

Warn about the dangers of tobacco Training workshop brief

Workshop Purpose:

To provide workshop participants with a basic understanding of the evidence to support warning labels on tobacco packaging and the elimination of misleading terminology from packaging, of the packaging and labeling requirements of the WHO FCTC, and of the technical, policy and legislative considerations in regulating tobacco packaging and labeling.

The workshop addresses the overall evidence concerning the importance of packaging as a tool both for tobacco companies to market their products and for public health organizations to reduce tobacco use. It also provides detailed information on:

- The packaging and labeling requirements of the WHO FCTC
- The experience of other countries in implementing packaging and labeling regulations
- Evidence on the impact of health warnings and what makes health warnings most effective
- Evidence on the impact of misleading labeling and issues regarding package-based ingredients information
- Countering arguments raised by tobacco companies against effective package warnings

Participants in the workshop will learn how to:

- Argue effectively for health warning labels
- Counter arguments and tactics used by tobacco companies to weaken regulatory efforts
- Design legislation that will effectively achieve
- Guide the development and implementation of effective warnings
- Quickly find additional resources and expertise when needed

The primary aim of the training is to raise awareness of decision makers of the need to regulate tobacco packaging and labeling and to provide them with the knowledge and skill to do so effectively while meeting the obligations of the WHO FCTC.

Workshop outcomes:

- A strategic plan for the development and implementation of pack warnings and labelling legislation in the jurisdiction of the participants

Workshop content and length:

The workshop is composed of four sessions addressing various content themes and aspects of strategic planning and implementing comprehensive legislation for packaging and labelling of tobacco products. When all the sessions are used, the overall workshop duration is approximately two days.

Target Audience:

- Government representatives, particularly decision makers and regulators responsible for planning and implementation of packaging and labelling policies
- Representatives of civil society wishing to persuade governments to effectively regulate packaging and labelling

Number of participants:

It is recommended that the workshop is to be conducted with a maximum of 16 participants.

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Faculty:

It is recommended that the workshop is to be delivered by a combination of international and in-country expert faculty.

Teaching methods:

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