

# The Union



## Tobacco Control Training

for effective tobacco control policies worldwide



International Union Against  
Tuberculosis and Lung Disease

Department of Tobacco Control

# INTRODUCTION

## ABOUT THE TOBACCO CONTROL TRAINING PROGRAMME

Tobacco use kills over 5 million people annually. The need for capacity building is fundamental for countries wishing to implement tobacco control policies to stave off the tobacco epidemic. The Union's tobacco control training programme aims to contribute to capacity building in low- and middle-income countries by building individual and

organisational skills and confidence to affect progressive change in tobacco control. Supported by the Bloomberg Initiative to Reduce Tobacco Use\*, The Union's Department of Tobacco Control offers a training programme that consists of two complementary streams – technical and management training. This ensures that tobacco con-

trol practitioners not only have the technical skills and knowledge to implement the policies required by the WHO Framework Convention on Tobacco Control (FCTC), but also the managerial competencies to implement tobacco control programmes.

*“The MPOWER workshop helped me understand how connected politics and tobacco control are and the obstacles towards achieving tobacco control laws.”*

Marta Angueira, The Prevention and Tobacco Control Programme, Argentina

\* The Bloomberg Initiative to Reduce Tobacco Use (BI) supports global tobacco control with a focus on 15 low- and middle-income countries that have the greatest number of tobacco users. <http://www.tobaccocontrolgrants.org/Pages/44/About-the-Bloomberg-Initiative>

TECHNICAL TRAINING	MANAGEMENT TRAINING
MPOWER/FCTC overview	Management and Leadership
Protect people from tobacco smoke	Budget and Financial Management
Warn about the dangers of tobacco	Human Resources Management
Enforce bans on tobacco advertising, promotion and sponsorship	Management of Managers
Raise taxes on tobacco	Project Management
Effective coalition building for tobacco control	Training of Trainers
Tobacco-free health care facilities	

## OUR TARGET TRAINING PARTICIPANTS

- ▶ Government representatives responsible for drafting, implementing, enforcing and evaluating tobacco control legislation. These may include legal advisers or members of government drafting committees and other legal bodies
- ▶ Bloomberg Initiative grantees and project leaders in priority countries
- ▶ Representatives of civil society wishing to persuade governments to introduce TC policies
- ▶ Staff from BI partner organisations who support the work of any of the above target participants.

We have trained over 2,400 tobacco control practitioners from 36 countries worldwide. We regularly conduct courses and workshops each year in Bangladesh, Brazil, China, Egypt, India, Indonesia, Mexico and Russia, as well as other countries.

Participants who have attended our training workshops have been able to help make significant changes to tobacco control in their countries in the pursuit of saving millions of lives.

# SHARING EXPERIENCES IS AT THE HEART OF OUR TRAINING

The Union's courses are based on new scientific research and latest developments in tobacco control (TC) in the countries where we work. We try to ensure that courses meet local needs and contexts, responding to the realities of tobacco control on the ground.

A team of international and local trainers and tobacco control practitioners with a wide range of experience in implementing tobacco control policies form the core of our training staff. We share practical knowledge and tools relevant to achieving the participants' desired outcomes: primarily, the capacity to affect improvements

in tobacco control legislation and enforcement. Our training courses are also an opportunity for a stimulating exchange of ideas and experiences among par-

Action plans, a major outcome of The Union's training workshops, help ensure that the discussions and strategic ideas formulated during the workshop evolve into sustained action after the training course. Participants create the action plans, with access during the training course to guidance and feedback from tobacco control experts as needed. The real measure of success is what happens afterwards. To ensure that learning from the courses translates into sustainable changes, we continue to engage with our participants long after the courses have ended through technical assistance, feedback and monitoring.

ticipants working in tobacco control regionally and nationally. Ideally, these workshops will lead to strategic discussions specific to their country circumstances. Our training courses are participatory, using a variety of methods based on experiential and action learning principles. Presentations and case studies are complemented by small-group and plenary discussions, role-plays and strategic analysis and action planning. All are designed to maximise the participants' learning capacities and ensure change happens and continues after the course.

*“It was great to hear experiences from participants from different backgrounds. The participants from legal offices and public health discussed smokefree legislation from different perspectives and enlightened us about the possibilities for future collaboration among multiple stakeholders.”*

Qi Fei, Chief of Health Education Section, Qingdao CDC, China

*“Before attending this course I thought that simple warnings were enough to convey the message that tobacco use is harmful, but this training changed my views in favour of hard hitting graphic warnings.”*

Participant from Russia on a regional MPOWER course

## BI priority countries:

China, India, Indonesia, Russia, Bangladesh, Brazil, Mexico, Turkey, Pakistan, Egypt, Ukraine, Philippines, Thailand, Vietnam and Poland

## Bloomberg Initiative partners:

Campaign for Tobacco-Free Kids, International Union Against Tuberculosis and Lung Disease, Johns Hopkins Bloomberg School of Public Health, National Foundation for the Centers for Disease Control and Prevention, World Health Organization, World Lung Foundation.



## TECHNICAL TRAINING COURSES

*The technical training courses offered are designed to build technical capacity among practitioners planning and implementing tobacco control policies that meet their country's obligations under the FCTC. Therefore, courses are largely based on the FCTC and its available guidelines, the MPOWER tobacco control strategy and global best practice.*

### MPOWER/FCTC OVERVIEW

This MPOWER/FCTC course provides an overview of the six elements of MPOWER (see below) and equips participants with the skills and knowledge to begin to develop and implement effective tobacco control policies based on FCTC obligations. The course can be adapted to focus more or less on different MPOWER elements depending on the needs of the participants.

#### THE MPOWER ELEMENTS

M	Monitor tobacco use and prevention policies
P	Protect people from tobacco smoke
O	Offer help to quit tobacco use
W	Warn about the dangers of tobacco
E	Enforce bans on tobacco advertising, promotion and sponsorship
R	Raise taxes on tobacco



*“We gained a lot of useful information from the experiences of the countries represented at the workshop. The knowledge we gained will be used to support our arguments before the parliament in promoting changes to the legislation.”*

Alma Zhalelovna Zhylkaidarova,  
Kazakhstan

## SPECIFIC MPOWER/FCTC ELEMENTS

*Four more detailed courses focusing on particular obligations of the FCTC and specific elements of MPOWER have been developed in collaboration with the World Health Organization's Tobacco Free Initiative:*

### ► **Protect people from tobacco smoke (FCTC Article 8)**

Addresses the background and rationale for smokefree environments and shares best practices and lessons learnt from the successful implementation of comprehensive smokefree legislation around the world. Topics cover development of smokefree legislation, engagement of civil society and public support, working with media, countering tobacco industry arguments and tactics, and implementation strategies to ensure high compliance with legislation. Participants learn how to apply these lessons in the contexts of their own jurisdictions, including developing action plans to adopt, implement and enforce smokefree laws.

### ► **Warn about the dangers of tobacco (FCTC Article 11)**

Covers the technical, policy and legislative considerations for regulating tobacco packaging and labelling, including graphic warning labels, misleading terminology and plain packaging. The course draws on the experience of jurisdictions that have implemented effective packaging policies to address development of legislation; design and testing of potential images and labels; countering tobacco industry arguments and tactics; and implementation, promotion and evaluation of packaging measures. The course can be adapted to focus on any of these areas in more detail, depending on the needs of participants. Participants will develop an action plan based on their particular country situation.

### ► **Enforce bans on tobacco advertising, promotion and sponsorship (FCTC Article 13)**

Focuses on the adoption and implementation of legislation to comprehensively ban tobacco advertising, promotion and sponsorship (TAPS), as required by Article 13 of the FCTC. The workshop looks at the ways in which the tobacco industry

promotes its products and brands, examines how to avoid loopholes exploited by the industry and provides examples of global best practice. It facilitates effective strategic planning for banning TAPS, including assessment of the country situation and development of legislative responses. Participants will gain practical skills to help them advocate for such policies in their countries.

### ► **Raise taxes on tobacco (FCTC Article 6)**

Addresses the impact of tobacco price and affordability on consumption, types of tobacco taxes, administration of taxes and the myths used by the tobacco industry to deter increases in tobacco taxes. Participants will gain the skills and knowledge necessary to counter myths and to build a successful dialogue with ministries of finance to implement tobacco taxes and other related fiscal policies. The course shares knowledge in a way that is useful to participants without a tax or economic background, but also provides detailed information and discussion with experts that will be useful to those responsible for the administration of tobacco fiscal policy.



## OTHER COURSES

### ► **Effective coalitions for tobacco control**

Collaboration among individuals and groups is one of the most powerful processes for achieving policy change in tobacco control. This course enables participants to increase their familiarity and understanding of the key concepts, issues, tools and necessary skills for effective collaboration. Coalitions are highly contextual; therefore, this course is designed in topical modules to flexibly address specific audience needs and interests relative to collaboration and in relation to specific tobacco control policies. Issues addressed include vision and mission, membership, leadership, strategic planning, governance and operations, communication and conflict resolution.

### ► **Tobacco-free health care facilities**

This seminar covers the steps and tools needed to implement tobacco-free health care facilities. The seminar is based on The Union's publication 'Tobacco-free health care – a tobacco-free futures action guide, and promotes smokefree and tobacco-free health care campuses, as well as tobacco cessation support for staff, patients and their family members. The seminar environment allows senior health care facility personnel an opportunity to formulate a strategic plan to implement a tobacco-free health care facility policy in discussion with peers. It will also help them identify resources and support to implement

and enforce their action plan and continuously evaluate and monitor their plans for an effective and sustainable policy.

### ► **Supporting tobacco control legislation**

Legislation forms the basis of effective tobacco control. The progress of FCTC implementation in various regions has led stakeholders with vested interests to begin lodging appeals against tobacco control laws. The legal arguments wielded by interest groups and the subsequent court decisions show that tobacco control proponents need to become more competent in handling legal cases. The legal workshops, in conjunction with our partners at the Campaign for Tobacco-Free Kids (CTFK) and the Framework Convention Alliance (FCA), aim to bring together government officials, NGOs and members of legislatures to share the experiences that each face in developing tobacco control legislation to improve the tools available to support and strengthen tobacco control initiatives.

*“As a representative from civil society, the MPOWER workshop gave me courage to engage with and pressure politicians in Chile to implement a number of tobacco control laws, including smokefree Chile and tax rises.”*

Pamela Morales, Chile

### ► **Course development for emerging needs**

The tobacco control situation is constantly changing globally, and we keep our courses up to date to be able to meet these evolving demands. Existing course material is regularly reviewed for relevance, and new courses are developed in order to bridge gaps and meet emerging needs.





## MANAGEMENT TRAINING COURSES

Management is a key component to the success of any tobacco control project. It connects all the initiatives a tobacco control organisation implements. A well-managed programme ensures that resources are properly allocated, funds are readily available, human resources are aligned with organisational goals, and leadership communicates effectively with staff to guarantee a cohesive and unified approach to any tobacco control endeavour.

The Union is helping tobacco control organisations meet their goals by training their staff in effective management practices. Throughout the year, officials working with tobacco control organisations from over a dozen countries receive training on how to manage and run successful tobacco control projects from The Union's International Management Development Programme (IMDP).

IMDP training guides tobacco control organisations and practitioners through a series of competencies that can improve an organisation's effectiveness. IMDP courses for tobacco control include:

- Management and Leadership
- Budget and Financial Management
- Human Resources Management
- Management of Managers
- Project Management
- Training of Trainers

IMDP courses are accredited by the International Association for Continuing Education and Training (IACET). For further information on the Tobacco Control IMDP, including information on participants who have benefitted from these courses, please go to [www.union-imdp.org](http://www.union-imdp.org).

*“It was useful to learn about international experiences in tobacco control, especially as it related to the process of achieving legislation. Legal expert knowledge in that regard was very insightful. The exercises and group work was interactive and made me realise that we are active participants in any change we seek to achieve.”*

Yang Jianmin, Nanning CDC, China

# ABOUT The Union

The Union's mission is to bring innovation, expertise, solutions and support to address health challenges in low- and middle-income populations. With nearly 10,000 members and subscribers from 150 countries, The Union has its headquarters in Paris and offices serving the Africa, Asia Pacific, Europe, Latin America, Middle East, North America and South-East Asia regions. Its scientific departments focus on tuberculosis, HIV, lung health and non-communicable diseases, tobacco control and research. Each department engages in research, provides technical assistance and offers training and other capacity-building activities leading to health solutions for the poor.

## BECOME A MEMBER OF THE UNION

Both individuals and organisations may join The Union. As part of an international network supporting global lung health, members work together by interest group and region and receive a variety of benefits. You can learn more or join online at: [www.theunion.org](http://www.theunion.org).

To learn more about dates and locations of our training courses and for other inquiries please contact: [ttechtraining@theunion.org](mailto:ttechtraining@theunion.org).

For more information about The Union and the Department of Tobacco Control, please visit: [www.theunion.org](http://www.theunion.org), [www.tobaccofreeunion.org](http://www.tobaccofreeunion.org).

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