Tobacco Control Programs Training Course

Professional Development Training Course Outline

Category	Public Health	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Tobacco use remains one of the leading preventable causes of death worldwide, contributing significantly to non-communicable diseases (NCDs), including cancer, cardiovascular disease, chronic respiratory illness, and stroke. The increasing burden of nicotine addiction, youth vaping, secondhand smoke exposure, and emerging tobacco products has intensified the need for evidence-based tobacco control strategies. Tobacco Control Programs Training Course is designed to strengthen the capacity of health professionals, policymakers, public health practitioners, educators, researchers, NGOs, and community advocates to implement effective tobacco prevention and cessation interventions. The course integrates global best practices, WHO FCTC compliance strategies, behavioral change communication, tobacco taxation advocacy, cessation counseling, policy enforcement, and digital health innovations to address modern tobacco industry tactics and public health challenges.

The training emphasizes practical implementation, strategic advocacy, regulatory compliance, surveillance systems, community mobilization, and data-driven interventions for sustainable tobacco control outcomes. Participants will gain advanced knowledge in smoke-free policies, youth tobacco prevention, tobacco cessation programs, health promotion campaigns, harm reduction debates, monitoring and evaluation frameworks, and leadership in public health governance. Through interactive learning, real-world case studies, simulation exercises, and policy analysis, learners will develop competencies to design, manage, monitor, and evaluate high-impact tobacco control programs aligned with Sustainable Development Goals (SDGs), Universal Health Coverage (UHC), and global health security priorities.

Programme Curriculum

Tobacco Control Programs Training Course

Introduction

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Course Duration

5 days

Course Objectives

By the end of the training, participants will be able to:

1. Analyze global tobacco epidemic trends using evidence-based public health approaches.
2. Apply WHO Framework Convention on Tobacco Control (FCTC) guidelines in national programs.
3. Design innovative tobacco prevention and smoking cessation strategies.
4. Develop digital health campaigns targeting youth vaping and nicotine addiction.
5. Strengthen tobacco surveillance, monitoring, and epidemiological reporting systems.
6. Implement smoke-free workplace and public environment policies effectively.
7. Conduct tobacco taxation and economic impact assessments for policy advocacy.
8. Utilize behavioral change communication (BCC) and social marketing techniques.
9. Integrate tobacco control interventions into primary healthcare systems.
10. Evaluate emerging products including e-cigarettes, heated tobacco, and nicotine pouches.
11. Develop community-based interventions for vulnerable and high-risk populations.
12. Apply leadership, governance, and stakeholder engagement skills in tobacco control programs.
13. Monitor and evaluate tobacco control initiatives using data analytics and impact measurement tools.

Target Audience

1. Public Health Officers
2. Healthcare Professionals and Clinicians
3. Tobacco Control Program Managers
4. Government Policy Makers and Regulators
5. NGO and Civil Society Organizations
6. Researchers and Academicians
7. School Health Coordinators and Educators

8. Community Health Workers and Advocacy Groups

Course Modules

Module 1: Foundations of Tobacco Control and Global Health

- Overview of the global tobacco epidemic
- Health and economic burden of tobacco use
- WHO FCTC and MPOWER strategies
- Tobacco industry interference and marketing tactics
- Sustainable Development Goals and tobacco control
- **Case Study:** Implementation of WHO MPOWER measures in Turkey leading to reduced smoking prevalence.

Module 2: Tobacco Prevention and Youth Engagement

- Youth vaping trends and emerging nicotine products
- School-based tobacco prevention interventions
- Social media influence and digital marketing
- Behavioral risk factors among adolescents
- Peer education and youth advocacy models
- **Case Study;** Australia's plain packaging policy and youth smoking reduction outcomes.

Module 3: Tobacco Cessation and Clinical Interventions

- Evidence-based smoking cessation approaches
- Nicotine replacement therapy (NRT)
- Brief intervention and counseling techniques
- Integrating cessation services into primary healthcare
- Digital cessation tools and mobile health platforms
- **Case Study:** United Kingdom NHS Stop Smoking Services effectiveness model.

Module 4: Tobacco Policy, Legislation, and Regulation

- Smoke-free laws and enforcement mechanisms
- Tobacco advertising, promotion, and sponsorship bans
- Licensing and regulation of tobacco products
- Taxation policies and illicit trade control
- Legal frameworks for compliance monitoring
- **Case Study:** Kenya Tobacco Control Act implementation and policy enforcement lessons.

Module 5: Community Mobilization and Health Promotion

- Community engagement strategies
- Risk communication and public awareness campaigns
- Advocacy and stakeholder collaboration
- Gender-sensitive tobacco interventions
- Faith-based and grassroots tobacco control initiatives
- **Case Study:** Thailand's community-driven anti-smoking campaigns and public participation model.

Module 6: Tobacco Surveillance, Research, and Data Analytics

- Tobacco surveillance systems and indicators
- Data collection methodologies
- Epidemiological analysis and reporting
- Monitoring tobacco industry trends
- Program evaluation and impact assessment
- **Case Study:** CDC Global Adult Tobacco Survey (GATS) data utilization in policymaking.

Module 7: Emerging Products and Harm Reduction

- E-cigarettes and heated tobacco products
- Nicotine pouches and emerging alternatives
- Harm reduction debates and controversies
- Regulatory challenges in emerging products
- Public health implications of new nicotine technologies
- **Case Study:** New Zealand's vaping regulation framework and smoking reduction strategy.

Module 8: Leadership, Program Management, and Sustainability

- Strategic planning for tobacco control programs
- Resource mobilization and donor engagement
- Leadership and governance in public health
- Partnership building and multisectoral collaboration
- Sustainability planning and long-term impact measurement
- **Case Study:** Bloomberg Initiative-supported tobacco control successes in low- and middle-income countries.

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com