Advisor, World Lung Foundation, Director, Asia Consultancy on Tobacco Control</i> |
| 16:15 – 17:00 | Closing remarks Group photo/discussion | |