**Tobacco-Control Policy Workshop:**

**Goal:** to introduce Mega-Country leaders to an effective policy framework for tobacco control and to develop skills to promote policy implementation.

**Objectives:** As a result of this workshop participants will;
1. Be able to identify key elements of tobacco control policies at national and school levels;
2. Develop a prototype to use at the ministry level for an effective tobacco control policy for schools;
3. Develop advocacy skills to promote tobacco-control policy implementation.

**Date:** Wednesday, July 18, 2001

**Time:** 13:00 – 16:45

**Materials:**
- Research synthesis fact sheet
- Policy benefits fact sheet
- Policy outline
- Checklist: 10-point program for successful tobacco control
- Framework Convention on Tobacco Control: A Primer
- WHO Information Series on School Health: Tobacco Use Prevention
- Sample tobacco-control policies
- Activity work sheets
- Reporting work sheet

**Methods:**
- Presentation
- Large group discussion
- Small group, participatory activity
- Demonstration/role play, summary of results & next steps

**Introduction (5 minutes)**
- Purpose of the workshop is to introduce Mega-Country leaders to an effective policy framework for tobacco control and to develop skills and strategies to advocate for successful implementation.
- Output is to develop a prototype through consensus that will provide participants with a systematic approach to develop tobacco control policies in their own countries.
- Methods include presentation and small-group role playing with report back

**Overview – public policy and FCTC (10 minutes)**

A.) Framework Convention
Framework Convention on Tobacco Control (FCTC)

- **What is the FCTC?** The Framework Convention on Tobacco Control (FCTC) will be an international legal instrument that will circumscribe the global spread of tobacco and tobacco products. This instrument will be developed by WHO’s 191 member states. The FCTC will establish legal parameters and structures, the foundation of a tobacco-control public health tool.

- **How will the FCTC help international tobacco control?** The FCTC and related protocols will improve transnational tobacco control and cooperation by establishing guiding principles to inform the policy makers and standardize policy objectives. Additionally, the FCTC will mobilize national and global technical and financial support for tobacco control; raise awareness among ministries as well as various sectors of society; strengthen national legislation and action; and mobilize NGOs and other members of civil society in support of tobacco control.

- **Can international agreements affect the behavior of states?** An international agreement can provide supporters within national governments with additional leverage to pursue the treaty’s goals, articulate laws and establish review mechanisms that hold States up to public scrutiny.

  (Adapted from: *WHO Framework Convention on Tobacco Control: A Primer*)

B.) Public policy:

“Public Policy is essentially an aggregate of governmental decisions, rules, and programs expressed in the form of laws, local ordinances, court opinions, executive orders, the whole reflecting certain long-range objectives that society wants to pursue.”

*(American Public Administration: Concepts and Cases)*

“National and provincial laws establish a base for local policies—local policy focuses on implementing and enforcing existing laws.” (Northeast CAPT)

Similarly, international treaties can establish a base for national policies.

3 components of policy:

- **Policy choices** – using public power to affect the lives of citizens, for example, to control tobacco

- **Policy outputs** – putting choices into actions, for example, passing laws to ban advertising around schools, training staff to enforce laws, and conducting public education campaigns

- **Policy impacts** – the effects of policy choices and outcomes on citizens, for example, fewer smokers and more smoke-free public spaces

(Adapted from: *American Public Policy: Promise and Performance*)
The Public Policy Process:

1. **Identify the Problem** – tobacco is the leading cause of preventable death

2. **Design the Course of Action** – laws, programs, and taxes to prevent tobacco usage, help users to quit, and protect nonsmokers from second-hand smoke

3. **Mobilize Support** – advocacy for government agencies, NGOs and the public to support the policy

4. **Establish Guidelines and Rules for the Course of Action** – funded, feasible, monitorable, enforceable, and sustained over time

5. **Implement and Enforce the Course of Action**

6. **Evaluate** – the policy outputs: laws, programs, tax schemes

7. **Reform** – the policy outputs based on lessons learned

(Adapted from: *American Public Administration: Concepts and Cases*)

Outputs of policy:

- **Law** – to place warning labels on tobacco products, to ban sale of tobacco to minors
- **Services** – education and training programs, cessation services
- **Money** – grants to districts that comply with tobacco control policies
- **Taxation** – sales tax on tobacco products
- **Suasion** – an influential leader or agency makes a moral, public interest argument against tobacco

(Adapted from: *American Public Policy: Promise and Performance*)

Benefits of Tobacco-Control Policy:

- Policy provides a framework for establishing priorities, goals, and programs for tobacco control
- Policy is a guide to practical decision-making for staffs of schools and ministries
- Policy articulates common vision for tobacco control
- Policy can set national standards for tobacco control that can be enforced and measured
- Policy influences the environments in which choices about tobacco are made

*Policy helps give children a real chance to grow up tobacco free*

(Adapted from: *WHO Information Series on school Health #5: Tobacco Use Prevention*)
Elements of Effective Tobacco-Control Policy (10 minutes)

Core Areas of Tobacco Control:

- Preventing the initiation of tobacco use, especially among your people
- Helping users of tobacco to quit
- Protecting of nonsmokers from second-hand smoke
- Identifying and eliminating disparities related to tobacco use and its effects among different populations

(Adapted from: CDC Best Practices for Comprehensive Tobacco Control Programs)

School Tobacco-Control Strategies That Work:

- Higher tobacco taxation – to make tobacco unaffordable for the young
- Marketing restrictions – to ban advertising directed at youth
- Prohibition of sale to minors – to make it difficult for youth to access tobacco products by establishing a minimum age to purchase tobacco
- Protection from environmental tobacco smoke – to reduce exposure and reinforce the message that smoking is harmful

Policy experts agree that a combination of these strategies should significantly reduce tobacco use by youth, provided they are sustained over time, strictly enforced, and adequately funded.

(Adapted from: WHO Information Series on school Health #5: Tobacco Use Prevention)

“National and local policies and commitments can maximize the success of local efforts to prevent and reduce tobacco use through schools. In addition, schools themselves can help foster supportive polices”

Smoke-Screen: How Tobacco Tries to Buy Legitimacy (5 minutes)

Educators and policy makers should not collaborate with the tobacco industry on any programs for tobacco control. The tobacco industry’s practice of marketing to kids has been well documented. Most users start during adolescent years. Unless this strategy stops, all joint tobacco-control efforts will be compromised, and will serve to strengthen the tobacco industry’s position in the public, political, business and legal arenas.

Funds the tobacco-industry allocates for tobacco control is simply a smokescreen; they are trying to buy legitimacy by partnering with credible agencies. It is ultimately not in their interest, and explicitly against their marketing strategy, to stop youth addiction. Accepting money from the tobacco industry will serve only the short-term monetary goals at the great cost of compromising your ministry’s credibility and integrity to advocate for the public good.
The tobacco industry philosophy is: get them early and they will be customers for life.

Stop marketing its tobacco products to kids:
- a ban on vending machines;
- a ban on ad campaigns that are successful with youth, e.g., the Marlboro Man;
- a ban on all tobacco ads in magazines with significant youth;
- a ban on outdoor ads near schools and areas frequented by youth;
- a complete ban on all brand name sponsorships of teams, sports, entertainment and other events;
- stronger and more visible warning labels on all tobacco packaging and ads.

(Adapted from: The Tobacco Industry's Youth Anti-Tobacco Programs: Campaign for Tobacco Free Kids)

Brainstorming Activity (90 Minutes)

A Ten-Point Program for Successful Tobacco Control

1. Protection for children becoming addicted to tobacco through such measures as the banning of sales to and advertising targeted at children.

2. Implementation of fiscal policies to discourage the use of tobacco, such as tobacco taxes that increase faster than the rise in prices and income.

3. Allocation of a portion of the money raised from tobacco taxes to finance other tobacco control and health promotion measures.

4. Health promotion, health education and smoking cessation programs.

5. Protection from involuntary exposure to environmental tobacco smoke.

6. Elimination of socio-economic, behavioral and other incentives that maintain and promote the use of tobacco.

7. Elimination of direct and indirect tobacco advertising, promotion and sponsorship.

8. Controls on tobacco products, including health warnings.

9. Promotion of economic alternatives to tobacco growing and manufacturing and sales.

10. Effective management, monitoring and evaluation of tobacco issues.

(Adapted from: WHO Information Series on School Health)

Purpose: For participants to develop strategies to address each of the Ten Points, from the outline listed above, at both the ministry and school level.

Materials: 10-point program, worksheet, report form, and sample policies.
Brainstorming Activity Instructions:

- Convene in small groups
- Each group will have a facilitator and should identify both a recorder and reporter.
- Each group will be assigned two points that they will present to the plenary. Groups should be prepared to spend 5-10 minutes reporting highlights.
- Each group will address each of the Ten Points using the questions below and record their answers on the Reporting Worksheet.
- Each group will use the Reporting Form to report their findings with the two points they have been assigned.
- Group responses will be synthesized into a single prototype that addresses each of Ten Points. In other words, participants will draft the contents of what should be in a national policy that addresses tobacco control in an education setting.

Key Questions for the Activity 1

1. What can be done at the school level to address each of these ten implementation issues?

2. What can be done at the ministry level to address each of these ten implementation issues?

Example:
Point #1. Protection for children becoming addicted to tobacco through such measures as the banning of sales to and advertising targeted to children.

1. There will be no advertising, distribution, or promotion of tobacco products permitted on school property.

2. No school that permits tobacco advertising or promotion on school grounds will be eligible to receive funding from the ministry of health/education.

Building the prototype (30-45 minutes):

- report back
- synthesis
- comments, questions, and summary

Advocacy (Introduction -10 minutes)

Building on Cheryl’s presentation, we will highlight tobacco-specific issues for advocacy:

Advocacy Issues to Promote Tobacco-Control Policy Implementation:
Examples of Advocacy Objectives:

1. Raise public awareness about the importance of tobacco prevention.
2. Advocate for governments to include tobacco prevention in national, provincial, and local policies.
3. Secure technical and financial support for implementation.
4. Educate leaders and community members about the importance tobacco prevention efforts.
5. Promote public awareness of the need for school-based tobacco prevention initiatives.
6. Advocate for the provision of training for education personnel.
7. Establish coordinated training programs with national institutions, such as universities, to train all education personnel.
8. Join forces with other international, national, governmental, and non-governmental, i.e., Framework Convention (FCTC).

Building Advocacy Skills to Promote Policy Implementation:
Role-play & Practice (50 minutes)

- Small group activity to practice advocacy skills to persuade decision-makers to develop effective tobacco-control policy.
- Report/demonstration to large group.

Building Advocacy Skills to Promote Policy Implementation Instructions:

Using brief case studies, participants take turns developing arguments to successfully advocate for the development of tobacco control policies.

- Assemble in small groups.
- There should be an advocate, a decision-maker, and few observers to provide peer-feedback.
- Rotate roles as time allows.
- Prepare a 5-10 minute demonstration and report of results.

Summary and Closure (5 minutes)