

## International Tobacco Control Training workshop brief

### Purpose of the Workshop:

The aim of The Union International Tobacco Control training is to provide participants with a basic understanding of the MPOWER interventions and to equip them with basic knowledge and skills necessary in their work towards developing and implementing effective tobacco control measures under the WHO Framework convention on Tobacco Control (FCTC).

The workshop is best delivered to an international/regional mix of participants from different organisations working on tobacco control, with primary focus on the Bloomberg Initiative (BI) grantees and project leaders in BI priority countries. In order to address all the MPOWER interventions and to cover other essential information necessary to facilitate work on the MPOWER elements, the workshop would be best delivered over six days.

The training workshop will provide an overview of the six elements of MPOWER:

- **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

It will also include an introduction to Project Management to facilitate effective planning and implementation of tobacco control projects.

The workshop content is based on:

- relevant FCTC Article guidelines
- available policy recommendations
- global best practices and lessons learned under appropriate policy areas

The training materials are developed by expert international working groups.

Participants in the workshop will gain basic knowledge on how to:

- Formulate a strategic plan to develop, implement, and enforce legislation based on FCTC obligations, evidence and best practice
- Identify the resources and support (technical, human and financial) needed to implement the plan and achieve the goals
- Counter opposition arguments through skilled debate and strategic action

### Workshop outcomes:

- An action plan developed by participants, taking into account their country's specific situation, needs and goals
- Enhanced understanding and collaboration between participants and organisations planning and implementing legislation, and enforcement

### Workshop content and length:

The workshop is composed of seven sessions addressing various content themes and basic aspects of strategic planning for implementing comprehensive legislation in line with the MPOWER interventions.

When all the sessions are used, the overall workshop duration is five and a half days.

- Day one: knowledge presentations combined with discussions and facilitated group work on Enforce bans on tobacco advertising, promotion and sponsorship
- Day two: knowledge presentations and group work, combined with plenary discussion on Protect people from tobacco smoke
- Day three: knowledge presentations combined with discussions and facilitated group work on Warn about the dangers of tobacco: Health warnings and Mass media communications
- Day four: knowledge presentations combined with discussions on Raise taxes on tobacco, and a Study Tour
- Day five: Knowledge presentation and facilitated discussion on Offer help to quit tobacco use, and Monitor tobacco use and prevention policies; and knowledge presentation, individual and group work on Effective project planning and team building: developing and Action plan
- Day six: Group work on developing an Action plan

**Target Audience:**

- BI grantees and project leaders in priority countries
- Government representatives responsible for drafting, implementing, enforcing and evaluating comprehensive TC legislation. This may include legal advisers, members of government drafting committees and other legal bodies
- Representatives of civil society wishing to persuade governments to introduce comprehensive TC policies
- Country focal points from BI Partner organisations working closely with jurisdictions in implementation of tobacco control legislation

**Number of participants:**

It is recommended that the workshop is to be conducted with a maximum of 50 participants.

**Faculty:**

It is recommended that the workshop is to be delivered by a combination of international/regional expert faculty. There should be at least one facilitator with detailed expertise per each subject area and experience in facilitating training workshops and one expert facilitator per each working group.

**Training methods:**

The training is a combination of presentations, individual and group work and facilitated discussions.