



Perspectives on tobacco control

SUMMER COURSE

August 23 – 27, 2004

Themes by session

1 st Day	2 nd Day	3 rd Day	4 th Day	5 th Day
Origins and history of nicotine addiction as pandemic	Epidemiologic Surveillance	Evaluating the influence of tobacco industry	Evaluating Interventions	Addiction / Cessation
Impact of tobacco use on health	Economic policies: Fiscal policy applied to tobacco	The tobacco industry documents	Tobacco Control Programs.	Students presentations
Basic Epidemiology applied to smoking	Cost of medical attention	Tobacco industry efforts to rebuild image	F C T C	Conclusions
		Efficient Internet searches for information on tobacco (workshop)	The GYTS as a global surveillance system	

Faculty

Dr. Jonathan Samet, Director, Institute for Global Tobacco Control. / Bloomberg School of Public Health, The Johns Hopkins University.

Dr. Mauricio Hernández, Director INSP

Dr Frances Stillman, Institute for Global Tobacco Control. / Bloomberg School of Public Health, The Johns Hopkins University.

Dr Eduardo Lazcano Ponce, Director of the Center of Population Health Research

Dr. Marion Cerasso,

James Trasher, MSc University of North Carolina at Chapel Hill

Dr. Ralph Caraballo, Office on Smoking and Health, CDC

Mtra. Luz Myriam Reynales Shiguematsu, INSP researcher

Dr Raul Sansores, COPD Clinic at National Institute for Respiratory Diseases,

Dr Gladys Faba, INSP researcher

Mtro. Raydel Valdés Salgado, Head of Department on Tobacco Research, INSP



PERSPECTIVES ON TOBACCO CONTROL IN THE AMERICAS

INSP 2004

Overview:

This course will provide students with a comprehensive overview of tobacco and tobacco-related issues from a public health perspective. Topics will include epidemiology, nicotine addiction, determinants, health effects, social and economic impacts, treatment issues, prevention, interventions and program and policy issues. Students will be exposed to experts in the field who bring real world experience in tobacco control in addition to academic expertise. This course will focus on a population health perspective on the tasks and strategies of tobacco control and the most frequently asked questions about each topic.

Objectives

To provide a comprehensive overview of research and public health issues relating to tobacco and health, from mechanisms of nicotine addiction to societal costs of tobacco use.

To provide an opportunity for students to practice critical thinking and public health practice skills in the substantive area of tobacco and health.

Format of Instruction

- Lectures by researchers and experts on tobacco and health each followed by one hour of discussion
- Seminars on selected reading
- Workshops
- Searching in the Internet
- Student presentations

Schedule

Morning: 08:30 - 13:00

Afternoon: 14:30-17:30

TIME	Professor	First day
8:30	Dr. Jonathan Samet	<ul style="list-style-type: none"> • Introduction to course and students • Origin and evolution of a pandemic • Current situation in developing and developed countries
Break	10:00-10:15	
10:15	Dr. Jonathan Samet	<ul style="list-style-type: none"> • Determining causality • Health effects due to tobacco consumption. • Dose-response relationship • Active and passive smoking, second hand smoke
Break	11:30-11:45	
11:40	Dr. Eduardo Lazcano	<ul style="list-style-type: none"> • Use of frequency measures Epidemiology applied to smoking. • Types of study design • Smoking attributable fraction

Seminar	Tobacco consumption in the Americas	
2:30-5:30	Raydel Valdés (Coordinator)	<ul style="list-style-type: none"> • Tobacco use among Latino in the US, <i>by Ralph Caraballo</i> • Students presentations on their country current situation <p>Objective: To update a Tobacco Country Profile in LAC Region</p>

TIME	Professor	Second day
8:30	Dr. Jonathan Samet	<ul style="list-style-type: none"> • Epidemiologic Surveillance System • Evolution of tobacco control activities • Tools for evaluation and surveillance • Challenges for surveillance systems • How to evaluate a surveillance system?
Break	10:00-10:15	
10:30	Dr. Mauricio Hernández	<ul style="list-style-type: none"> • Fiscal policy applied to tobacco as effective measure and a source of funding for health investments in Mexico. • Trends in household expenditure for tobacco in Mexico
Break	11:30-11:45	
11:45	Mtra. Luz Myriam Reynales, Raydel Valdés	<ul style="list-style-type: none"> • How to understand the cost of medical attention and its relevance as a tool to support tobacco control activities • Theoretical aspects of estimation of costs • Different types of costs • Mexican experience: The INSP/IMSS project progress report

Seminar	Tobacco Control in the Americas	
2:30-5:30	Dr. Jonathan Samet Dr. Frances Stillman Raydel Valdés (Coordinators)	<ul style="list-style-type: none"> • National Programs for Tobacco Control • Non Governmental Organizations against tobacco • Physician Actions for Tobacco Control

TIME	Professor	Third day
8:30	Dr. Frances Stillman	<ul style="list-style-type: none"> Evaluating the influence of tobacco industry The tobacco industry's efforts to undermine the scientific base for Tobacco Control
Break	10:00-10:15	
10:30	PAHO	<ul style="list-style-type: none"> The tobacco industry internal documents revealed
11:15	Raydel Valdés Ingrid Ayala	<ul style="list-style-type: none"> Mexico in the tobacco industry's documents
Break	11:45-12:00	
12:00	Dr. Marion Cerasso	Tobacco industry efforts to rebuild image: <ul style="list-style-type: none"> Harm reduction policy Social Support Programs and Charity Sponsoring

WORKSHOP		
2:30-	Dr. Gladys Faba CENIDS	Efficient Internet searches for information on tobacco Topics: <ol style="list-style-type: none"> Influences of Tobacco Industry in Latin America Strategies for Tobacco Control Objective: To identify a relevant topic on tobacco control in their country/state and to work on their own presentation

TIME	Professor	Fourth day
8:30	James Thrasher, MSc	<ul style="list-style-type: none"> Communicating Health: Theory and Methods Tobacco Counter Advertising Strategies for evaluating Tobacco Control Programs: TRUTH
Break	9:45-10:00	
10:00	Dr Marion Cerasso	Actions for Tobacco Control and Enforcement: a review <ul style="list-style-type: none"> Mass media campaigns Banning advertisement Counter advertising Smoke-free workplaces The California experience
Break	11:00-11:15	
11:15	Dr Fran Stillman	The Framework Convention on Tobacco Control <ul style="list-style-type: none"> What is it? Where are we? What can we do? How can the civil society and the experts push it forward?
12:15	Raydel Valdés	<ul style="list-style-type: none"> Latin America and the Caribbean and the FCTC. Current situation Using the Global Youth Tobacco Survey as a common surveillance system for the FCTC. Mexican data

Seminar	Tobacco Control	
2:30-5:30	Dr. Jonathan Samet Dr. Marion Cerasso Raydel Valdés (Coordinators)	Selected Reading on: <ul style="list-style-type: none"> Advocacy Worksite Policies for Tobacco Control Anti Tobacco campaigns in curricula

TIME	Professor	Fifth day
8:30	Dr. Raul Sansores	<ul style="list-style-type: none"> • Mechanism of nicotine addiction • Available options for quitting in LAC countries
Break	9:45- 10:00	
10:00	Raydel Valdés (coordinator)	<ul style="list-style-type: none"> • STUDENTS PRESENTATIONS (10' each)
13:00	Dr Jonathan Samet Dr. Mauricio Hernández	<ul style="list-style-type: none"> • Establishment of a network of contacts among participants. • Course conclusion