



University of Stirling, Central Scotland

**UNIVERSITY of
STIRLING**



28TH – 31ST MAY 2019

NICOTINE & TOBACCO: CURRENT ISSUES, POLICY & PRACTICE

The UK Centre for Tobacco and Alcohol Studies is delighted to be offering the CPD course on nicotine and tobacco again in 2019.

Taught by world-leading academics and practitioners, the module is aimed at professionals working in a range of organisations who are interested in public health and policy in the UK or internationally.

- ★ *“An excellent course. Informative and evidence-based.”*
- ★ *“Probably the best course I've been on... I've been working in Tobacco for more than 20 years. Feeling very inspired and motivated.”*
- ★ *“Having access to such a range of tobacco control experts has been invaluable.”*
- ★ *“Found every session very interesting, highly engaging and enjoyable.”*
- ★ *“Fantastic setting, beautiful venue.”*
- ★ *“I will go back to my job reinvigorated with plenty of ideas to tackle the issues raised at this course.”*

More details, including a full programme, are available at www.ukctas.net

Prof. Linda Bauld
University of Edinburgh
Nicotine & tobacco policies

Dr. Jamie Brown
University College London
Latest trends in smoking & e-cigarette use

Prof. Kamran Siddiqi
NEW

University of York
Smokeless tobacco

Prof. Ann McNeill
Kings College London
Smoking & mental health

Dr. Catherine Kimber
London South Bank
University
Treatment approaches for cessation & harm reduction

Prof. Amanda Amos
University of Edinburgh
Young people, smoking & e-cigarette use

Dr. Tessa Langley *NEW*
University of Nottingham
Mass media for smoking prevention & cessation

Prof. Jeff Collin
University of Edinburgh
The tobacco industry

WHERE?

Stirling Court Hotel
University of Stirling

WHEN?

12.00, Tuesday 28th May
to
13.00, Friday 31st May 2019

COURSE CONTENT

DAY 1 – 28TH MAY

- Tobacco control & harm reduction policies
- International, UK & local view
- The story of tobacco control
- Latest trends in smoking & e-cigarette use

DAY 2 – 29TH MAY

- Health effects of nicotine & tobacco
- Nicotine dependence
- Smoking in pregnancy
- Smokeless tobacco

DAY 3 – 30TH MAY

- Smoking & mental health
- Tobacco packaging, plain packaging & beyond
- Treatment approaches for stopping smoking including harm reduction
- Young people, smoking and e-cigarette use

DAY 4 – 31ST MAY

- Tobacco industry actions & influence, globally & in the UK
- Mass media for smoking prevention & cessation
- How to work with the media

QUESTIONS?

WHO IS ORGANISING THE COURSE?

This course is provided by the UK Centre for Tobacco and Alcohol Studies (UKCTAS), a Public Health Research Centre of Excellence which includes 13 universities (www.ukctas.net). The course is coordinated by Dr. Allison Ford from the Institute for Social Marketing at the University of Stirling and Prof. Linda Bauld from the Usher Institute at the University of Edinburgh.

ELIGIBILITY?

The course is open to UK and international delegates. Previous participants have included people working in public health, local and national tobacco control policy, or those new to tobacco control research or practice.

Please contact Dr. Allison Ford (a.j.ford@stir.ac.uk) if you are unsure about its suitability for your needs.

COST?

If you book on/before 28th February 2019, the cost is: £499. From 1st March, the cost is £599.

The cost covers lunch and refreshments throughout the course, a networking dinner on Tuesday evening, and a packed lunch on departure.

Accommodation is not included but can be booked for you (see below).

MORE INFO? / HOW TO APPLY?

To make an enquiry or request an application form please contact our CPD Team, Faculty of Health Sciences and Sport, Pathfoot Building, University of Stirling, FK9 4LA. Email: fhss.pg.cpd.team@stir.ac.uk, Phone: 01786 466 336.

The full programme and application form are also available from www.ukctas.net

HURRY! PLACES ARE LIMITED.

Places will be allocated on a first come, first served basis. Student numbers are capped at 40 to ensure an effective learning experience and networking opportunities. Early bird discounts apply until 28th February 2019. Applications will not be taken after 14th May 2019.

BOOKING ACCOMMODATION/RESIDENTIAL OPTION

A block of rooms has been reserved at the Stirling Court hotel for those who wish to take the course on a residential basis. The cost of a double or twin bedded en-suite room for single occupancy, including breakfast is £61.00 per night, and includes access to our on-campus sports facilities including a 50M swimming pool. If you choose to stay at Stirling Court, we will book a room for you and add this cost to your account. Early booking is essential to secure a room.

Further information about the venue can be obtained from www.stirlingcourthotel.com

GETTING TO STIRLING

Stirling's central Scottish location is within easy reach of Edinburgh and Glasgow airports which are well served by air, road and rail networks.

LEARNING OUTCOMES

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

• Describe and discuss patterns of tobacco consumption, prevalence and addiction and the rise of e-cigarette use.

• Assess key milestones in tobacco and nicotine policy and the contribution of policy in developing and implementing effective interventions.

• Critically discuss the role of commercial interests, including the tobacco industry, in promoting tobacco use and recent controversies regarding the e-cigarette industry.

• Describe and discuss the range of effective interventions to reduce tobacco use and the place of tobacco harm reduction, including e-cigarettes, in addressing tobacco use.

• Assess the potential impact of current and emerging tobacco control priorities on different population groups, including tobacco harm reduction approaches.

• Discuss principles of media advocacy as applied to current issues in tobacco control.