

TOBACCO PREVENTION AND CONTROL IN PUBLIC HEALTH HPEB 542

Instructor:

Office:

Office Phone:

E-mail:

Office Hours:

Meeting time: Wed: 2:30 - 5:15

Location:

COURSE DESCRIPTION:

Knowledge and skills for effective tobacco prevention and control practice in public health.

Topics addressed include:

- Examining current trends in tobacco use.
- Identifying beliefs and attitudes that shape existing tobacco policies.
- Understanding how different beliefs about tobacco problems influence policies.
- Describing in depth, factors that shape specific tobacco policies and their impact on reaching public health objectives.
- Developing competence in selected areas of tobacco prevention and control and related public health policy issues.
- Identifying effective, evidence-based approaches to tobacco prevention.
- Understanding key issues in tobacco control policy in the United States.

COURSE OBJECTIVES:

By the end of the course, students will be able to:

- Describe public health's historical and current role in tobacco prevention and control.
- Understand the importance of cultural competence in public health practice and apply skills for working effectively with diverse others.
- Describe the role of communication, social-marketing, and media advocacy in tobacco prevention and control.
- Apply effective communication skills (as both facilitator and participant) with both professionals and community members.
- Apply skills in record keeping, documentation of implementation activities, and report preparation.
- Describe the role of advocacy and policy development in system change and the skills and strategies needed to influence tobacco prevention and control policy.
- Apply skills for defining problems and developing a plan for addressing them;
- Understand how data illuminate ethical, political, and public health messages;
- Understand and apply skills in community organizing using collaborative approaches and for working with different community sectors for tobacco prevention and control.
- Identify and apply evidence-based approaches for tobacco prevention and control.

REQUIREMENTS:

Specific Readings will be both posted on the BlackBoard web page for this class and provided as handouts during class. It is anticipated that the student will have completed the readings and be prepared to participate in class discussions.

DELIVERY STRATEGY:

The majority of course content will come from the lecture (75%). Other information that the student is expected to learn and understand will come from the course readings (20%) and website and other such documents posted on BlackBoard (5%).

CLASS ACTIVITIES:**SENTINEL EVENT IN TOBACCO CONTROL:** (50 points total)

As part of the requirements for this class, students will be required to submit a 3-5 page paper on a selected significant event in the history of tobacco prevention and control in the United States. Handouts with specific guidelines and a list of “events” to choose from will be provided at a later date.

ACTING AS A RESOURCE PERSON: (75 points total)

Students will be required to “act as a resource” in tobacco prevention by responding to a scenario in which they are to answer a request from the community for tobacco information and resources. Further instructions for this activity will be provided during the semester.

APPLIED LEARNING EXPERIENCE: (75 points total; graduate students only)

Students will commit to working for 5-10 hours in cooperation with a tobacco prevention and control organization on one of its activities. Students will write a brief report (10 pages) and give a presentation to the class describing the goals of project, targets, their role, etc.

Mid-Term and FINAL EXAMS: (75 points each)

The mid-term and final exams will cover information from the lectures, guest presentations, and readings.

GRADING:

Requirement	Points
Sentinel Event Paper	50
Applied Learning Experience (grad)	75
Resource Person	75
Mid-term Exam	75
Final Exam	75
(graduate) Total points	350
(undergraduate) points	275

GRADING SCALE (GRADUATE):

Pts	Grade
313	A
305	B+
278	B
270	C+
243	C
235	D+
208	D
below 208	F

GRADING SCALE (UNDERGRADUATE):

Pts	Grade
246	A
239	B+
219	B
212	C+
191	C
184	D+
164	D
below 164	F

COURSE SCHEDULE

Date	Topic	Activity
Jan 12	Introduction Trends in Tobacco Use, Morbidity / mortality Disparities in Tobacco Use	
Jan 19	UNIT 1: PUBLIC POLICY Tobacco and Public Health Policy Legislative Advocacy, Policy development	
Jan 26	Taxing Tobacco Smoke-Free cities and states	
Feb 2	Tobacco Advertising and Marketing The Tobacco Industry, Counter Advertising	<i>Sentinel Event Paper Due</i>
Feb 9	Tobacco Advertising and Media Literacy	
Feb 16	UNIT 2: COMMUNITY FACTORS Tobacco and the Environment	
Feb 23	Reducing Tobacco Use among Youth Access, Merchant education	
Mar 2	Community Collaboration and Organization National, state, Grassroots organizations	Mid-Term Exam
Mar 9	*** SPRING BREAK ***	
Mar 16	UNIT 3: ORGANIZATIONAL FACTORS Individual vs. Population-based approaches School-based approaches, Worksite	
Mar 23	UNIT 4: INTERPERSONAL FACTORS Cultural Competence in Tobacco Prevention	
Mar 30	Tobacco Prevention Resources	
Apr 7	UNIT 5: INDIVIDUAL FACTORS Pharmacology, Nicotine Dependence Cessation and Treatment	<i>Applied Learning Experience Due</i>
Apr 14	UNIT 6: COMPREHENSIVE PROGRAM PLANNING Tobacco Prevention	
Apr 21	Evidence-based approaches Harm Reduction Approach to Tobacco Use Careers in Tobacco Prevention	<i>Resource Person Assignment Due</i>
Apr 28	*** Final Exam ***	Final Exam

READING LIST:

(also on BlackBoard)