

European Regional Tobacco Control Leadership Program
3 to 9 September 2017
Kiev, Ukraine

Introduction

As part of the Bloomberg Initiative (BI) to Reduce Tobacco Use, the regional Tobacco Control Leadership Program aims to develop and enhance leadership in countries experiencing the greatest burden of disease and death from tobacco use by building capacity to develop, implement and enforce effective tobacco control policy interventions consistent with the provisions of the World Health Organization's (WHO's) Framework Convention on Tobacco Control (FCTC).

In this context, region-specific tobacco control leadership programs allow for more emphasis on locally relevant tobacco control policy issues, as well as other relevant public health policy issues. Across South East European countries and the Newly Independent States (NIS), good progress has been made in tobacco control policy development and implementation in many countries. However, the tobacco industry has challenged many of these policies and continues to do so. In addition, there is on-going concern in a number of countries about the economics of tobacco control, particularly taxation; the lack of strong smoke-free legislation and related enforcement; health warning labels and plain packaging; illicit trade in tobacco products; tobacco advertising, promotion and sponsorship; tobacco industry interference with tobacco control policy development and implementation; and, cigarette smoking alternatives, including water pipes, smokeless tobacco, etc.

The European Tobacco Control Leadership Program sessions will emphasize leadership principles in relation to the range of tobacco control topics noted above structured around the components of the World Health Organization's MPOWER package of measures to reduce the demand for tobacco. The Program will be delivered by a faculty comprised of regional and international experts in tobacco control leadership, policy development, implementation, networking, communications, research, advocacy and surveillance.

Program Objectives - The overall program objectives are to:

1. Enhance leadership and networking skills to affect policy development and implementation;
2. Delineate leadership principles and their relevance in addressing country-specific tobacco control issues and challenges;
3. Strengthen skills in policy intervention development and implementation and strategic communication; and
4. Engage with and enhance collaboration among a wide range of partners in the tobacco control movement.

At the completion of this Program, participants will have:

- Enhanced leadership and networking skills to advocate for, enact and implement effective policy change;
- An improved ability to apply leadership principles and better utilize tobacco control-related evidence to advance policy development and implementation aimed at resolving country-specific issues and challenges;
- Strengthened skills in strategic communication and policy development and implementation; and,
- Strengthened ties and linkages with international colleagues.

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PROVISIONAL AGENDA

Sunday 3 September 2017	
Participants arrive at hotel venue	
10:30-4:30	Program Registration
5:00-6:30	Welcome reception
Monday 4 Sept. 2017	
8:30-9:00	Registration
9:00-9:30	Opening & Welcome <i>Format: Brief introduction by Master of Ceremonies</i> <i>Dr. Ulana Suprun, Honorable Minister of Health, Ukraine; Dr Marthe Everard, World Health Organization (WHO) Country Representative, Ukraine; Joshua Abrams, Director, Eurasia Region, Campaign for Tobacco Free Kids (CTFK); Steve Tamplin, Associate Scientist, Institute for Global Tobacco Control (IGTC), Johns Hopkins Bloomberg School of Public Health (JHSPH).</i>
9:30-10:15	Keynote Address: Navigating the Legislative Process in Advancing Tobacco Control – A Global Perspective <i>Professor Mike Daube, Curtin University, Australia</i> <i>Format: 25-minute presentation; 20 minutes for discussion</i> Learning objectives – the participants should be able to: 1. Identify some of the key factors that affect tobacco control legislative decision making among parliamentarians. 2. Delineate the role of networking and coalition building in influencing the legislative process. 3. Describe the key elements of effective advocacy strategies for promoting tobacco control in legislative/parliamentary settings.
10:15 – 10:45	Tea Break and Group Photo
10:45-11:30	Navigating the Legislative Process in Advancing Tobacco Control – A Country Perspective <i>Kazi Zoidze, Chairman, Healthcare and Social Issues Committee, Parliament of Georgia</i> <i>Format: 25-minute presentation; 20 minutes for discussion</i> Learning objectives – the participants should be able to: 1. Identify some of the key factors that affect tobacco control legislative decision making among Slovenia parliamentarians. 2. Delineate the role of networking and coalition building in influencing the legislative process in Slovenia. 3. Describe the key elements of effective advocacy strategies for promoting tobacco control in the Slovenia legislative/parliamentary setting.

Monday 4 Sept. 2017		Understanding Tobacco Control in the Region, and Developing a Strategic Leadership Mindset
11:30 – 12:30		The Hazards of Tobacco Use and Strategies for Reducing Them – The Foundation for Tobacco Control <i>Dr. Gauden Galea, Director of the Division of Non-communicable Diseases and Life-Course, WHO-EURO</i> <i>Steve Tamplin, Associate Scientist, JHSPH</i> <i>Format: Two 20-minute presentations; 20 minutes for discussion</i> Learning objectives - the participants should be able to: 1. Describe the elements of the foundation for tobacco control. 2. Identify the hazards of tobacco use. 3. Outline the prevalence, the types of tobacco products used and the burden of tobacco use in the Region.
12:30– 1:30		Lunch
1:30 – 2:45		Developing a Strategic Leadership Mindset <i>Benjamin Lozare, JHSPH</i> <i>Format: 90-minute interactive presentation and discussion</i> Learning objectives: 1. Recognize how good leadership and strategic communication skills can be applied to ensure that tobacco control efforts are effective, timely and resource efficient. 2. Appreciate the different approaches to and styles of leadership. 3. Identify effective leadership techniques and their role in tobacco control activities. 4. Describe the key steps in planning and effectively implementing integrated tobacco control strategies.
2:45 – 3:00		Tea Break
3:00-4:00		“Out and About in Kiev” – A PhotoVoice Assessment of Compliance with the Smoke-Free Law. <i>Annette David, JHSPH; and, the Participants (5 random groups)</i> <i>Format: Introduction by Annette David</i> Learning objectives - the participants should be able to: 1. Utilize “participatory photography” as a tool to assess compliance and promote regulatory change. 2. Develop short photography-based presentations to document progress and influence decision making.
4:00 – 5:00		Developing a Leadership Action Plan – Developing a Shared Vision; Where Are We Now in Relation to Our Vision? Identifying Key Constraints –Why is There a Difference Between Where We want to be and Where We Are Now? <i>Annette David, JHSPH</i> <i>Format: 20-minute introduction to group work; and, 55 minutes of group work</i> Learning objectives - the participants should be able to: 1. Prioritize the key constraints to tobacco control and identify their root causes. 2. Delineate strategic approaches to dealing with the root causes of priority barriers. 3. Initiate development of a Leadership Action Plan for applying these strategic approaches.
6:30-9:00		Gala Dinner - Country cultural presentations (songs, stories, poems, etc.)

Tuesday 5 Sept. 2017 Implementing the FCTC and MPOWER	
8:30-9:15	Icebreaker – Getting to know you! Steve Tamplin, JHSPH
9:15-10:30	Taking the Initiative! - Strategic Planning and Action to Fight and Defeat the Tobacco Industry <i>Joshua Abrams and other CTFK representatives</i> <i>Format: 45 minutes for interactive presentation; and, 30 minutes for discussion.</i> Learning objectives - the participants should be able to: 1. Describe the elements of the “CTFK TIA Framework” for combatting the tobacco industry. 2. Delineate concrete, actionable ideas for taking the offensive in defeating the tobacco industry.
10:30-10:45	Tea Break
10:45-12:00	Taking the Initiative! - Strategic Planning and Action to Fight and Defeat the Tobacco Industry (cont’d) <i>Joshua Abrams and other CTFK representatives</i> <i>Format: 45 minutes for interactive presentation; and, 30 minutes for discussion.</i> Learning objectives – the participants should be able to: 1. Describe the elements of the “CTFK TIA Framework” for combatting the tobacco industry. 2. Delineate concrete, actionable ideas for taking the offensive in defeating the tobacco industry.
12:00 – 1:00	Lunch
1:00 – 3:00	Identifying and Overcoming Key Constraints and Barriers and Taking Advantage of Opportunities. <i>Benjamin Lozare, JHSPH</i> <i>Format: 60-minute interactive presentation</i> Learning objectives - the participants should be able to: 1. Delineate the key constraints to tobacco control in their communities. 2. Identify the priority barriers to overcoming these key constraints. 3. Articulate alternative strategic approaches to overcoming priority barriers.
3:00-3:15	Tea Break
3:15-4:30	<u>Group Exercise</u>: Developing a 2017 Action Plan – Analyzing and Prioritizing Key Constraints and Determining Their Root Causes <i>Annette David, JHSPH</i> <i>Format: 60-minute interactive activity</i>

Wednesday 6 Sept. 2017	The Economics of Tobacco Control; Communicating the Dangers of Tobacco Use; and, Designing Strategies to Engage Key Audiences
8:30-9:30	The Economics of Tobacco Control: Increasing Taxes on Tobacco Products <i>Frank Chaloupka, University of Illinois-Chicago (UIC)</i> <i>Format: 40-minute presentation; 20 minutes for discussion</i> Learning objectives - the participants should be able to: 1. Identify the healthcare cost benefits resulting from tobacco control. 2. Delineate the economic benefits of tobacco control. 3. Understand the economics of tobacco production, use and marketing and the related healthcare costs in South Asia countries.
9:30-10:30	Panel Discussion: Illicit Trade and Tobacco Control <i>Moderator: Frank Chaloupka, UIC</i> <i>Panelists: Florence Berteletti, Smoke-Free Partnership, Belgium; and, Feng Zhao, World Bank-Ukraine</i> <i>Format: Two 20-minute presentations; 20 minutes for discussion</i> Learning objectives - the participants should be able to: 1. Assess the implications of tobacco control for illicit trade. 2. Refute tobacco industry arguments regarding the adverse impact of illicit trade resulting from comprehensive FCTC-compliant tobacco control.
10:30-10:45	Tea Break
10:45-12:00	Panel Discussion: The Importance of Partnerships and Coalitions in Creating Political and Public Support for Tobacco Control <i>Moderator: Gan Quan, Director, Tobacco Control, the International Union Against Tuberculosis and Lung Disease (the Union)</i> <i>Panelists: Andriy Skipalskiy, LIFE Center, Ukraine; Ramona Brad, Romania Breathes Coalition; and, Dominick Nguyen, ENSP, Belgium</i> <i>Format: Three 15-minute presentations; and, 30 minutes for discussion</i> Learning objectives – the participants should be able to: 1. Delineate the advantages of partnerships and coalitions in advocating for tobacco control. 2. Identify the key tobacco control stakeholders in their country.
12:00-1:00	Communicating and Enhancing Understanding of the Dangers of Tobacco Use and Creating Public Support for Tobacco Control <i>Lilla Olefir, LIFE Center, Ukraine</i> <i>Olga Knorre, CTFK-Russia</i> <i>Format: Two 20-minute presentation; 20 minutes for discussion</i> Learning objectives - the participants should be able to: 1. Articulate different approaches to mass communications and social media interventions; their strategic importance; and their relative cost-effectiveness. 2. Suggest how different communications approaches can be financed and sustained. 3. Recite relevant “lessons learned” in selected local jurisdictions.
1:00-2:00	Lunch

Wednesday 6 Sept. 2017 The Economics of Tobacco Control; Communicating the Dangers of Tobacco Use; and, Designing Strategies to Engage Key Audiences	
2:00-3:00	Leaders and Communication: Who Are Your Audiences and What Do You Want Them to Do? <i>Benjamin Lozare, JHSPH</i> <i>Format: 75-minute interactive presentation</i> Learning objectives – the participants will be able to: 1. Describe the concept of “audience segmentation.” 2. Use concepts and tools that will enhance the ability to communicate more effectively with different audiences.
3:00-3:15	Tea Break
3:15-4:30	<u>Group Exercise:</u> Developing a 2017 Action Plan – Stakeholder Mapping; and, Developing Strategic Approaches to Influence Key Audiences. <i>Annette David, JHSPH</i> <i>Format: 75-minute interactive activity</i>
4:30 - onward	Participants: “ <i>Out and about in Kiev</i> ” – <i>Photo Voice exercise</i>
Thursday 7 Sept. 2017 Tobacco Product Health Warnings; Protecting People from Secondhand Smoke; and, Developing a Strategic Action Plan	
8:30-9:45	Group Presentations (6) – Photo Assessment of Compliance with Smoke-Free Rules and Regulations in Kiev. Moderator: Annette David, JHSPH <i>Format: 7-10-minute Group presentation (6 groups; 5 Power Point slides each) of photo assessment results; and, 30 minutes for discussion</i>
9:45-11:00	Panel discussion: Lessons Learned About Tobacco Product Health Warnings – International and Regional Experience <i>Moderator: Vital Strategies representative (TBD)</i> <i>Panelists: Naseeb Kibria, JHSPH; Jan Peloza, No Excuses, Slovenia; and, United Kingdom representative (TBD)</i> <i>Format: Brief introduction by Moderator; three 15-minute presentations; and, 30 minutes for discussion</i> Learning objectives - the participants should be able to: 1. Recall the evidence base that supports effective health warnings on tobacco products. 2. Recognize industry tactics to weaken or delay health warnings on tobacco products. 3. Describe how health warnings on tobacco products support and reinforce other elements of tobacco control programs. 4. Describe the advantages of collaborating with government agencies to strengthen health warnings on tobacco products.
11:00-11:15	Tea Break

Thursday 7 Sept. 2017		Tobacco Product Health Warnings; Protecting People from Secondhand Smoke; and, Developing a Strategic Action Plan
11:15-12:15	Panel discussion: Challenges in Implementing Smoke-Free Environments in the Region <i>Moderator: Nataliya Korol, WHO-Ukraine</i> <i>Panelists: Ukraine and Albania participants (TBD)</i> <i>Format: Brief introduction by the Moderator; two 20-minute presentations; and, 20 minutes for discussion</i> Learning objectives - the participants should be able to: 1. Articulate smoke-free policies being implemented across the region and associated challenges. 2. Summarize the resources needed to implement and enforce a smoke free policy (evidence base; political and public support). Describe smoke-free environment successes in the region.	
12:15-1:15	Lunch	
1:15-2:45	Developing a Leadership Action Plan – The Importance of Consistency among: the Vision, Key Constraints; Root Causes; Stakeholder Analysis; Strategic Approaches and Messages <i>Benjamin Lozare, JHSPH</i> <i>Format: 90-minute interactive presentation</i> Learning objectives: 1. Delineate strategic approaches to communicating with diverse audiences. 2. Develop a strategic plan that links vision, goals, objectives and outcomes.	
2:45-3:00	Tea break	
3:00-4:30	<u>Group Exercise</u>: Developing a 2017 Action Plan – Stakeholder Mapping; and, Developing Strategic Approaches to Influencing Key Audiences. <i>Annette David, JHSPH</i> <i>Format: 90-minute interactive activity</i>	
Friday 8 Sept. 2017		Tobacco Advertising, Promotion and Sponsorship; and, Developing a Strategic Action Plan
8:30-9:30	Panel discussion: Lessons Learned about Tobacco Advertising, Promotion and Sponsorship (TAPS) from the Region <i>Moderator: CTFK representative (TBD)</i> <i>Format: A 15-minute exercise; a 15-minute presentation; and, 30 minutes for discussion</i> Learning objectives - the participants should be able to: 1. Cite examples of stringent TAPS policies in the region and their implementation. 2. Describe the techniques the tobacco industry uses to advertise and market its products, and the role advertising plays in spreading the tobacco epidemic. 3. Articulate current policies and legislation on tobacco advertising, promotion and sponsorship in the region and their implications for tobacco control.	

Friday 8 Sept. 2017		Tobacco Advertising, Promotion and Sponsorship; and, Developing a Strategic Action Plan
9:30 – 10:30 (Parallel Session)	E-cigarettes <i>Speaker (TBD)</i> <i>Format: 25-minute presentation; 35 minutes for discussion</i> Learning objectives – the participants should be able to: 1. Describe the extent of the use of water pipes and other tobacco products in the region. 2. Delineate alternative strategies for addressing and controlling the use of these products.	
9:30-10:30 (Parallel Session)	E-cigarettes, water pipes and other tobacco products – Regional Challenges <i>Speaker (TBD)</i> <i>Format: 25-minute presentation; 35 minutes for discussion</i> Learning objectives - the participants should be able to: 1. Give an overview of related issues and challenges in the Region. 2. Delineate alternative strategies for addressing these issues and overcoming the challenges.	
10:30-10:45	Tea break	
10:45-12:30	Developing a Leadership Action Plan – The Importance of Consistency among: the Vision, Key Constraints; Root Causes; Stakeholder Analysis; Strategic Approaches and Messages <i>Benjamin Lozare, JHSPH</i> <i>Format: 105-minute interactive presentation</i> Learning objectives: 1. Delineate strategic approaches to communicating with diverse audiences. 2. Develop a strategic plan that links vision, goals, objectives and outcomes.	
12:30 – 1:30	Lunch	
1:30-1:45	Program Evaluation Introduction <i>Naseeb Kibria, JHSPH</i>	
1:45 – 4:30 w/rolling Tea Break	<u>Group Exercise:</u> Developing an Action Plan - Key messages, delivery mechanisms and impact evaluation (How will we know if we are succeeding?) <i>Annette David and Steve Tamplin, JHSPH</i> <i>Format: 165-minute group activity (6 country groups)</i>	
Saturday 9 Sept. 2017		Tobacco Control Interventions: Communicating Your Vision - Learning from the tobacco industry and marketing complex public policy
8:30 – 10:30	Group Leadership Action Plan Presentations (6 Country Groups) <i>Participants</i> <i>Format: 15-minute presentations and 5-minute discussion per group</i>	
10:30-10:45	Tea Break	
10:45-11:15	Complete Program Evaluation <i>Naseeb Kibria, JHSPH</i>	

Saturday 9 Sept. 2017	Tobacco Control Interventions: Communicating Your Vision - Learning from the tobacco industry and marketing complex public policy
11:15-12:00	Leadership Challenge – So, what are you going to do now? <i>Benjamin Lozare and Steve Tamplin, JHSPH</i> <i>Format: 25-minute video; 20-minute discussion</i> Learning objectives: 1. Recognize the importance of non-material resources. 2. Recognize and take advantage of the “possibilities” in all situations. 3. Distinguish the difference between “being your best for the world” and “being the best in the world.”
12:00-12:45	Certificate Ceremony and Remarks <i>MOH representative (TBD); Kristina Mauer-Stender, Program Manager, Tobacco Control, WHO European Regional Office (EURO); Joshua Abrams, CTFK; and, Steve Tamplin, JHSPH</i>
12:45-1:45	Lunch
MEETING WITH UKRAINE PARLIAMENTARIANS AND SELECTE DECISION MAKERS	
5:30-8:30 w/Dinner on a selected evening during the program (TBD)	Meeting with selected Ukraine parliamentarians and decision makers to discuss timely tobacco control issues.