



Tobacco Control Programme Management

Course: FCTC, MPOWER, Cessation and Enforcement

9 – 13 May 2027

Jeddah - Corniche four-star



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Ref: 1924_28775 **Date:** 9 – 13 May 2027 **Location:** Jeddah - Corniche four-star **Fees:** 19500 SAR

Introduction:

Tobacco control programme management covering FCTC, MPOWER, cessation and enforcement is a 5-day course for ministry of health, municipal and NGO public health units, who produce a Tobacco Control Programme Implementation Plan for a case organisation. Treaty duties often stay on paper because smoke-free inspections are irregular, cessation clinics work without referral routes, e-cigarette products reach shelves unregistered and prevalence surveys are not linked to targets. Nominees already coordinate prevention, inspection or clinic services and learn through case studies on survey, inspection and service data. CoreConcept Training Center delivers this tobacco control programme management course.

Course Objectives:

- Map WHO FCTC articles and the six MPOWER measures to the units, budgets and partners of a tobacco control programme
- Interpret GATS, GYTS and Tobacco Questions for Surveys results to set prevalence baselines and targets for adults and young people
- Organise smoke-free place inspections, violation follow-up and retailer checks under Article 8 and sales-to-minors limits
- Design a cessation service network linking brief advice, cessation clinics and quitlines under Article 14
- Analyse tax, packaging, advertising, e-cigarette and illicit trade measures and brief decision-makers while guarding policy from tobacco industry interference
- Evaluate anti-tobacco campaigns and enforcement results and assemble a Tobacco Control Programme Implementation Plan

Target Audience:

- Tobacco control and non-communicable disease prevention units responsible for planning and coordinating demand-reduction measures
 - Municipal health inspection departments responsible for smoke-free premises, retail outlets and violation follow-up
 - Primary care and hospital service managers responsible for cessation clinics, referral routes and quitline operations
 - Health surveillance and information units responsible for tobacco use surveys and prevalence reporting
 - Non-governmental health organisations responsible for community quit campaigns and youth prevention projects
 - Health policy and legal affairs units responsible for drafting tobacco product, tax and advertising rules
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Course Outline:

Day 1: Tobacco Control Landscape, Treaty Duties and Programme Baseline

- Nicotine Dependence and Tobacco Harm Pathways for Programme Planners
- WHO FCTC Demand and Supply Reduction Articles Mapped to Units
- MPOWER Six Measures Used as a Programme Gap Checklist
- Article 5.3 Safeguards Against Tobacco Industry Interference
- Programme Baseline Scorecard Across Legislation, Services and Enforcement

Day 2: Tobacco Surveillance Instruments and Packaging Standards

- GATS Adult Tobacco Use Indicators and Questionnaire Modules
- GYTS School-Based Youth Tobacco Survey Sampling and Reporting
- Tobacco Questions for Surveys Added to Household Surveys
- SDG Indicator 3.a.1 Age-Standardised Prevalence Trend Tracking
- Article 11 Pictorial Health Warning and Misleading Descriptor Rules

Day 3: Smoke-Free Enforcement and Cessation Service Delivery

- Article 8 Smoke-Free Premises Inspection Checklist and Signage Audit
- Inspection Round Planning, Violation Notices and Escalation Steps
- Article 14 Cessation Clinic Network Design and Referral Pathways
- Brief Advice Protocol for Primary Care and Pharmacy Staff
- Quitline Call Handling, Callback Scheduling and Quit Records

Day 4: Tax, Product Regulation, Advertising Bans and Illicit Trade

- Article 6 Excise Tax and Price Evidence Policy Brief
- E-Cigarette and Heated Tobacco Product Registration and Flavour Limits
- Article 13 Advertising, Promotion and Sponsorship Ban Monitoring
- Protocol on Illicit Trade Tracking and Tracing Controls
- Retail Outlet Licensing and Sales-to-Minors Test Purchase Checks

Day 5: Case Study: Tobacco Control Programme Implementation Plan

- Case Organisation MPOWER Gap Scoring From Survey Findings
 - Anti-Tobacco Campaign Evaluation Using Recall and Quit Attempt Indicators
 - Inspection and Cessation Resource Allocation Across Service Areas
 - Prevalence, Inspection and Quit Rate Target Setting
 - Tobacco Control Programme Implementation Plan Completion
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Skills You Will Gain:

- Treaty Obligation Mapping
- Tobacco Prevalence Survey Interpretation
- Smoke-Free Inspection Management
- Cessation Referral Pathway Design
- Quitline Service Oversight
- Tobacco Tax Policy Briefing
- Nicotine Product Regulation
- Industry Interference Safeguarding

Why Attend This Course:

- Deliver a Tobacco Control Programme Implementation Plan for a case organisation to the head of non-communicable disease prevention and the municipal health inspection director
- Decide which MPOWER gaps receive inspection staff, clinic capacity or legal drafting first, based on survey and enforcement evidence
- Avoid unregistered e-cigarette sales, unenforced smoke-free premises and cessation clinics with empty appointment lists
- Brief inspectors, clinic coordinators and campaign volunteers on inspection checklists, referral routes and survey indicators

Conclusion:

Back at work, the participant presents the Tobacco Control Programme Implementation Plan to the non-communicable disease prevention lead, the inspection director and partner NGOs. They use it to allocate inspectors and clinic slots, sequence product, tax and advertising proposals and agree prevalence and quit targets. After the first annual reporting round under the plan, the unit should compare survey prevalence, inspection results, quit attempts and campaign recall against the baseline scorecard and adjust targets and resources.

Frequently Asked Questions FAQ:

What should participants know before a tobacco control programme management course?

Participants should already coordinate prevention activity, inspection rounds or cessation services in a health, municipal or NGO setting. No legal or statistical background is needed. Bringing recent survey summaries, inspection logs or clinic attendance records helps them apply the case study to their own organisation.

How does tobacco control programme management differ from a social marketing course?

This course manages the whole set of treaty measures: surveillance, smoke-free enforcement, cessation services, tax, product and advertising rules and illicit trade. A social marketing course focuses on designing behaviour-change campaigns for any public issue, which appears here only as campaign evaluation.

Why does tobacco control programme management include e-cigarettes and heated tobacco products?

These products usually contain nicotine and are now handled within tobacco control regulation. Programmes register them, limit flavours, sales to minors and advertising, and track their use in youth and adult surveys alongside conventional tobacco.

What do participants take back from a tobacco control programme management course?

Participants take back a Tobacco Control Programme Implementation Plan with an MPOWER gap score, surveillance indicators, an inspection and cessation resource plan, campaign evaluation measures and targets they can adapt to their own organisation.
