

## Gain Meaningful Insights & Enhance Your Career

Whether you're new to tobacco control, or looking to refresh your knowledge on current science and policy, this online course is essential for public health professionals who want to make a difference in the communities they serve and to enhance their career development.

### AFTER COMPLETING THE COURSE YOU WILL:

- Have a critical understanding of research and real-world program and policy issues related to tobacco control including prevention, protection, cessation, and evaluation
- Be more familiar with the current policy debates in tobacco control
- Make better informed tobacco control and policy decisions

### COURSE FEEDBACK:

- 98% felt the course was a good investment of their time
- 97% would recommend the course to others
- 93% felt the course was useful to their work
- 81% gave specific examples of applying their gained knowledge to practice

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**“I loved how easy this course was to access online and have told my co-workers to enroll in it.”**

**CHANTAL, EDMONTON, AB**

**“This was a well designed course, not only in terms of relevant information but also in terms of thought provoking/stimulating sections. I loved the fact that I got through the whole course without a technical glitch or my computer freezing.”**

**KIM, NEWMARKET, ON**

**“This has been extremely helpful to assist me as a nurse practitioner to assist my patients in smoking cessation. Thank you!”**

**SUE, SAINT JOHN, NB**

**“Presentation is clear and concise...everything you need to know is presented and well discussed.”**

**DEAN, EDMONTON, AB**

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## It's Free. Get Started Today

To enroll in the free online course and to view system requirements:

1. Go to <http://tobaccocourse.otru.org> and select your language of preference
2. Click “Enroll” and fill in the application fields
3. Set a password to log in to the course and you'll gain instant access

### ABOUT OTRU & THE COURSE SPONSORS

The Ontario Tobacco Research Unit (OTRU) is funded by the Ontario Ministry of Health Promotion. OTRU is the focal point for an active tobacco control research network in Ontario, and is led by a multi-disciplinary team of university-based Principal Investigators. Visit the OTRU website at [www.otru.org](http://www.otru.org).

The online course **Tobacco and Public Health: From Theory to Practice** is funded by Health Canada with additional support from the Ontario Ministry of Health Promotion.

**QUESTIONS?** PLEASE CONTACT US AT [TOBACCOCOURSE@OTRU.ORG](mailto:TOBACCOCOURSE@OTRU.ORG).

The Ontario Tobacco Research Unit's  
ONLINE COURSE

# Tobacco and Public Health: From Theory to Practice

<http://tobaccocourse.otru.org>



THE ONTARIO  
TOBACCO  
RESEARCH  
UNIT

UNITÉ  
DE RECHERCHE  
SUR LE TABAC  
DE L'ONTARIO

## Dynamic Content & Flexible Learning

**Tobacco and Public Health: From Theory to Practice** is comprised of four in-depth modules: **Prevention, Protection, Cessation,** and **Evaluation** which can be taken either independently or in combination, depending on your needs. Each module takes approximately three to five hours to complete and can be accessed online 24/7 for flexible learning. Plus you'll receive a Certificate of Completion for each module successfully finished.

### TARGETED TOPICS:

- Biology and epidemiology of tobacco use
- Examples of programs, policies, and treatment options
- Strategies for countering tobacco industry opposition
- Future directions in tobacco control
- How to evaluate tobacco control initiatives

### FEATURES INCLUDE:

- Evidence-based Canadian content in English and French
- Easy-to-read format
- Interactive quizzes and videos
- Reference citations, glossary, and key resources
- *Ask the Expert* function

## A Free Online Course That Makes a Difference

Developed by leading tobacco control experts, **Tobacco and Public Health: From Theory to Practice** is a free online course – <http://tobaccocourse.otru.org> – designed for busy public health professionals who want to be more effective in their tobacco control work. Offered in both English and French, it features evidence-based information on tobacco control science, policy, and practice.

To make the most of your time, we have created an online course that is condensed to the most pertinent information in tobacco control. We've also included extensive citations and resources that allow you to explore topics in more depth if you choose.

Thousands of people have successfully completed the course since it was launched in 2006. It received an award from University of Toronto for excellence in online learning and continues to be cited by participants as a great way to gain a thorough understanding of the latest tobacco control issues as they apply to a broad range of communities.

# What You'll Learn



## PREVENTION

**Prevention** focuses on the patterns of smoking initiation, the factors that influence smoking uptake, and prevention interventions.

### You'll learn about:

- Marketing tactics used by tobacco companies
- Specific prevention activities in Canada, such as legislation, community programs, and advocacy campaigns
- Actions taken by tobacco companies and their allies to oppose prevention interventions
- Future directions for preventing young people from smoking



## PROTECTION

**Protection** details what is currently known about secondhand smoke, its effects on people's health, and what Canada is doing to create smokefree environments.

### You'll learn about:

- Smokefree environment initiatives in Canada, including policies, legislation, programs and resources
- Tobacco industry opposition to smokefree environments
- Efforts to counter opposition
- Future directions for protecting people from secondhand smoke



## CESSATION

**Cessation** deals with the complexities of quitting smoking, the roles that nicotine addiction and motivation play in the quitting process, and best practices for smoking cessation.

### You'll learn about:

- Smoking and quitting in Canada
- Population approaches that influence quitting, such as taxation and smokefree environments
- Individual approaches to help smokers quit, including non-pharmaceutical and pharmaceutical quit methods
- Future directions for cessation, including harm reduction



## EVALUATION

**Evaluation** describes the key principles of evaluating a tobacco control program or policy, and evaluation strategies at various stages of an initiative.

### You'll learn about:

- The concepts of evaluation for tobacco control including types of evaluation, frameworks, and logic models
- Steps in planning for evaluation
- Evaluation questions and data collection at the design, implementation, and outcomes phases of an initiative
- The ethics and politics of evaluation