

Nicotine & Tobacco CPD
Day 1
Mon 21st May

12pm – 12.15pm	An introduction to the day and to each other Linda Bauld will outline of the format of the course, aims and learning objectives	
12.15 -1.15pm	Prof Linda Bauld , University of Stirling and UKCTAS Policies on nicotine and tobacco: an overview This session will introduce policies on nicotine and tobacco in the context of policy-making and the policy process. An introduction to the international context will be provided including the Framework Convention on Tobacco Control. Supply and demand side policies will be introduced as well as evidence about the effectiveness of particular policies, particularly those focusing on reducing smoking in high prevalence target groups. Harm reduction policy will be introduced and then discussed in more detail later in the course.	
1.15 – 2.00pm	Lunch	
2.00 – 3.00pm	Sheila Duffy – ASH Scotland Tobacco policy in Scotland: past progress, current and future priorities This session will provide an overview of current tobacco policy issues in Scotland. Current progress will be described and key priorities. This will include progress against the Scottish government’s current tobacco control strategy, published in March 2013, which set targets for 5% smoking prevalence by 2034 and a 50% reduction in child SHS exposure by 2020. New legislation on tobacco and e-cigarettes will be described along with discussion about partnership work on prevention, and thinking about Scotland’s next tobacco strategy in an inequalities context.	
3.00 – 4.00pm	Dr Jamie Brown – University College London Latest trends in cigarette smoking and electronic cigarette use This session will provide the most up-to-date information available on rates of smoking, attempts to stop smoking, methods used to stop and success at stopping in the UK. It will present evidence on the real-world effectiveness of different methods of stopping and what other factors influence rates of quit attempts and quit success. It will examine what the evidence indicates is the effect of the recent increase in e-electronic cigarette use.	
4.00 – 4.20pm	Short Break	
4.20 – 5.30pm	Cecilia Farren , GASP The story of tobacco and tobacco control The tobacco plant has been cultivated for human consumption for thousands of years. This presentation will provide an overview of the history of tobacco use and will also cover key milestones in the campaign to reduce the harm caused by tobacco.	
5.30pm	End of day one teaching	
7.30pm	Networking dinner for students and facilitators	

Day 2
Tuesday 22nd May

9.15 – 9.30	Introduction to the day	
9.30 – 10.45	<p>Prof John Britton, University of Nottingham and UKCTAS</p> <p>Health effects of tobacco and nicotine</p> <p>Tobacco use has a range of health effects and causes respiratory, circulatory and cardiovascular disease and cancer. This session will outline the health impact of smoking and second hand smoke exposure in adults and in children. It will also explore the benefits of smoking cessation. Health effects of nicotine when delivered through pharmaceutical products (such as Nicotine replacement therapy) and other nicotine containing products (such as e-cigarettes) will also be outlined.</p>	
10.45 – 11.15	Break	
11.15 – 12.30	<p>Dr Angela Attwood, University of Bristol</p> <p>Nicotine dependence</p> <p>This session will explore the biological basis of nicotine dependence, including the effects of nicotine on the central nervous system, and individual differences in susceptibility to dependence. It will also discuss the role of genetic factors in dependence, and their impact on response to smoking cessation pharmacotherapies and other nicotine containing devices.</p>	
12.30 – 1.30pm	Lunch	
1.30 – 3.00pm	<p>Prof Amanda Amos, University of Edinburgh and UKCTAS</p> <p>Young people, smoking and e-cigarette use</p> <p>Smoking uptake in the UK starts in the teens and continues until the mid-twenties. The first part of this session will outline trends in smoking in young people in the UK, consider the factors that influence uptake and addiction, and critically assess policies and interventions to reduce smoking in young people, It will also outline what we know about e-cigarette experimentation and use in children.</p>	
3.00 – 3.30pm	Break	
3.30 - 5:00pm	<p>Professor Linda Bauld, University of Stirling and UKCTAS</p> <p>Smokefree environments and smoking in pregnancy</p> <p>This session will review the evidence on the health impact of second hand smoke and exposure levels. It will then outline the international & UK context for smokefree legislation & outline the findings from evaluations of these types of laws. The most recent evidence and debates on smokefree places including cars & hospital grounds will also be discussed. An introduction to the issue of smoking in pregnancy and interventions for pregnant women will also be included in this session.</p>	
5.00pm	End of day two	

Day 3
Wed 23rd May

9.15am – 9.30	Introduction to day three	
9.30am - 11.00	<p>Professor Ann McNeill, Kings College and UKCTAS</p> <p>Smoking and mental health</p> <p>The relationship between smoking and mental health has been neglected compared with the relationship between smoking and physical health. In the UK it is estimated that between 30 and 42% of cigarettes are consumed by those with mental health problems. Smoking is elevated among those with poor mental health, and for those with some diagnoses, smoking is a majority behaviour: not only do more people smoke, but they smoke more heavily and there is a dose response relationship with the illness. Furthermore, there is little evidence of tobacco control impacting smoking prevalence in some severely ill groups. This talk explores the relationship between smoking, nicotine and mental health and what can be done about it.</p>	
11.00 – 11.30	Break	
11.30–1.00pm	<p>Crawford Moodie, University of Stirling</p> <p>Tobacco packaging as a communications tool: Up to and beyond plain packaging</p> <p>This session will explore how tobacco companies have used packaging to promote their products and how regulators have used packaging to deter use. One way that governments have attempted to dissuade consumers is via plain (or standardised) packaging, which has been introduced in Australia in December 2012 and France in January 2017. From May 2017 cigarettes and rolling tobacco in the UK had to come in plain packs and meet the requirements set by the Tobacco Products Directive. How tobacco companies have responded to this legislation, and what other opportunities there are for using the pack to communicate health risks and dissuade use, will be outlined.</p>	
1.00pm – 2.00pm	Lunch	
2.00pm – 3.30pm	<p>Dr Lynne Dawkins, London South Bank University</p> <p>Treatment approaches for stopping smoking including harm reduction</p> <p>This session will provide an overview of current evidence-based behavioural and pharmacological treatments for smoking cessation and harm reduction. It will then introduce some of the recently developed novel nicotine delivery products including electronic cigarettes and discuss their potential for helping smokers to cut down or quit.</p>	
3.30 - 4.00pm	Break	
4.00 – 5.30pm	<p>Karen House, Leicester Stop Smoking Service</p> <p>Smoking cessation for hard to reach groups</p> <p>This session will explore some of the obstacles to stopping smoking experienced by people with additional needs, such as people with poor mental health, homeless people and those leading chaotic lives. We will focus on the learning from a year-long project with a homeless hostel, looking at what can help move people from smoker to smokefree, and how services can help them maintain their achievements.</p>	
5.30pm	End of day three	

Day 4
Thursday 24th May

9.00am – 9.15	Introduction to day four	
9.15 – 10:15	<p>Martine Stead, University of Stirling</p> <p>Use of mass media for smoking prevention and cessation</p> <p>This session will first of all examine the most up to date evidence concerning the impact of mass media on smoking prevention and cessation, what mass media campaigns can realistically achieve, and the characteristics of mass media campaigns which have been found to increase their effectiveness. It will then encourage participants to consider the principles involved in designing a mass media campaign, drawing in particular on social marketing theory. Small group activities will be used to help participants apply the learning to their own work.</p>	
10.15 – 10.30	Short break	
10.30 – 12.00	<p>Prof Jeff Collin, University of Edinburgh and UKCTAS</p> <p>The tobacco industry</p> <p>This session will provide an introduction to the tobacco industry, outline who the major tobacco companies are both globally and in the UK and introduce tobacco industry documents as a source of evidence on the tobacco industry. It will explore in some detail how the industry has traditionally responded to threats to its profitability and the tactics it uses to influence and undermine tobacco control policy. Finally, the session will explore what the future holds for the tobacco industry and the implications of this for tobacco control</p>	
12:00 – 1:00pm	<p>Ione Bingley Cancer Research UK</p> <p>Working with the media</p> <p>Why engage with the media? This session outlines the benefits of working with the media, and specifically how a large national organisation such as Cancer Research UK does this, how they have evolved to create their own news content, how this works with social media and how media stories can help build public support for change. Using tobacco and non-tobacco related examples, this session is an overview of the process and impact of media engagement. The session will include a short group discussion section where participants will have the opportunity to plan a media strategy to disseminate a piece of news.</p>	
1:00pm	Module ends (see over the page for parallel track on the Wednesday)	

*****Breakout day on International Tobacco Control *****

Day 3 Wed 23rd May		
9.15 – 9.30	Introduction to day three	
9.30 – 10.30	<p>Deborah Arnott, Action on smoking and health</p> <p>Taxation and illicit tobacco</p> <p>This session will provide an introduction to tobacco taxation and the illicit trade in tobacco as key components of the WHO Framework Convention on Tobacco Control. It will explain how increasing tobacco taxation can both reduce smoking prevalence and increase government revenues. The illicit trade in tobacco will be described including the role the tobacco industry has played in fuelling this trade. Using the UK as a case study it will explain how tobacco taxes can be increased year on year while keeping the illicit trade under control. Finally it will touch on the policy context going forward provided by the WHO FCTC Article 6 tobacco tax guidelines, the Illicit Trade Protocol and the Sustainable Development Goals.</p>	
10.30 – 11.00	<p>Ernest Ngeh Tingum</p> <p>Economics of Tobacco Control Project (ETCP), Cape Town, South Africa</p> <p>This session will provide further detail to prices and tobacco tax measures. In particular, the session will explain the concept of elasticity in relation to tobacco taxation, and how price elasticity can be used to calculate a percentage changes (reduction) in tobacco consumption. It will also focus on; types of tobacco taxes, understanding the tax base, different structures, different effects, price measures, affordability, the pass-through effect and what is the “right” tax? Finally, it will conclude by explaining the WHO best practices on tobacco taxation.</p>	
11.00 – 11.30	Break	
11.30–1.00pm	<p>Kamran Siddiqi, University of York</p> <p>Smokeless tobacco</p> <p>A quarter of the world’s tobacco use is in the form of smokeless tobacco (ST) i.e. tobacco products which are consumed without burning. The types of ST used worldwide vary greatly and the products used in Asia and Africa usually contain higher levels of cancer-producing chemicals than those used elsewhere. There are 300 million ST users in the world with the vast majority (85%) living in South Asia. ST use is also common in the UK among people of South Asian-origin. ST products are addictive, cause cancer, increased cardiovascular mortality risks and poor pregnancy outcomes. Despite more than half a million people dying every year due to ST-related cancers and other diseases, ST remains largely neglected by policy makers and researchers. This session will explore which evidence-based initiatives are required to control ST use, particularly for communities facing the greatest disease burdens.</p>	
1.00 – 2.00pm	Lunch	
2.00 – 3.00pm	<p>Crawford Moodie, University of Stirling</p> <p>Tobacco marketing</p> <p>This presentation will explore the various ways in which tobacco companies have marketed their products, and continue to do so despite countries increasingly introducing comprehensive bans on tobacco advertising, promotion and sponsorship</p>	

3.00 – 3.15pm	Break	
3.15 – 5.30pm	<p>Fiona Dobbie/Linda Bauld, University of Stirling, Steve Parrott/Kamran Siddiqi, University of York,</p> <p>Research methods for GCRF delegates</p> <p>This session will facilitate discussion on the preliminary research plans for each country and enable one to one discussion with a UK academic to support the develop and delivery of each project.</p>	
5.30pm	End of day three (see above for day 4)	