

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**

30 November – 4 December 2015

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 Western 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 submit an individual report and make a 10-15 minute presentation on "Experience Sharing on Tobacco Control" on 4 December 2015
- Fellows should have experience in tobacco control-related field

30 November 2015 (Monday)		
Time	Programme	Speaker
8:50 – 9:15	Registration	
9:15 – 9:25	Welcome remarks	Dr Sarah CHOI <i>Assistant Director of Health (Special Health Services)</i>
9:25 – 9:35	Opening address	Mr Kelvin KHOW Chuan Heng <i>Acting Coordinator, Tobacco Free Initiative (TFI), WHO Regional Office for the Western Pacific (WHO WPRO)</i>
9:35 – 9:45	Introduction of programme	Dr LEE Pui Man <i>Head, Tobacco Control Office (TCO)</i>
9:45 – 10:00	Participants self-introduction	Participants
10:00 – 10:15	Group Photo	
10:15 – 10:30	<i>Break</i>	
10:30 – 11:15	Latest Situation of Tobacco Control in the Western Pacific Region	Mr Kelvin KHOW Chuan Heng <i>Acting Coordinator, TFI, WHO WPRO</i>
11:15 – 12:45	Pharmacotherapy for Tobacco Dependence	Dr David D. MCFADDEN <i>Consultant, Nicotine Dependence Center, Mayo Clinic, United States</i>
12:45 – 14:15	<i>Lunch</i>	
14:15 – 15:30	Treating Special Populations of Smokers	Dr David D. MCFADDEN <i>Consultant, Nicotine Dependence Center, Mayo Clinic, United States</i>
15:30 – 15:45	<i>Break</i>	
15:45 – 17:00	Building and Sustaining Tobacco Treatment Services	Dr David D. MCFADDEN <i>Consultant, Nicotine Dependence Center, Mayo Clinic, United States</i>

1 December 2015 (Tuesday)		
Time	Programme	Speaker
9:00 – 10:00	Tobacco Control: Evaluation of Plain Packaging – Australian Experience	Prof Simon CHAPMAN <i>Professor in Public Health, the University of Sydney</i>
10:00 – 11:00	Unassisted Smoking Cessation	Prof Simon CHAPMAN <i>Professor in Public Health, the University of Sydney</i>
11:00 – 11:15	<i>Break</i>	
11:15 – 12:30	New Challenges in Tobacco Control: Electronic Cigarettes	Prof Simon CHAPMAN <i>Professor in Public Health, the University of Sydney</i>
12:30 – 13:30	<i>Lunch</i>	
13:30 – 14:45	Advocacy for Health - the Strategic Use of Mass Media	Prof Simon CHAPMAN <i>Professor in Public Health, the University of Sydney</i>
14:45 – 15:00	<i>Break</i>	
15:00 – 17:00	(I) The History and Future of Tobacco Control (II) Interference from the Tobacco Industry	Prof Judith MACKAY <i>Senior Advisor, WHO</i> <i>Senior Advisor, World Lung Foundation</i> <i>Director, Asia Consultancy on Tobacco Control</i>

2 December 2015 (Wednesday)

Time	Programme	Speaker
9:00 – 9:45	Tobacco Control, the MPOWER Approach – Hong Kong Experience	Dr LEE Pui Man <i>Head, TCO</i>
9:45 – 10:15	How to Run Smoking Cessation Services in Primary Care Setting	Dr LAM Wing Kwan <i>Senior Medical Officer, Families Clinic, Department of Health</i>
10:15 – 10:30	<i>Break</i>	
10:30 – 11:30	Community-based Smoking Cessation Service	Dr HO Kin Sang, Raymond <i>Medical Officer, Tung Wah Group of Hospitals (TWGHs)</i>
11:30 – 12:30	Brief Advice and Practical Counseling Skills	Dr CHING Kam Wing <i>Medical Officer, TWGHs</i>
12:30 – 13:30	<i>Lunch</i>	
13:30 – 14:15	Quitline as Part of Comprehensive Tobacco Control Programme	Dr Eddie SIN <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	TWGHs Clinic Pok Oi Hospital Clinic

3 December 2015 (Thursday)

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 – 12:45	(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	Prof TH LAM <i>Professor in Public Health, School of Public Health, the University of Hong Kong</i>
12:45 – 13:45	<i>Lunch</i>	
13:45 – 14:15	Enforcement Strategies and Evaluations, Hong Kong Experience	Dr Patrick LO <i>Senior Medical Officer, TCO</i>
14:15 – 15:00	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>
15:00 – 15:15	<i>Break</i>	
15:15 – 15:45	Workshop on Enforcement in Hong Kong (Part II) - <i>Training of Enforcement Officers</i> - <i>Handling of Uncooperative Offenders</i>	Mr Francis CHEUNG <i>Chief Inspector of Police, TCO</i>
15:45 – 17:00	Field Visit to Statutory Non-smoking Areas	TCO

4 December 2015 (Friday)		
Time	Programme	Speaker
9:00 – 10:00	Role of COSH in Advocacy, Education and Publicity against Tobacco Use in Hong Kong	Mr Antonio KWONG <i>Chairman, Hong Kong Council on Smoking and Health (COSH)</i>
10:00 – 10:45	School-based Education Programme on Tobacco Control	Ms LAU Man Chung, Nita <i>Senior Educator, Life Education Activity Programme</i>
10:45 – 11:00	<i>Break</i>	
11:00 – 11:45	Smoking Cessation Project for Ethnic Minority Groups and New Immigrants	Dr Sharmila GURUNG <i>Service Manager, United Christian Nethersole Community Health Service</i>
11:45 – 12:45	Various Sources of Funding Support on Tobacco Control	Prof Judith MACKAY <i>Senior Advisor, WHO Senior Advisor, World Lung Foundation, Director, Asia Consultancy on Tobacco Control</i>
12:45 – 13:45	<i>Lunch</i>	
13:45 – 15:00	Tobacco Control in Your Country – Experience Sharing (Part I) <i>Facilitator: Prof Judith MACKAY</i>	Participants
15:00 – 15:15	<i>Break</i>	
15:15 – 16:45	Tobacco Control in Your Country – Experience Sharing (Part II) <i>Facilitator: Prof Judith MACKAY</i>	Participants
16:45 – 17:00	Closing remarks	