

## **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**

**14 – 18 November 2016**

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 give presentation on Day 2 and Day 5
- Fellows should have experience in tobacco control-related field

<b>14 November 2016 (Monday)</b>		
<b>Time</b>	<b>Programme</b>	<b>Speaker</b>
9:00 – 9:30	Registration	
9:30 – 9:35	Welcome remarks	Dr Tina CHAN <i>Assistant Director of Health</i>
9:35 – 9:40	Opening address	Mr James RARICK <i>Technical Officer, Team Leader NCDs and Health throughout the Life Course WHO Cambodia</i>
9:40 – 9:50	Introduction of programme	Dr LEE Pui Man, Jeff <i>Head, Tobacco Control Office (TCO)</i>
9:50 – 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 James RARICK <i>Technical Officer, Team Leader NCDs and Health throughout the Life Course WHO Cambodia</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>

<b>15 November 2016 (Tuesday)</b>		
<b>Time</b>	<b>Programme</b>	<b>Speaker</b>
9:00 – 10:00	Tobacco Control: Evaluation of Plain Packaging – Australian Experience	Prof Simon CHAPMAN, AO <i>Emeritus Professor in Public Health, The University of Sydney, Australia</i>
10:00 – 11:00	Unassisted Smoking Cessation	Prof Simon CHAPMAN, AO <i>Emeritus Professor in Public Health, The University of Sydney, Australia</i>
11:00 – 11:15	<i>Break</i>	
11:15 – 12:15	New Challenges in Tobacco Control: Electronic Cigarettes	Prof Simon CHAPMAN, AO <i>Emeritus Professor in Public Health, The University of Sydney, Australia</i>
12:15 – 13:15	<i>Lunch</i>	
13:15 – 14:15	Advocacy for Health - the Strategic Use of Mass Media	Prof Simon CHAPMAN, AO <i>Emeritus Professor in Public Health, The University of Sydney, Australia</i>
14:15 – 15:15	The History and Future of Tobacco Control	Prof Judith MACKAY, SBS, OBE, JP <i>Senior Advisor, WHO</i> <i>Senior Advisor, Vital Strategies</i> <i>Director, Asia Consultancy on Tobacco Control</i>
15:15 – 16:00	Participant presentation session: Current Tobacco Control in Your Country/ Area – Experience Sharing (Part I)	Participants <i>(Facilitator: Prof Judith MACKAY, SBS, OBE, JP)</i>
16:00 – 16:15	<i>Break</i>	
16:15 – 17:00	Participant presentation session: Current Tobacco Control in Your Country/ Area – Experience Sharing (Part II)	Participants <i>(Facilitator: Prof Judith MACKAY, SBS, OBE, JP)</i>

<b>16 November 2016 (Wednesday)</b>		
<b>Time</b>	<b>Programme</b>	<b>Speaker</b>
9:00 – 10:00	Role of COSH in Advocacy, Education and Publicity against Tobacco Use in Hong Kong	Mr Antonio KWONG, MH <i>Chairman, Hong Kong Council on Smoking and Health (COSH)</i>
10:00 – 10:45	Tobacco Control, the MPOWER Approach – Hong Kong Experience	Dr LEE Pui Man, Jeff <i>Head, TCO</i>
10:45 – 11:00	<i>Break</i>	
11:00 – 12:00	Brief Advice and Practical Counseling Skills	Dr CHING Kam Wing <i>Medical Officer, Tung Wah Group of Hospitals (TWGHs)</i>
12:00 – 13:00	Community-based Smoking Cessation Service	Dr HO Kin Sang, Raymond <i>Medical Officer, TWGHs</i>
13:00 – 14:00	<i>Lunch</i>	
14:00 – 17:00	Visit to Community-based Smoking Cessation Clinics	TWGHs Clinic Pok Oi Hospital Clinic

<b>17 November 2016 (Thursday)</b>		
<b>Time</b>	<b>Programme</b>	<b>Speaker</b>
9:00 – 10:30	Impact of Taxation and Pictorial Warning on Smoking Cessation and Its Implication on Tobacco Use	Dr Homer TSO, SBS, JP <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 – Evaluation tools	Prof LAM Tai Hing, BBS, JP <i>Chair Professor of Community Medicine</i>  <i>Sir Robert Kotewall 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 LO Chiu Sing, Patrick <i>Senior Medical Officer, TCO</i>
14:15 – 14:45	Training of Inspectors and Handling of Uncooperative Offenders	Ms SUM Ching Fun, Wayne <i>Chief Inspector of Police (on secondment), TCO</i>
14:45 – 16:00	End of talked programme for the day (Self study/ preparation time)  Participants to make use of the time in the afternoon to prepare the presentation: Your Plan on How to Improve Tobacco Control in Your Country/ Area after attending Fellowship Programme	

<b>18 November 2016 (Friday)</b>		
<b>Time</b>	<b>Programme</b>	<b>Speaker</b>
09:00 – 10:00	Overcoming obstacles to Tobacco Control	Prof Judith MACKAY, SBS, OBE, JP <i>Senior Advisor, WHO</i> <i>Senior Advisor, Vital Strategies</i> <i>Director, Asia Consultancy on Tobacco Control</i>
10:00 – 11:15	Participant presentation session Your Plan on How to Improve Tobacco Control in Your Country/ Area after attending Fellowship Programme (Part I)	Participants <i>(Facilitator: Prof Judith MACKAY, SBS, OBE, JP)</i>
11:15 – 11:30	<i>Break</i>	
11:30 – 12:15	Participant presentation session: Your Plan on How to Improve Tobacco Control in Your Country/ Area after attending Fellowship Programme (Part II)	Participants <i>(Facilitator: Prof Judith MACKAY, SBS, OBE, JP)</i>
12:15 – 13:15	<i>Lunch</i>	
13:15 – 14:30	Closing Remarks and Certificate Presentation	Dr LEE Pui Man, Jeff Head, TCO