



## GLOBAL TOBACCO CONTROL

April 20 – 21, 2021



With the global tobacco epidemic being driven by a powerful, multinational industry that targets vulnerable populations, it puts adolescents, lower-income individuals, the LGBTQ community, and those with a history of substance abuse, mental health problems, incarceration, or military service at greatest risk. As tobacco ends up killing over 50% of its users, it results in a heavy health and economic burden for both tobacco users and the countries they live in.

This online course will provide an introduction to the theory and practice of tobacco control, with an emphasis on evidence-informed policy strategies. Led by Dr. Vaughan Rees, Director of

the Center for Global Tobacco Control at the Harvard T.H. Chan School of Public Health, this program provides participants with unparalleled access to the latest cutting edge science on tobacco control.

This is a highly interactive online course that will include case studies, small break-out groups, dynamic discussions, and the opportunity to develop a policy memo. Participants will also work closely with others in the course from their own global region, allowing for deep personal discussions of issues and sharing of ideas, and the development of an enduring professional network outlasting the program.



**This program will take place online daily from 10AM – 2:45PM ET, APRIL 20 – 21, 2021.**

### WHO SHOULD PARTICIPATE

Stakeholders involved in tobacco control from across the globe, including:

- Health providers
- Local and regional NGOs (e.g. public health, adolescent health, cancer, lung/respiratory, heart advocacy organizations)
- National government ministries (e.g. health and finance)
- Representatives of key populations groups (e.g. women, youth, employees)
- State and local government

CLINICIANS

ACADEMICS

ADMINISTRATORS

**HSPH.ME/GLOBAL-TOBACCO-CONTROL**



## **FIGHTING THE GLOBAL TOBACCO PANDEMIC**

### **LEARNING OBJECTIVES**

- Discuss the practice and principles of evidence-informed approaches to tobacco control, in the context of the challenges facing developing countries in the twenty first century
- Understand the history and driving factors in the global tobacco epidemic and major successes and challenges to the present time
- Critically evaluate evidence on the effectiveness of key MPOWER interventions
- Describe current or emerging disparities in tobacco use in a selected global region and identify best practice policy responses

### **PROGRAM HIGHLIGHTS**

- Access to the latest and most cutting-edge research and trends in tobacco control
- Highly personalized format that includes small break-out groups focused on participants' global region and its specific tobacco control challenges
- Opportunity to outline an evidence-based policy response to address the needs of a high risk population and receive feedback from Harvard faculty
- Understand the translation of evidence to policies and programs to support participants' own country's needs
- Develop an understanding of the basis of a best-practice tobacco control program

## **About Harvard T.H. Chan School of Public Health Executive and Continuing Professional Education**

We prepare individuals and organizations to solve the most pressing global public health and health care challenges. Leaders in government, corporate, and nonprofit sectors around the world attend programs which provide strategies for addressing the critical issues facing their organizations with proven tactics that drive change.

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