

November 28, 2016

**Latin America and Caribbean Tobacco Control Leadership Program
4 to 10 December, 2016,**

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.

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, and the participation of non-English speakers, with the provision of simultaneous translation. Across Latin America and the Caribbean, 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; illicit trade in tobacco products; tobacco advertising, promotion and sponsorship; and, and the lack of strong smoke-free legislation.

The Latin America and Caribbean Tobacco Control Leadership Program sessions will emphasize leadership principles in relation to a range of tobacco control related topics, including those 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;
- Be able 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;
- Have strengthened skills in strategic communication and policy development and implementation; and,
- Have strengthened ties and linkages with international colleagues.

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**Latin America and Caribbean Tobacco Control Leadership Program
4-10 December 2016, Santiago, Chile**

PROVISIONAL AGENDA

Sunday 4 December, 2016	
Participants arrive at hotel venue	
10:30-4:00	Program Registration
4:30-5:30	Welcome reception
Monday 5 December, 2016	
Understanding Tobacco Control in Latin America and the Caribbean; and, Developing a Strategic Leadership Mindset	
8:30-9:00	Registration
9:00-9:30	<p>Opening & Welcome</p> <p><i>Dr. Carmen Castillo, Minister of Health (MOH), Chile; Dr. Paloma Cuchi, PAHO WHO Representative, Chile; Dr. Manola Sanchez, Dean, School of Business, Adolfo Ibáñez University; and, Mr. Steve Tamplin, Associate Scientist, Institute for Global Tobacco Control (IGTC), Johns Hopkins Bloomberg School of Public Health (JHSPH)</i></p>
9:30 –10:30	<p>Hazards of Tobacco Use and Strategies for Reducing Them – Enhancing public health and wellbeing in Latin America and the Caribbean</p> <p><i>Steve Tamplin, JHSPH; and, Adriana Blanco, Unit Chief, Risk Factors and Nutrition, WHO-PAHO</i></p> <p><i>Format: Two 20-minute presentations; 20 minutes for discussion</i></p> <p>Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> 1. Identify the hazards of tobacco use. 2. Delineate proven measures for controlling tobacco use that are consistent with the WHO Framework Convention on Tobacco Control (FCTC). 3. Cite examples of effective tobacco control measures in Chile.
10:30-10:45	Tea Break and Group Photo
10:45 -11:30	<p>Global and Regional Success in Tobacco Control and Tobacco Industry Responses</p> <p><i>Eduardo Bianco, Director for Latin America, Framework Convention Alliance (FCA)</i></p> <p><i>Format: 30-minute presentation; 15 minutes for discussion</i></p> <p>Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> 1. Understand the leadership ingredients in overall global success in tobacco control over the last five or so years. 2. Assess the importance of leadership at all levels in achieving this success. 3. Recognize and respond to the tactics and extent of industry influence in opposing tobacco control initiatives and successful approaches to overcoming this influence.

Monday 5 December, 2016		Understanding Tobacco Control in Latin America and the Caribbean; and, Developing a Strategic Leadership Mindset (cont'd)
11:30-12:45	<p>Panel Discussion: Current Challenges in Tobacco Control in Latin America and the Caribbean - Lessons Learned about what works and what we need to do differently.</p> <p><i>Moderator: Eduardo Bianco, Director for Latin America, Framework Convention Alliance (FCA)</i></p> <p><i>Panelists: Adriana Blanco, WHO-Pan American Health Organization (PAHO); Jorge Laucirica, The International Union Against Tuberculosis and Lung Disease (The Union); and, Barbara McGaw, Heart Federation of Jamaica (HFJ)/Coalition for Tobacco Control (JCTC)</i></p> <p><i>Format: Brief introduction by Moderator; Three 15-minute comments by each panelist; and, 30 minutes for questions and answers</i></p> <p>Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> 1. Identify the current challenges faced in sustaining progress in tobacco control. 2. Utilize lessons learned in overcoming challenges to tobacco control at all levels and across programs and organizations to inform future tobacco control work. 	
12:45-2:00	Lunch and preparation for Gala Dinner	
2:00-3:30	<p>Developing a Strategic Leadership Mindset <i>Benjamin Lozare, JHSPH</i></p> <p><i>Format: 90-minute interactive presentation and discussion</i></p> <p>Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> 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. 	
3:30-3:45	Tea Break	
3:45-5:00	<p>Developing a Leadership Action Plan – Developing a shared vision (VISION); Where are we now in relation to our “Vision”? (CURRENT SITUATION); and, identifying key constraints –Why is there a difference between where we want to be and where we are now? <i>Annette David, JHSPH</i></p> <p><i>Format: 30-minute introduction to group work; and, 45 minutes of group work</i></p> <p>Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> 1. Prioritize the key constraints to tobacco control identify their root causes. 2. Delineate strategic approaches to dealing with the root causes of priority barriers. <p>Initiate development of a Leadership Action Plan for applying these strategic approaches.</p>	
6:30-9:00	<p>Gala Dinner Country cultural presentations (songs, stories, poems, etc.)</p>	

Tuesday 6 December, 2016		Overview of MPOWER Strategies; Protecting People from Secondhand Smoke; Designing Strategies to Engage Key Audiences
8:30-9:15	Icebreaker – <i>Getting to know you!</i> Steve Tamplin, JHSPH	
9:15-10:15	<p>Panel discussion: Best Examples in Implementing the WHO Framework Convention on Tobacco Control (FCTC) in the Latin America and the Caribbean</p> <p><i>Moderator: Adriana Blanco, WHO-PAHO</i> <i>Panelists: Panelist from Brazil (TBD);</i> Kesaundra Alves, MOH, Guyana; and Reina Roa, MOH, Panama</p> <p><i>Format: Brief introduction by the Moderator; three 10-minute presentations; and, 30 minutes for discussion</i></p> <p>Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> 1. Cite good examples of FCTC implementation in the Region. 2. Identify the key barriers to effective tobacco control policy development and implementation. 	
10:15-10:30	Tea Break	
10:30-11:45	<p>Panel discussion: Challenges in Implementing Smoke-Free Environments in Latin America and the Caribbean</p> <p><i>Moderator: Jorge Laucirica, The Union</i> <i>Panelists: Marta Angueira, MOH, Argentina; Nydia Amador, MOH, Costa Rica; Tamu Davidson, MOH, Jamaica</i> and, Eduardo del Castillo, CODICE, Mexico</p> <p><i>Format: Brief introduction by the Moderator; four 10-minute presentations; and, 30 minutes for discussion</i></p> <p>Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> 1. Articulate tobacco control-related 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) 3. Describe smoke-free environment successes from a regional perspective. 	
11:45-12:30	<p>The importance of partnerships and coalitions in advocating for tobacco control <i>Patricia Sosa, CTFK; and, Veronica Schoj, Inter-American Heart Foundation, Argentina</i></p> <p><i>Format: Two 15-minute presentations; and, 15 minutes for discussion</i></p> <p>Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> 1. Delineate the advantages of partnerships and coalitions in advocating for tobacco control. 2. Identify the key stakeholders in tobacco control in their country. 	
12:30-1:30	Lunch	

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Tuesday 6 December, 2016		Overview of MPOWER Strategies; Protecting People from Secondhand Smoke; Designing Strategies to Engage Key Audiences (cont'd)
1:30-3:00	Identifying and overcoming key constraints and barriers and taking advantage of opportunities. <i>Benjamin Lozare, JHSPH</i> <i>Format: 90-minute interactive presentation</i> Learning objectives - the participants should be able to : <ol style="list-style-type: none"> 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	
3:15-5:00	<u>Group Exercise:</u> Developing a 2017 Action Plan – Analyzing and prioritizing key constraints and determining their root causes (ROOT CAUSE ANALYSIS). <i>Annette David, JHSPH</i> <i>Format: 105-minute interactive activity</i>	
Wednesday 7 December, 2016		The Economics of Tobacco Control; and, Communicating about the Dangers of Tobacco Use and the Need for Tobacco Control
9:00-10:00	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: <ol style="list-style-type: none"> 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 Latin America. 	
10:00-10:45	The Nexus of Tobacco Control and Economic Policymaking <i>Jeffrey Drope, American Cancer Society (ACS)</i> <i>Format: 30-minute presentation; 15 minutes for discussion</i> Learning objectives – the participants should be able to: <ol style="list-style-type: none"> 1. Identify some of the linkages between tobacco control and economic policymaking. 2. Describe the various economic dimensions of tobacco farming and the related interactions between the tobacco industry and tobacco farmers. 3. Articulate potential trade policy challenges to tobacco control. 	
10:45-11:00	Tea Break	

<p>Wednesday 7 December, 2016</p> <p>The Economics of Tobacco Control; and, Communicating about the Dangers of Tobacco Use and the Need for Tobacco Control (cont'd)</p>	
<p>11:00-12:30</p>	<p>Panel Discussion: Economic Issues in Tobacco Control - Illicit Trade; Tobacco Farming; Earmarking Tobacco Taxes; and, Integrating Tobacco Control in Sustainable Development Goals (SDGs)</p> <p><i>Moderator: Guillermo Paraje, Adolfo Ibáñez University</i> <i>Panelists: Jeffrey Drope, ACS; Eduardo Bianco, FCA/CIET, Uruguay; and, Blanca Llorente, Fundacion Anaas, Colombia.</i></p> <p><i>Format: Three 20-minute presentations; 30 minutes for discussion</i></p> <p>Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> 1. Assess the implications of tobacco control for illicit trade. 2. Review strategies to develop a dedicated fund for tobacco control activities, 3. Integrating tobacco control measures into sustainable development goals.
<p>12:30-1:30</p>	<p>Lunch</p>
<p>1:30-2:00</p>	<p>Out and About in Santiago” – A PhotoVoice Assessment of Compliance with the Smoke-Free Law and Piloting JHSPH’s “Share a Pack” Initiative <i>Annette David, JHSPH; and, the Participants (6 random groups)</i></p> <p><i>Format: Introduction by Annette David and Steve Tamplin</i></p> <p>Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> 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.
<p>2:00-6:00</p>	<p>Out and About in Santiago” – A PhotoVoice assessment of compliance with the smoke-free law <i>The Participants (6 random groups)</i></p>
<p>Thursday 8 December, 2016</p> <p>Warning People about the Dangers of Tobacco Use; Enforcing Bans on Tobacco Advertising, Promotion and Sponsorship; and, Designing Strategies to Engage Key Audiences</p>	
<p>8:30-9:30</p>	<p>Group Presentations (6) – Photo assessment of compliance with smoke-free rules and regulations in Santiago. Moderator: Steve Tamplin, JHSPH</p> <p><i>Format: 5-7 minute Group presentations (6 groups; 5 Power Point slides each) of photo assessment results; and, 20 minutes for discussion</i></p>

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<p>Thursday 8 December, 2016</p>	<p>Warning People about the Dangers of Tobacco Use; Enforcing Bans on Tobacco Advertising, Promotion and Sponsorship; and, Designing Strategies to Engage Key Audiences (cont'd)</p>
<p>9:30-10:30</p>	<p>Communicating and Enhancing Understanding of the Dangers of Tobacco Use and Creating Public Support for Tobacco Control <i>Daniela Guedes, Act+Saude, , Brazil</i></p> <p><i>Format: 30 minute presentation; 30 minutes for discussion</i></p> <p>Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> 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.
<p>10:30-10:45</p>	<p>Tea Break</p>
<p>10:45-12:00</p>	<p>Panel discussion: Celso Muniz <i>Moderator: Paloma Cuchi, WHO-PAHO-Chile</i> <i>Panelists: Hugo Cordoba, Peru; Lliana Avila, EducarConsumidor, Colombia; and, Kesaundra Alves, Guyana</i></p> <p><i>Format: Brief introduction by Moderator; three 15-minute presentations; and, 30 minutes for discussion</i></p> <p>Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> 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.
<p>12:00-1:00</p>	<p>Lunch</p>
<p>1:00-3:00</p>	<p>Leaders and Communication: Who are your audiences and what do you want them to do? <i>Benjamin Lozare, JHSPH</i></p> <p><i>Format: 105-minute interactive presentation</i></p> <p>Learning objectives:</p> <ol style="list-style-type: none"> 1. Describe the concept of "audience segmentation." 2. Use concepts and tools that will enhance the ability to communicate more effectively with different audiences.
<p>3:00-3:15</p>	<p>Tea Break</p>
<p>3:15-5:00</p>	<p><u>Group Exercise:</u> Developing a 2017 Action Plan – Stakeholder mapping; and, developing strategic approaches to influencing key audiences. <i>Annette David, JHSPH</i></p> <p><i>Format: 105-minute interactive activity</i></p>

Friday
9 December, 2016Warning People about the Dangers of Tobacco Use; Countering the Tobacco Industry; and,
Designing Strategies to Engage Key Stakeholders

9:30-10:30	<p>Panel discussion: Lessons Learned about Tobacco Product Health Warnings – International and Regional Experience <i>Moderator: Celso Muniz, MOH, Chile</i> <i>Panelists: Stefania Schimaneski Piras ANVISA, Brazil; Adonay De Paz, FoSalud, El Salvador; and, Tere Arrieta, RENATA, Costa Rica</i></p> <p><i>Format: Three 15-minute presentations; and, 15 minutes for discussion</i></p> <p>Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> 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.
10:30-10:45	Tea Break
10:45-12:00	<p>Panel discussion: <i>Emerging Issues and Countering Tobacco Industry Efforts to Impede Tobacco Control - Globally and in Latin America and the Caribbean</i> <i>Moderator: Armando Peruga, Researcher, Center for Epidemiology and Health Policy, University del Desarrollo</i> <i>Panelists: Juan Carballo, CTFK-Argentina; Sonia Covarrubias, Chile; Barbara McGaw, HFJ; and, Gustavo Sonora, The Union-Uruguay</i></p> <p><i>Format: Brief introduction by the Moderator; four 10- minute presentations; and, 30 minutes for discussion</i></p> <p>Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> 1. Articulate the relevance of electronic cigarettes and other emerging issues to tobacco control in the participating countries. 2. Describe the mechanisms and extent of industry influence in opposing tobacco control and highlight strategies for countering industry interference. 3. Delineate the major FCTC-5.3 compliance issues in the participating country.
12:00-1:00	Lunch
1:00-2:30	<p>Developing a Leadership Action Plan – What are your communication objectives and key messages? What are the associated channels of communication? Who are your audiences and what do you want them to do? <i>Benjamin Lozare, JHSPH</i></p> <p><i>Format: 90-minute interactive presentation</i></p> <p>Learning objectives:</p> <ol style="list-style-type: none"> 1. Delineate strategic approaches to communicating with diverse audiences. 2. Develop a strategic communications plan that links vision, goals, objectives and outcomes.

<p>Friday 9 December, 2016</p> <p>Warning People about the Dangers of Tobacco Use; Countering the Tobacco Industry; and, Designing Strategies to Engage Key Stakeholders (cont'd)</p>	
2:30-2:45	Tea Break
2:45-5:00	<p><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></p> <p><i>Format: 135-minute group activity (5 country groups)</i></p>
<p>Saturday 10 December, 2016</p> <p>Tobacco Control Interventions: Communicating Your Vision - Learning from the tobacco industry and marketing complex public policy</p>	
9:00-10:45	<p>Group Leadership Action Plan Presentations (Country Groups) <i>Participants</i></p> <p><i>Format: 15-minute presentations and 5-minute discussion per group</i></p>
10:45-11:00	Tea Break
11:00-11:30	<p>Complete Program Evaluation <i>Naseeb Kibria, JHSPH</i></p>
11:30-12:15	<p>Leadership Challenge – So, what are you going to do now? <i>Benjamin Lozare and Steve Tamplin, JHSPH</i></p> <p><i>Format: 25-minute video; 20-minute discussion</i></p> <p>Learning objectives:</p> <ol style="list-style-type: none"> 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.”
12:15-1:00	<p>Certificate Ceremony and Closing Remarks <i>Celso Muniz, MOH, Chile; Guillermo Paraje, Adolfo Ibáñez University; Paloma Cuchi, WHO-Chile; and, Steve Tamplin, JHSPH</i></p>
1:00 -2:00	Lunch