



TOBACCO CONTROL IN PRACTICE

A POSTGRADUATE CPD MODULE

The UK Centre for Tobacco Control Studies will be offering its fourth Continuing Professional Development module from 21-24 May 2012. Having been hosted last year at the University of Stirling, 2012 sees it returning to the City of Bath.

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 used to acquire credits at Masters level.

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
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?

Ideally, you should already be 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 will be awarded under the European Credit Transfer System (ECTS).

How much does it cost?

Having kept the cost the same since the inaugural CPD in 2009, we are now forced to increase the cost slightly to £730 in order to cover our costs. As well as all teaching, this cost covers all refreshments throughout, lunch on days one to three, as well as dinner on the first evening. You should note that this cost 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 request an application form.

You will also be able to download applications from the UKCTCS website www.ukctcs.org and from the University of Bath site www.bath.ac.uk/health/tobacco

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 (ending March 2012) or in the next financial year (beginning April 2012) and will be invoiced accordingly. 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?

Places 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 within 2 weeks of the start date.

What is the approximate schedule?

The module will run from 12 midday on Monday 21st May to 1pm on Thursday 24th May 2012.

Is it a residential module?

While there is no requirement on 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. However, if you live close by and would prefer to travel in each day, this is not an issue.

How much does accommodation cost on site?

En suite B&B accommodation at Bailbrook House (www.bailbrookhouse.co.uk) costs £89, which is a 60% reduction off their standard rate. If you elect to stay at Bailbrook, we will add these costs to your invoice. Alternatively, you may wish to find your own accommodation elsewhere in Bath.

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

