

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**

23 – 27 October 2017

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

23 October 2017 (Monday)		
Time	Programme	Speaker
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 Kelvin KHOW Chuan Heng <i>Technical Officer, World Health Organization Office in China</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 – 10:45	Latest Situation of Tobacco Control in the Western Pacific Region	Mr Kelvin KHOW Chuan Heng <i>Technical Officer, World Health Organization Office in China</i>
10:45 – 11:00	<i>Break</i>	
11:00 – 12:30	Pharmacotherapy for Tobacco Dependence	Mr Timothy Milbrandt <i>Lead Counselor, Nicotine Dependence Center, Mayo Clinic, United States</i>
12:30 – 12:45	Group Photo	
12:45 – 14:15	<i>Lunch</i>	
14:15 – 15:30	Treating Special Populations of Smokers	Mr Timothy Milbrandt <i>Lead Counselor, Nicotine Dependence Center, Mayo Clinic, United States</i>
15:30 – 15:45	<i>Break</i>	
15:45 – 17:00	Motivational Interviewing	Mr Timothy Milbrandt <i>Lead Counselor, Nicotine Dependence Center, Mayo Clinic, United States</i>

24 October 2017 (Tuesday)

Time	Programme	Speaker
9:00 – 10:00	Brief Advice and Practical Counseling Skills	Dr CHING Kam Wing <i>Medical Officer, Tung Wah Group of Hospitals (TWGHs)</i>
10:00 – 11:00	Community-based Smoking Cessation Service	Dr HO Kin Sang <i>Medical Officer, TWGHs</i>
11:00 – 11:15	<i>Break</i>	
11:15 – 11:45	Enforcement Strategies and Evaluations – Hong Kong Experience	Dr LAM Man Chung, Manny <i>Senior Medical Officer, TCO</i>
11:45 – 12:15	Training of Inspectors and Handling of Uncooperative Offenders	Mr TSANG Hoi Leung, Cyril <i>Chief Inspector of Police (on secondment), TCO</i>
12:15 – 13:15	<i>Lunch</i>	
13:15 – 13:45	Tobacco Control, the MPOWER Approach – Hong Kong Experience	Dr LEE Pui Man, Jeff <i>Head, Tobacco Control Office (TCO)</i>
13:45 – 14:45	The History and Future of Tobacco Control	Prof Judith MACKAY, SBS, OBE, JP <i>Senior Policy Advisor, WHO Senior Advisor, Vital Strategies Director, Asian Consultancy on Tobacco Control</i>
14:45 – 15:30	Participant presentation session: Current Tobacco Control in Your Country/ Area – Experience Sharing (Part I)	Participants <i>(Facilitator: Prof Judith MACKAY, SBS, OBE, JP)</i>
15:30 – 15:45	<i>Break</i>	
15:45 – 16:30	Participant presentation session: Current Tobacco Control in Your Country/ Area – Experience Sharing (Part II)	Participants <i>(Facilitator: Prof Judith MACKAY, SBS, OBE, JP)</i>

25 October 2017 (Wednesday)		
Time	Programme	Speaker
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 – 11:00	Tobacco Control: Evaluation of Plain Packaging – Australian Experience	Prof Simon CHAPMAN, AO <i>Emeritus Professor in Public Health, The University of Sydney, Australia</i>
11:00 – 11:15	<i>Break</i>	
11:15 – 12:15	Unassisted Smoking Cessation	Prof Simon CHAPMAN, AO <i>Emeritus Professor in Public Health, The University of Sydney, Australia</i>
12:15 – 13:15	New Challenges in Tobacco Control: Electronic Cigarettes	Prof Simon CHAPMAN, AO <i>Emeritus Professor in Public Health, The University of Sydney, Australia</i>
13:15 – 14:15	<i>Lunch</i>	
14:15 – 15:15	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>
15:15 – 16:30	<p>End of talked programme for the day (Self study/ preparation time)</p> <p>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</p>	

26 October 2017 (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, 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 – 17:00	Visit to Community-based Smoking Cessation Clinics	TWGHs Clinic Pok Oi Hospital Clinic

27 October 2017 (Friday)

Time	Programme	Speaker
09:00 – 10:00	Overcoming Obstacles to Tobacco Control	Prof Judith MACKAY, SBS, OBE, JP <i>Senior Policy Advisor, WHO</i> <i>Senior Advisor, Vital Strategies</i> <i>Director, Asian 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>Facilitators:</i> <ul style="list-style-type: none"> ● <i>Prof Judith MACKAY, SBS, OBE, JP</i> ● <i>Mr. Brandford CHAN, Scientific Officer (Medical), TCO</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>Facilitators:</i> <ul style="list-style-type: none"> ● <i>Prof Judith MACKAY, SBS, OBE, JP</i> ● <i>Mr. Brandford CHAN, Scientific Officer (Medical), TCO</i>
12:15 – 13:15	<i>Lunch</i>	
13:15 – 14:15	Tobacco Control – New Challenges	Prof Judith MACKAY, SBS, OBE, JP <i>Senior Policy Advisor, WHO</i> <i>Senior Advisor, Vital Strategies</i> <i>Director, Asian Consultancy on Tobacco Control</i>
14:15 – 15:00	Closing Remarks and Certificate Presentation	Dr LEE Pui Man, Jeff <i>Head, TCO</i>