

Nicotine & Tobacco
CPD: Tues 30th May
Stirling Court Hotel

12pm – 12.15pm	An introduction to the day and to each other Linda Bauld will outline of the format of the course, assessment, 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 at local, regional and national level. 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. The international context for nicotine and tobacco policies in the UK will be briefly outlined.	
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	Prof Robert West – University College London and UKCTAS 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 – 4.20	Short Break	
4.20 – 5.30pm	Cecilia Farren , GASP History of tobacco & policy responses 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.	
5.30	End of day one teaching	
7.30 for 8pm	Networking dinner for students and facilitators	

**WEDNESDAY 31st
MAY**

9.00 – 9.15	Introduction to the day	
9.15 – 10.30	<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>	
10.30 – 11.45	<p>Dr Angela Attwood, University of Bristol and UKCTAS</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>	
11.45 – 12.15	Break	
12.15 – 1.30pm	<p>Dr Lynne Dawkins, London South Bank University</p> <p>Treatment approaches, including e-cigarettes for cessation and 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>	
1.30 – 2.30pm	Lunch	
2.30 – 3.45pm	<p>Martin Dockrell, Public Health England</p> <p>Implementing tobacco control & tobacco harm reduction</p> <p>Harm reduction is one of the major controversies in tobacco control, with especially heated debate on electronic cigarettes. But tobacco harm reduction is not limited to e-cigarettes. It can include a range of interventions including temporary abstinence, smoking reduction and the use of nicotine replacement therapy other than for stopping in one step. This session will examine some of the challenges tobacco harm reduction raises for tobacco control. Do harm reduction interventions normalise smoking and institutionalise nicotine addiction? What are the implications of vaping in public places? Should we regulate all nicotine products alike? How do we protect health policy from commercial vested interests?</p>	
3.45 - 4.15pm	Break	

4.15 - 5:30pm	<p>Prof Amanda Amos, University of Edinburgh and UKCTAS</p> <p>Young people, smoking and e-cigarette use</p> <p>Smoking uptake starts in the teens until the early twenties, but after that age almost no one in the UK starts smoking. The first part of this session will outline trends in smoking in young people in the UK, chart 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>	
5.30pm	End of day two	

DRAFT

THURSDAY 1st JUNE

9.15am – 9.30am	Introduction to day three	
9.30am - 11.00am	<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 – 11.30am	Break	
11.30–1.00pm	<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>	
1.00pm – 2.00pm	Lunch	
2.00pm – 3.30pm	<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 must come in plain (or standardised) 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 beyond plain packaging, will be outlined.</p>	
3.30 - 4.00pm	Break	
4.00 – 5.30pm	<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>	
5.30pm	End of day three	

FRIDAY 2nd JUNE

9.20am – 9.30am	Introduction to day four	
9.30am – 10:30am	<p>Martine Stead, University of Stirling</p> <p>Social marketing</p> <p>The commercial marketing of substances that can harm, such as tobacco, is a key contributor to poor health and can undermine prevention efforts and policies. Understanding how commercial marketing works helps us not only to address it, but also to learn from it: to apply its principles and tools to improve health. This session will introduce participants to key principles of the social marketing approach, illustrate how social marketing has been used in public health, and encourage participants to consider how they could apply social marketing in their own work.</p>	
10.30 – 11.00	Break	
11:00 – 12:30pm	<p>Paul Thorne and Henry Scowcroft, 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.</p>	
12:30pm	Module ends	