



TOBACCO CONTROL IN PRACTICE

A POSTGRADUATE CPD MODULE

The UK Centre for Tobacco Control Studies will be offering its third Tobacco Control Continuing Professional Development module from 9 - 12 May 2011. Previously held at the University of Bath in 2009 and 2010, we are delighted to be hosting 2011's module at the University of Stirling in Scotland. The University of Stirling already provides a wide variety of CPD courses to meet the training needs of staff and businesses and have a purpose built Management Centre on campus offering high quality accommodation, dining and teaching facilities.

The module is aimed at professionals, at all levels, working in public health, health promotion and related fields. Taught by leading academics and practitioners in the field of tobacco control, the module comprises a balance of lectures, seminars and small group work. It is available as a stand alone CPD or may, upon successful completion of an assignment, be taken with Masters level credits.

Aims

The module aims to provide participants with an overview of key concepts and issues in tobacco control. Adopting an evidence-based approach, the unit will provide a background in the origins and key debates in tobacco control and enable students to critically evaluate current tobacco control interventions. The unit will also help students consider how they can apply lessons from current and emerging areas of tobacco control* to their own areas of work.

**The module is intended to cover tobacco control and not smoking cessation; however, previous modules have been well attended by those working in cessation.*

Learning outcomes:

On successful completion of the module, students will be able to:

- Describe patterns of tobacco use and addiction
- Identify trends in tobacco consumption and prevalence
- Describe the origins of and key milestones in tobacco control in the UK
- Critically discuss the role of the tobacco industry in the smoking epidemic
- Critically assess the future of the tobacco industry and tobacco control responses to industry developments
- Describe the range of effective tobacco control interventions
- Critically assess the contribution of policy in developing and implementing effective interventions
- Identify current and emerging priorities in tobacco control and consider how these can be applied in practice
- Critically assess the potential impact of current and emerging tobacco control priorities on different population groups
- Critically discuss how principles of public health media advocacy can be applied to tobacco control and to the student's professional practice

New skill sets:

Intellectual (I) Transferrable (T) Professional (P)

- Critical policy analysis (I)
- Synthesis of policy related theory, research and practice in different aspects of tobacco control (I) (P)
- Applying results of learning and analysis to professional practice (P)
- Adopting an evidence-based approach to apply the theoretical knowledge to practical efforts to implement tobacco control interventions (P)
- Literature review (I)
- Communicate effectively with colleagues and tutors through discussions (T)
- Communicate ideas effectively in written form (T)
- Plan and manage individual learning through reflecting on and analysing individual learning needs (T)

Module content

Origins of tobacco control

Origins of tobacco use
Trends in tobacco use and stages of the smoking epidemic
Regional, national and international overview of smoking trends
Key milestones in the UK's tobacco control campaign
Introduction to tobacco control policy framework

Tobacco use and dependence

Health risks
Addiction and tobacco use
Smoking in pregnancy
Smoking in children and young people
Smoking and inequalities in health
Biology and neurobiology of tobacco use
Genetics and tobacco use
Tobacco product content and regulation

The tobacco industry

Identification of the main tobacco companies
Background to tobacco industry document analysis
Industry influence on public policy
The rise of corporate social responsibility & its implications
The future of the tobacco industry including the opportunities for marketing and branding

Tobacco control policy

The tobacco control policy framework
Taxation and smuggling
Marketing and packaging
Protection and prevention
Smokefree environments
Policies to reach particular subgroups

Public health media advocacy

Defining public health media advocacy
Exploring examples of advocacy in practice
Creating opportunities for advocacy
Developing a media advocacy strategy



Key Questions

What are the entry criteria?

The course is open to all those working in public health or health promotion fields related to tobacco control - or you may be new to the field and want simply to learn more.

The module is described as a postgraduate CPD module, does this mean I have to take it with credits?

No, the module is available as both a stand alone CPD and with credits. The majority of students who have attended our previous modules, have taken it in this stand alone capacity. For those that do wish to take the module with a view to accreditation at Masters level, you should already have an undergraduate degree (any discipline). Credits are assigned on completion of assessed coursework in the form of a 3000 word report. Credits awarded are under the Scottish Credit and Qualifications Framework (SCQF). These credits can then be translated into the European Credit Transfer System (ECTS)

How much does it cost?

We are keeping the module price the same as in 2009 and 2010, which is £670. (This does not include accommodation which is a separate charge and detailed later)

How do I apply?

Please contact Cathy French c.a.french@bath.ac.uk to register your interest in the first instance. Subject to final Board approval, applications will also be available to download from late November 2010 from the UKCTCS website www.ukctcs.org or from the University of Stirling at www.research.stir.ac.uk

If I apply now, do I have to pay now?

Your completed application form will be taken as an assurance that you wish to attend the module and your

place will be reserved. You will be asked to indicate on the form if you or your organisation would prefer that payment is taken in the current financial year (April 2010/ March 2011) or in the next financial year (April 2011/ March 2012) and will be invoiced accordingly. Whether you or your employer is paying, you should be fully aware of how your place will be funded before applying

How many students are you taking?

Numbers will be capped at 45 to ensure effective teacher/student ratios

When will the deadline be for registration?

Place will be allocated on a first come, first served basis, provided that applicants have demonstrated all the necessary entry criteria. In order to give us sufficient time to administer the module, applications will not be accepted after Friday 8th April 2011

What is the approximate schedule?

The module will run from 12 midday on Monday 9th May to 1pm on Thursday 12th May 2011

Is it a residential module?

While there is no requirement for you to stay overnight, all the delegates who have attended previous modules have elected to do this. In feedback, the consensus was that the additional time spent together was beneficial and added to the whole course experience

How much does campus based accommodation cost?

En suite B&B accommodation at Stirling Management Centre costs £74/night. If you elect to stay on site, we will add these costs to your invoice

Please contact Cathy French c.a.french@bath.ac.uk or 01225 384263 to register your interest

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