

The Ontario Tobacco Research Unit's New Online Course

Tobacco and Public Health: From Theory to Practice

Are you prepared to make a difference?

More than
5 million Canadians smoke.

With the right
tools you *can*
make a difference.

OTRU's new online course — **Tobacco and Public Health: From Theory to Practice** — features comprehensive evidence-based Canadian content that will help you be more effective in your tobacco control work.

The course is geared to individuals in public health units, governments, non-governmental organizations, universities, and other research settings.

Accessible & Approachable Content

The course is comprised of three modules — **Protection, Prevention, Cessation** — and is offered free of charge to approved participants.

Developed by leading tobacco control experts, it covers a range of topics from the biology and epidemiology of tobacco use to programs, policies, and treatment options, and strategies for countering tobacco industry opposition. **The course features:**

- Easy-to-read Canadian content
- Citations
- Glossary and key resources
- Interactive quizzes and videos

A Convenient & Flexible Format

Modules can be taken singly or in combination according to preference. On average each module takes from two to three hours to complete. This online course allows you to participate either at work or at home.

“ Tobacco control continues to be vital in Canada and around the world. We need to prepare a new generation of researchers, policy makers and practitioners who understand and can incorporate effective tobacco control strategies into their activities.

The **Tobacco and Public Health: From Theory to Practice** course is an excellent way of providing history, highly credible information and direction for action. It is easily navigated, engaging and should be mandatory learning for all who bear responsibility for the health of Canadians. ”

*Dr. Elinor Wilson, CEO,
Canadian Public Health Association*

<http://tobaccocourse.otru.org>

What You'll Learn



Module One – 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 will 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



Module Two – Prevention

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

You will 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



Module Three – 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 will learn about:

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

Why You Need this Course

After completing the course you will:

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

You will receive a *Certificate of Completion* for each module successfully completed.

Online Registration & Information

To sign-up for **Tobacco and Public Health: From Theory to Practice** and view the system requirements, go to <http://tobaccocourse.otru.org>. After registering, we will email you a user name and password.

If you have any questions about our online course, please contact us at tobaccocourse@otru.org.

About OTRU

The Ontario Tobacco Research Unit (OTRU) is funded by the **Ontario Ministry of Health Promotion** as the research component of the **Smoke-Free Ontario Strategy**. OTRU is the focal point for an active tobacco control research network in Ontario, and is led by a multi-disciplinary team of seven university-based **Principal Investigators**.

Visit the OTRU website at www.otru.org

Course Sponsors

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



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