

DESCRIPTION

Tobacco products are projected to claim more than one billion lives by the end of this century. With over 1.3 billion tobacco users in the world today, tobacco use is the single most preventable cause of death. The Institute for Global Tobacco Control at the Johns Hopkins Bloomberg School of Public Health has developed an online course specifically for healthcare professionals.

Learning from the Experts: A Course for Healthcare Professionals is a comprehensive internet-based course to help train and empower healthcare professionals to be a pillar in the fight against tobacco use. There are no prerequisites to participate and it is estimated to take the learner two and a half hours to complete. This enduring material is:

- Offered free of charge to any healthcare professional who wishes to participate
- Offered in Arabic, Chinese, English, French, Portuguese, Russian, Spanish and Vietnamese
- Easily accessible through www.globaltobaccocontrol.org

TARGET AUDIENCE

This online course has been prepared for any individual who works as a healthcare professional. There are no prerequisites to participate.

OBJECTIVES

After participating in the activity, the participant will demonstrate the ability to:

- Identify prevalent forms of tobacco consumption and the health consequences of tobacco use.
- Identify countries and regions where specific tobacco products are most common.
- Delineate actions that healthcare professionals can take to promote tobacco control within their community.
- Adopt effective strategies to help their patients quit tobacco use.
- Identify key population strategies embodied in the WHO FCTC and MPOWER policy package.

ACCREDITATION STATEMENT

The Johns Hopkins University School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

CREDIT DESIGNATION STATEMENT

The Johns Hopkins University School of Medicine designates this enduring material for a maximum of 2.50 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

OTHER CREDITS

The Johns Hopkins University has approved this activity for 2.50 contact hours for non-physicians.

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It is the policy of the Johns Hopkins University School of Medicine that the speaker and provider disclose real or apparent conflicts of interest relating to the topics of this educational activity, and also disclose discussions of unlabeled/unapproved uses of drugs or devices during their presentation(s). Johns Hopkins University School of Medicine OCME has established policies in place that will identify and resolve all conflicts of interest prior to this educational activity. Detailed disclosure will be made in the activity handout materials.

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JOHNS HOPKINS STATEMENT OF RESPONSIBILITY

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INSTRUCTORS NAME AND LECTURE TITLE**Peter Selby, MD**

Helping People Quit Tobacco

RELATIONSHIPS

Grants/Research Funding: CAMH, Health Canada, Smoke Free Ontario, MHP, CTCRI, CIHR,- Alberta Health Services, Vancouver Coastal Authority, Pfizer Canada, OLA, ECHO, NIDA, CCS, CCO **Consultant/Honoraria:** Schering Canada, Johnson & Johnson Consumer Health Care Canada, Pfizer Inc. Canada, Pfizer Global, Sanofi-Synthelabo Canada, GSK Canada, Genpharm Canada, Prempharm Canada, NABI Pharmaceuticals, V-CC Systems Inc., eHealth Behaviour Change Software Co.
Research funding: Schering Canada (Buprenorphine training 2000)

No other instructor has indicated that he/she has any financial interests or relationships with a commercial entity whose products or services are relevant to the content of their presentation(s).

PLANNERS NAME**RELATIONSHIPS**

No planner has indicated that he/she has any financial interests or relationships with a commercial entity.

Note: Grants to investigators at the Johns Hopkins University are negotiated and administered by the institution which receives the grants, typically through the Office of Research Administration. Individual investigators who participate in the sponsored project(s) are not directly compensated by the sponsor, but may receive salary or other support from the institution to support their effort on the project(s).

OFF-LABEL PRODUCT DISCUSSION

No instructor has indicated that he/she will reference unlabeled/unapproved uses of drugs or products.

DISCLAIMER STATEMENT

The opinions and recommendations expressed by faculty and other experts whose input is included in this program are their own. This enduring material is produced for educational purposes only. Use of Johns Hopkins University School of Medicine name implies review of educational format design and approach. Please review the complete prescribing information of specific drugs or combination of drugs, including indications, contraindications, warnings and adverse effects before administering pharmacologic therapy to patients.

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I certify that I am attending a JHUSOM CME activity for accredited training and/or educational purposes.

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For CME Questions, please contact the CME Office at (410) 955-2959 or e-mail cmenet@jhmi.edu.

For CME Certificates, please call (410) 502-9634.

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Reviewed & Approved by:
General Counsel, Johns Hopkins Medicine (4/1/03)
Updated 4/09

TALKS, INSTRUCTORS AND LEARNING OBJECTIVES

(hyperlink to be used)

http://hp.globaltobaccocontrol.org/the_experts**Activity Director****David Holtgrave, PhD**

Professor of Medicine

Johns Hopkins University School of Medicine

Chairman, Dept of Health Behavior and Society

Johns Hopkins Bloomberg School of Public Health

INTRODUCTION AND STATEMENT OF COURSE GOALS**Joanna Cohen, PhD, MHSc***Johns Hopkins Bloomberg School of Public Health*

Joanna Cohen is the Bloomberg Associate Professor of Disease Prevention and the Director of the Institute for Global Tobacco Control at the Johns Hopkins Bloomberg School of Public Health. Dr. Cohen obtained her PhD in Health Policy and Administration from the University of North Carolina - Chapel Hill and her MHSc in Community Health and Epidemiology from the University of Toronto. She has been involved in tobacco policy research for 20 years. Trained in epidemiology and health policy, her research interests focus on the factors that affect the adoption and implementation of public health policies and on evaluating the beneficial effects and the unintended consequences of such policies. She has worked on studies of legislators regarding tobacco and tobacco control policy, a longitudinal cohort of smokers focusing on factors influencing quitting behavior, tobacco promotion at the point of sale, tobacco prices including taxes, tobacco packaging, options for reducing the physical availability of tobacco products, and tobacco industry interference in tobacco control.

Objectives: After participating in this activity, the participant will demonstrate the ability to:

Describe the primary forms of tobacco consumption; Identify the vector of the tobacco epidemic; Discuss the key global approaches to tobacco control

BEST PRACTICES IN INTERNATIONAL TOBACCO CONTROL**Annette David, MD, MPH, FACOEM***Health Partners, L.L.C.*

Annette David, MD, assumes many responsibilities, including being Senior Partner for health consulting services at Health Partners, L.L.C. (Guam), Chair at Guam State Epidemiological Workgroup for Substance Abuse Prevention, Adjunct Research Professor at the University of Guam Cancer Research Center, Associate Clinical Professor at University of Hawai'i Cancer Center, and Technical Consultant for the Tobacco Prevention and Control Program in the Guam Department of Public Health and Social Services. She is also a fellow of the American College of Occupational and Environmental Medicine and the Philippine College of Physicians. She was formerly the Regional Adviser for the Western Pacific Tobacco Free Initiative at the World Health Organization.

Dr. David's interests lie in bridging the technical aspects of public health, particularly in the areas of prevention and health promotion, with practical, real-world applications that help empower and build capacity for healthy communities and environments. She received her MPH at Columbia University, completed her residency in internal medicine at the State University of New York - Stony Brook, and served her post-graduate fellowship in occupational and environmental medicine at Yale University.

Objective: After participating in this activity, the participant will demonstrate the ability to:

Identify key population strategies embodied in the WHO, FCTC and MPOWER.

INVOLVING HEALTH PROFESSIONALS IN TOBACCO CONTROL

Javaid Khan, MBBS*Aga Khan University*

Dr. Khan balances his teaching duties as professor and head of pulmonary and critical care medicine at the Aga Khan University in Karachi, Pakistan with clinical work and a well-documented career in tobacco control activity. He has monitored the tobacco industry's activities, raised tobacco issues at medical meetings, pressed the government of Pakistan for a tougher, less industry-friendly policy on tobacco, and taken part in media activities to support tobacco control. He is chairman of the National Alliance for Tobacco Control Pakistan, a model coalition of key tobacco control stakeholders in the country.

Objective: After participating in this activity, the participant will demonstrate the ability to:
Delineate actions that health professionals can take to promote tobacco control within their country.

[TOBACCO CONSUMPTION](#)**Bhavesh Modi, MD, MPH, MBA***Government of Gujarat, India*

Bhavesh Modi, MD, is an Associate Professor of Preventive and Social Medicine for the Government of Gujarat, India. In addition to teaching and training undergraduate and post-graduate medical students in India, he has provided technical, programmatic, and administrative leadership to the State Tobacco Control Cell of the Government of Gujarat, the Bloomberg Initiative-supported Smoke-free Ahmedabad and Gandhinagar districts project, and the Bill & Melinda Gates Foundation-supported STEPS (Strengthening of Tobacco Control Efforts through Innovative Partnerships and Strategies) project in Gujarat. Dr. Modi supported and liaised with different government departments and other key stakeholders for planning and facilitating tobacco control activities in the state of Gujarat. He is a resource for both the Global Tobacco Control program at Johns Hopkins and for the national TB/HIV collaboration program of India. Dr. Modi completed his MBBS and MD (Preventive and Social Medicine) at the Maharaja Sayajirao University of Baroda, India, and recently received both an MPH and an MBA from Johns Hopkins University.

Objectives: After participating in this activity, the participant will demonstrate the ability to:
Identify prevalent forms of tobacco consumption; Identify health consequences of active smoking as well as health consequences of smokeless tobacco consumption.

[HELPING PEOPLE QUIT TOBACCO](#)**Peter Selby, MBBS, CCFP, FCFP, MHSc, dipABAM***Centre for Addiction and Mental Health (CAMH)**Dalla Lana School of Public Health, University of Toronto*

Peter Selby, MD, is the Chief of the Addictions program and a Clinician Scientist at the Centre for Addiction and Mental Health (CAMH). He is also an Associate Professor at the University of Toronto in the departments of Family and Community Medicine, Psychiatry, and at the Dalla Lana School of Public Health. He is the executive director and creator of the TEACH project at University of Toronto: a continuing education certificate program in applied counseling for health, with a focus on smoking cessation. Dr. Selby's research as a principal investigator at the Ontario Tobacco Research Unit includes smoking cessation, especially in smokers with comorbid conditions, and web-based interventions. As a principal investigator of the STOP study, he has examined the effectiveness of nicotine replacement therapy (NRT) and medications in a variety of intervention settings.

Dr. Selby has published over 100 peer-reviewed articles, edited three books (including one on the treatment of tobacco addiction), and lectures widely on tobacco addiction and motivating behavior change. He is a member of the Motivational Interviewing Network of Trainers.

Objective: After participating in this activity, the participant will demonstrate the ability to:
Adopt effective cessation counseling strategies to aid their patients in quitting tobacco.

COURSE FORMAT – METHOD OF PARTICIPATION

This enduring material is expected to take approximately two and one half hours to complete.

RELEASE DATE: September 25, 2013

EXPIRATION DATE: September 25, 2015

Certificates of credit will not be issued after September 25, 2015.

POST-TEST AND EVALUATION

A participant post-test will be conducted at the conclusion of the activity. A grade of at least 75% within three attempts is needed to receive a CME certificate of credit. You will receive a unique validation code and instructions to complete your activity evaluation so you may access your certificate of credit online. Physicians must document the amount of time they spent in the activity by September 18, 2015.

TO OBTAIN CME CREDIT

After you successfully pass the post test, log into your CME account, choose pending Post Tests/Evaluations, enter your validation code and complete the brief evaluation at http://www.hopkinscme.edu/completestest.aspx?course_code=80031339

Please note: There is a \$45 processing fee and you must enter your unique validation code to validate your certificate of credit.

Registrations will not be accepted after September 25, 2015.

FOR FURTHER INFORMATION

Confirmation/Certificates (410) 502-9634
General Information (410) 955-2959
E-mail the Office of CME cmenet@jhmi.edu

For general information, the direct link for this CME activity web page is:

<http://www.hopkinscme.edu/CourseDetail.aspx/80031339>

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