Module 1: The Big Picture

Trainer Guide

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Module 1: The Big Picture

Prepare

Module Overview

Module 1: The Big Picture defines the scope of the worldwide and China tobacco epidemic, including history, prevalence, and trends. It also describes the reach and influence of the tobacco industry, and the extent of harms caused by tobacco to smokers, nonsmokers exposed to secondhand smoke, and the economy.

The module presents China’s role in tobacco control, and up-to-date information on China’s tobacco control policies and program efforts. The module also includes an overview of goals, strategies, and solutions for changing tobacco use social norms, including information on the WHO Framework Convention on Tobacco Control (FCTC), MPOWER, and best and promising practices in tobacco control.

Module 1 is broken into 3 sections.

Section 1: The Tobacco Use Epidemic – China and Worldwide (2 hours)

The first section of this training will provide background information on the history of the tobacco epidemic worldwide and in China. It begins by providing a brief description of how tobacco use began, both worldwide and in China, and how its use grew to the current levels seen today.

This section talks about current consumption and global smoking patterns within the context of the four stages of the tobacco epidemic. Smoking patterns in China are examined along with cessation rates. The global tobacco industry as well as tobacco production are also discussed.

Finally, this section provides information on the harms caused by smoking to active smokers, non-smokers exposed to secondhand smoke, and the economy.

Section 2: International Tobacco Control Best Practices (1 hour, 15 minutes)

This section begins with a discussion of the goals of tobacco control: prevent initiation among youth and young adults, promote cessation, and eliminate exposure to secondhand smoke.

The Framework Convention on Tobacco Control (FCTC) is introduced as a resource and guide for international tobacco control. The history and background of the FCTC is provided and leads into a discussion of how its principles may be used to guide tobacco control efforts. Specific articles of the FCTC are highlighted for their relevance to
international tobacco control: decrease affordability of tobacco products (FCTC Article 6); establish smoke-free policies (FCTC Article 8); increase knowledge of risks of smoking and exposure to secondhand smoke (FCTC Article 12); minimize tobacco advertising and promotion (FCTC Article 13); promote and assist tobacco smokers to quit (FCTC Article 14); and control access to tobacco products (FCTC Article 16).

Six measures, known as MPOWER, are introduced as a means of assisting in the country-level implementation of tobacco control. MPOWER in English stands for Monitor, Protect, Offer, Warn, Enforce, and Raise.

Section 3: Tobacco Control in China (1 hour, 30 minutes)

Section 3 turns to the subject of implementing tobacco control best practices in China. This section begins with a discussion of China’s progress in tobacco control, as well as an examination of the challenges it still faces. In the case of China, tobacco control requires social norm change in order to create a social and legal climate in which smoking becomes less acceptable, less attractive, less accessible, and less affordable. The FCTC articles presented in section 2 serve as the basis for discussing how these guidelines can be used to change the social norms of tobacco use in cities throughout China.

Activities

Module 1 includes several individual or small group activities, detailed in the trainer notes. These activities are optional; however if you choose to remove or modify them, make any necessary adjustments to the slides, agenda, and timing of the training.

If activities are completed as designed, you will likely have to adapt the talking points to acknowledge or add to content that has been covered as the result of the activity.

Knowledge Competition

At the end of Sections 1 and 2, there is a Knowledge Competition designed to review key concepts and test the audience’s retention of the information in a fun, interactive way. The gist of the activity is for several members of the audience to compete in a brief exercise in which they are asked to answer key questions as quickly as possible. The first person who answers each question correctly first is awarded a point. At the end of the Knowledge Competition, the person with the most points is declared the winner. If possible, each audience member should have a turn in one round of the Knowledge Competition. The trainer may use flags, buzzers, or raised hands for players to signal readiness to answer.

The trainer should adapt the activity as needed, especially as related to the number of trainees.
Module 1: The Big Picture

Learning Objectives

At the close of Module 1, the participants will be able to:

- Describe the current and projected impact of tobacco use in China
- Describe the harms caused by tobacco to active smokers, people exposed to secondhand smoke, and the economy
- List the 3 goals of tobacco control
- Explain the role of the Framework Convention on Tobacco Control (FCTC) in international tobacco control
- Describe the guidelines put forth by the following FCTC articles: Article 6 (decrease affordability of tobacco products); Article 8 (establish smoke-free policies); Article 12 (increase knowledge of risks of smoking and exposure to secondhand smoke); Article 13 (minimize tobacco advertising and promotion); Article 14 (promote and assist tobacco smokers to quit); Article 16 (control access to tobacco products); and Article 20 (research, surveillance, and exchange of information)
- Explain the current strengths and weaknesses of tobacco control in China
- Define social norm change
- Describe how social norm change relates to tobacco control in China
- Describe ways to operationalize FCTC articles 8, 12, 13, 14, 16, and 20 in cities in China

Materials

These are the materials that you will need for Module 1.

- Participant Guides with handouts for Module 1
- Slides for Module 1
- Flip chart pages and markers for Section 1 Activity – titled “Active smokers”, “People exposed to secondhand smoke”, and “The economy”
- Buzzers or flags for Knowledge Competition (if using)
- Course evaluations
Module 1: The Big Picture

❖ Before You Begin

Before you begin this session, complete the following tasks:

➢ Print out copies of Participant Guides for each trainee. Insert a printed copy of the slides, preferably three slides to a page, and place into each guide behind the agenda.
➢ Gather the following training supplies, if needed:
   - Name tents
   - Flip chart easel and paper
   - Chalk or white board markers
   - Tape to attach flip chart paper
➢ Prepare slides and related media, if necessary.

❖ Key Messages

These are the key messages for Module 1. They should be reinforced from time to time throughout this program.

➢ Scientific evidence shows that there is no safe level of exposure to tobacco smoke.
➢ The goals of tobacco control are: prevent initiation, promote cessation, and eliminate exposure.
➢ There is a huge opportunity to increase the proportion of ex-smokers in China. The challenge is to accomplish this in years, rather than decades (as has happened in much of the developed world).
➢ Tobacco control in China requires social norm change that makes smoking less acceptable, less attractive, less accessible, and less affordable.

❖ After the Session

At the completion of this session, do the following:

➢ While it is fresh, use your Homework page to write down notes about the session. Consider:
   - What worked
   - What you need to do differently the next time.
   - Who you need to follow up with.
   - Information or ideas needing further research for next time.
   - General concerns or issues that need to be addressed.
➢ Distribute evaluations
Welcome and Introductions

Estimated time: 45 minutes

Welcome

Show Slide 1: The Big Picture

Present: Welcome to the *The Big Picture*. You are here because you are interested in learning about tobacco control and how international best practices may be implemented in China. During the course of this module, we’ll cover the history of tobacco control, the impact of tobacco use, and the changes that need to be made in China to counter the tobacco epidemic.

Introductions

Show Slide 2: Introductions

Present: First, I’ll tell you a little about myself, then give each of you a chance to introduce yourself.

- Your name
- Your background
- How you got involved with tobacco control
- What your role will be during this training

Ask participants to share 1) their name and 2) what they hope to get out of the training.

Open responses.
Module 1: The Big Picture

About this Module

Show Slide 3: About this Module

Present: This training will give you the background you need to understand the history and current status of tobacco control, and how you can make important changes in China and in your city.

We will discuss the scope of the tobacco epidemic historically and in modern day, as well as the reach and influence of the tobacco industry. We will spend some time looking at the many ways tobacco causes harm to the individual smoker, to individuals exposed to secondhand smoke, and to the economy.

Once we have established the background of tobacco use and production, we will spend the rest of the training discussing international best practices and how these may be applied in China. Specifically, we’ll be looking at the Framework Convention on Tobacco Control (FCTC) – what it is, why its important, and how it is relevant for China.

Learning Objectives

Show Slide 4: Learning Objectives

Present: At the end of this module, you will be able to:

- Describe the current and projected impact of tobacco use in China
- Describe the harms caused by tobacco to active smokers, people exposed to secondhand smoke, and the economy
Module 1: The Big Picture

**Trainer Notes**

- List the 3 goals of tobacco control
- Explain the role of the Framework Convention on Tobacco Control (FCTC) in international tobacco control
- Describe the guidelines put forth by the FCTC
- Explain the current strengths and weaknesses of tobacco control in China
- Define social norm change and its implications for tobacco control in China
- Describe ways to operationalize FCTC guidelines in cities in China

**Module Sections**

*Show Slide 5: Module Sections*

**Present:** There are 3 sections in this module:

- Section 1: The Tobacco Use Epidemic – China and Worldwide
- Section 2: International Tobacco Control Best Practices
- Section 3: Tobacco Control in China

**Agenda**

*Show Slide 6: Agenda*

**Present:** Here is the agenda for today. Take a moment to review and let me know if you have any questions.
### Module 1: The Big Picture

#### Logistics and Housekeeping

**Show** Slide 7: Logistics and Housekeeping

**Present:** Before we continue, let’s go over some housekeeping details.

- Parking, bathrooms, schedule
- Participation
- Group rules
- Participant Guide

**Refer** participants to the Participant Guide.

**Present:** The Participant Guide contains everything you will need during and after this course. It contains slide printouts for note taking, worksheets for activities, a glossary, and a list of valuable resources. This guide:

- Is yours to keep.
- Can be used to write notes and questions.
- Should be brought with you each day.
Module 1: The Big Picture

Section 1: The Tobacco Use Epidemic – Worldwide and China

Estimated time: 2 hours

Show Slide 8: Section 1: The Tobacco Use Epidemic – Worldwide and China

Present: The first section of this training will provide background information on the tobacco epidemic worldwide and in China.

This section is covers four general topics:
- History of tobacco
- Current smoking rates
- Tobacco industry
- Harms of smoking

Show Slide 9: Tobacco History: Worldwide

Present: Tobacco has a long history, dating back to at least the year 1 BC when its uses in the Americas included smoking, chewing, and tobacco enemas.

Tobacco was first “discovered” by Christopher Columbus during his travels to the Americas in 1492.

In the 16th century, European traders introduced tobacco to East Asia and China.

By the late 19th century the use of cigarettes had increased significantly due to a number of factors. Perhaps the most important was the development of the cigarette-rolling machine in 1881, which allowed for the production of a massive number of cigarettes at lower prices.
Safety matches were also introduced during this time period, making it easier to light cigarettes.

Finally, mass marketing of cigarettes became more common, and improvements to national and global transportation allowed for widespread distribution and access.

It wasn’t until the 1960s, well into the global tobacco epidemic, that the major health hazards of smoking were reported to the public.

We’ll talk about tobacco history in China next, but first I have a question for you.

**Ask:** Does anyone know what occurred in China in 1638 related to tobacco?

**Open responses.**

**Present:** In 1638, China issued an imperial edict declaring that the possession, use, or selling of tobacco was a capital offense punishable by decapitation.

**Show** Slide 10: Tobacco History: China

**Present:** Things changed significantly from the 1600s in China. Tobacco plants were introduced to China via Japan and the Philippines, and became a commercial crop along the South China seaboard.

Throughout the 17th century tobacco was cultivated on a much larger scale throughout Ming China and Qing Manchuria. With wider cultivation came greater consumption.
Module 1: The Big Picture

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<tr>
<td>Tobacco became an important crop during this time by providing a livelihood for millions of Chinese, as well as a strong revenue source for the Chinese government. By the end of the 1700s, tobacco was widely produced and consumed throughout China.</td>
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</table>

**Show Slide 11: The 20th Century Tobacco Epidemic: China**

**Present:** The founding of the British-American Tobacco (BAT) company in 1902 and its subsequent expansion to Chinese markets marked the beginning of a major shift in tobacco consumption in China. Before this time, tobacco smoking was mostly done in pipes (and often combined with opium), and use of cigarettes was very low.

In China, BAT took over a factory in the Pudong district of Shanghai, and under the leadership of James A. Thomas BAT China greatly expanded cigarette production and sales in China to become the country’s largest supplier. Production was expanded in part by teaching peasant farmers to grow tobacco from American seeds. By 1919 BAT China employed 13,000 workers in factories in Shanghai, Hankow, Mukden, and Harbin, and was producing nearly 70% of all Chinese sales of cigarettes.

In the 1920s and 30s BAT China began an aggressive marketing campaign for cigarettes that included producing movies and building theaters for the purposes of promoting smoking. BAT China also created a large distribution system, bringing cigarettes to cities and towns throughout China.

Consumption during this time rose to over 100 billion cigarettes, and smoking became a solidified part of Chinese culture, exemplified by leaders such as Mao Zedong and Deng Xiaoping, and the prevalence of smoking on the “Long March.”
Module 1: The Big Picture

In 1952, the cigarette industry in China was nationalized, and to this day remains a significant part of the Chinese economy and culture. We’ll talk more later about the modern-day tobacco industry in China.

Show Slide 12: Current Cigarette Consumption: Worldwide

Present: This chart shows how global cigarette consumption has increased over 100 times in the past century. In 1880, approximately 10 billion cigarettes were consumed. As of 2009, that number had spiked to nearly 6 trillion.

Ask: Can anyone tell me what percentage of the world adult population smokes cigarettes? Any guesses?

Open responses.

Present: Today, nearly 20% of the world’s adult population smokes cigarettes – that’s one in five people globally.

The last 10 years alone has seen an increase in cigarette consumption of 13%.

Just in the year 2009, enough cigarettes were consumed for every man, woman, and child in the world to have smoked 43 packs of cigarettes.

Ask: What percentage of the world’s cigarettes does China consume?

Open responses.

Present: Chinese men currently smoke one-third of the world’s cigarettes each year.
Show Slide 13: Current Cigarette Consumption: Top 5 Countries

Present: This shows us the top five countries in terms of current cigarette consumption.

Ask: What do you notice about these numbers?

Open responses.

Present: According to the Tobacco Atlas 4th edition (page 29), in 2009, China consumed more than five times the amount of Russia and the USA (#2 and #3 on the list), and nearly 10 times the amount of Japan (#5 on the list). Even more striking is that China consumes more than the other four countries combined.

Show Slide 14: Smoking Patterns: Worldwide

Present: Historically, the highest rates of smoking were in high-income countries (such as the United States and Western Europe). In recent years, however, that has been changing as more low- and middle-income countries are increasing their use of cigarettes.

For example, cigarette use in Western Europe dropped by 26% between 1990 and 2009 but increased in the Middle East and Africa by 57% during the same period.

The reasons for these changes are many. In low- and middle-income countries, there has been increased marketing of cigarettes, increased social acceptability of smoking, and economic development, all of which have contributed to higher smoking rates.
### Module 1: The Big Picture

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<tr>
<td>People in high-income countries continue to decrease cigarette use, primarily because they have learned more about the dangers of smoking and governments continue to implement tobacco control policy and legislation. Population growth in low- and middle-income countries also contributes to increasing cigarette consumption. Even though smoking is decreasing in high-income countries, population growth in low-middle income countries is enough to make up the difference.</td>
<td><img src="slide15.png" alt="Four Stages of the Tobacco Epidemic" /></td>
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**Show Slide 15: Four Stages of the Tobacco Epidemic**

**Present:** Looking at smoking rates through history has shown that tobacco use within populations generally follows a predictable curve.

**Ask:** How would you describe what you see in this chart?

**Open responses.**

**Present:** The four stages of the tobacco epidemic are:
1. The onset of cigarette smoking in men
2. A dramatic increase in smoking in men and onset of smoking among women
3. A decline in smoking among men, slight decline in smoking among women
4. An increase in smoking-related illnesses and death (several decades later)

In general, the onset of smoking in stage 1 tends to occur among men. Women are often delayed in starting to smoke yet over time generally reach a similar level of smoking as men.
The percentage of smokers steadily rises during this stage, yet the population has yet to see evidence of death and disability from tobacco use.

Stage 2 of the curve shows a dramatic increase in smoking. The disease burden from smoking also becomes more evident, as the percentage of male and female deaths from smoking increases.

By Stage 3, smoking rates are beginning to decline due to cessation and reduced initiation, yet for many people the damage is already done. Accordingly, Stages 3 and 4 show a sharp increase in smoking-related illnesses and death.

**Show** Slide 16: Tobacco’s Grip on China: Today

**Present:** As we saw in the last slide, China is in Stage 2 of the epidemic, meaning that smoking rates are increasing dramatically. Although tobacco-related deaths are increasing, China has yet to see the full effects of the smoking epidemic. However, as these numbers show, tobacco has a very strong grip on China today, and things will get much worse if it continues on this path.

An alarming 301 million people in China smoke, and over half of Chinese men are smokers.

One-half of these smokers die as a result of its effects, and many more are disabled.

If current trends continue, 3.5 million people in China will die of smoking-related causes by 2030.

Finally, China is both the world’s largest producer as well as the world’s largest consumer of tobacco.
## Module 1: The Big Picture

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| **Ask:** Do any of these facts surprise you?  
Open responses. | |

**Show** Slide 17: Current Smoking Rates: China

**Present:** This slide shows a breakdown of exactly who is smoking in China. As we discussed, far more men smoke than women – currently 53% of Chinese men smoke, compared to 2% of Chinese women. The low rates of smoking among Chinese women make it particularly important to adopt public health policies in order to prevent higher smoking rates. If Chinese women begin smoking in greater numbers it will create a much higher disease burden in coming years.

This slide also shows that smoking habits in China tend to begin during the adolescent years, with 53% of smokers starting daily smoking before the age of 20. This means it is also important to focus on adolescents and younger adults as part of tobacco control efforts.

**Show** Slide 18: Smoking Cessation: China

**Present:** There has been little progress in smoking cessation efforts in China.

Here we can see that in China, of the 375 million “ever” smokers, 7% have quit. While there is some demonstrated interest in quitting, overall the urgency to quit in order to avoid the damaging health effects has not yet been recognized by the majority of smokers in China.
More than one-third of Chinese smokers have attempted to quit, and about the same percentage have been advised to quit by a health care provider.

There is a huge opportunity to increase the proportion of ex-smokers in China. The challenge is to accomplish this in years, rather than decades (as has happened in much of the developed world).


**Present:** This graph shows a comparison of tobacco production in four of the world’s largest tobacco producers.

**Ask:** How would you describe what you see in this graph?

**Open responses.**

**Present:** As we discussed, you can see here that China, along with being the world’s biggest consumer of tobacco, is also the world’s biggest producer. From 1965 to 2009 China’s production grew from .6 to 3.0 million metric tons of tobacco – approximately a 400% increase. Brazil’s production grew during this time as well, but only from .3 to .8 million metric tons. U.S. production actually declined, while India and Argentina’s had little overall change.
Show Slide 20: Five Largest Tobacco Companies: Worldwide

Ask: What do you see in this chart?

Open responses.

Present: The China National Tobacco Corporation is the largest tobacco company in the world in terms of overall cigarette production. China National produced more cigarettes than the second and third biggest companies combined, and produced nearly a quarter of the world’s cigarettes.

Show Slide 21: Tobacco Industry in China

Present: As a government-owned entity, the tobacco industry represents an estimated 8% of yearly national income. It is also a major employer in China, spanning local farmers, province companies, enterprises, commerce agencies, and retail shops.

The tobacco industry in China sells an estimated 2 trillion cigarettes each year representing over 400 brands.

Show Slide 22: Break

Break – 15 minutes

- Note to trainer: Use this time to set up flip chart pages around the room for activity on the harms of tobacco.
### Module 1: The Big Picture

#### Trainer Notes

**Show Slide 23: Harm Caused by Tobacco Use**

**Present:** Now we turn to a discussion of the harmful effects of smoking. It is well established that tobacco use does harm to active smokers, yet they are not the only ones harmed by smoking. Passive smokers (who inhale secondhand smoke) and the economy are also harmed.

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<td>Harm Caused by Tobacco Use</td>
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<td>• Active smokers</td>
</tr>
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<td></td>
<td>• Secondhand smoke (SHS)</td>
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<td>• The economy</td>
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#### Show Slide 24: Activity

**Activity:** We’re going to break up into 3 groups. Around the room there are 3 different flip charts, titled “Harm to Active Smokers”, “Harm by SHS”, and “Harm to the Economy.” Each group will begin the activity at one of the flip charts.

In 3 minutes I want you to write down all of the harms you can think of that fit in that category. After 3 minutes each group will move to a different flip chart and you will have 2 minutes try to add any harms that have not already been written down. We’ll move one more time after that so that each group has an opportunity to look at each flip chart and add any missing information.

After each group has been to all 3 flip charts, we’ll have each groups report back what is on the list where they are standing – “Harm to Active Smokers,” “Harm by SHS,” or “Harm to the Economy.”
Show Slide 25: Chemicals in Tobacco Smoke: Active Smokers

**Present:** Before we get into a discussion of the diseases and deaths caused by smoking, let’s look at just what makes smoking so dangerous.

Tobacco smoke contains a mix of more than 7,000 chemicals. Many of these chemicals are deadly.

These chemicals include:
- Toxic metals, (e.g., chromium, arsenic, lead, cadmium)
- Cancer-causing chemicals (e.g., formaldehyde, benzene, polonium, vinyl chloride)
- Poison gases (e.g., carbon monoxide, hydrogen cyanide, ammonia, butane)

Show Slide 26: Cancer and Diseases in Active Smokers

**Present:** Those chemicals and the act of inhaling them into the lungs causes a range of cancers (which we’ll talk more about in a moment) and diseases.

Tobacco use is a major risk factor for death from heart attacks and strokes. Smoking also causes respiratory diseases [including Chronic Obstructive Pulmonary Disease (COPD)] and diabetes.

Smoking increases the risk of tuberculosis (TB) infection, and 40 million smokers with TB are expected to die between 2010 and 2050.
Show Slide 27: Most Common Cancers in Active Smokers

Present: Here is a list of the most common cancers in active smokers. As you can see, the areas of the body affected by smoking are many, including the lungs, trachea, esophagus, oral cavity, lips, and perhaps more surprising areas such as the stomach, bladder, and pancreas.

Worldwide, smoking causes almost 80% of male and nearly 50% of female lung cancer deaths.

Show Slide 28: What is Secondhand Smoke?

Present: Secondhand smoke (SHS) is smoke given off by burning a cigarette, cigar, or pipe and exhaled smoke by a smoker. Secondhand smoke is also known as “environmental tobacco smoke” and “other people’s smoke.” It is present wherever smoking takes place.

Tobacco smoke contains thousands of different chemicals that are released into the air as particles and gases. Secondhand smoke also exposes people to almost 4,000 chemicals produced when tobacco products burn.

It is estimated that only 15% of cigarette smoke gets inhaled by the smoker. The remaining 85% lingers in the air for people to breathe. When a person spends more than two hours in a room where someone is smoking, the nonsmoker inhales the equivalent of four cigarettes. Secondhand smoke also lingers in a room for days, absorbed by the walls, draperies, upholstery, and carpeting, which can continue to expose people.

Exposure to SHS is not as deadly as active smoking, but it still is dangerous and causes disease and death. Regular exposure
causes many of the same diseases as active smoking, as well as additional diseases and conditions in children. We’ll talk more in depth about these in a moment.

Show Slide 29: Chemicals in Secondhand Smoke

Present: Many of these chemicals in secondhand smoke are dangerous to people, including ammonia, arsenic, and carbon monoxide. According to a National Cancer Institute report, there are 69 known or probable cancer causing agents in cigarette smoke.

Show Slide 30: Dangers of Secondhand Smoke

Present: Secondhand smoke can affect children differently than adults. In adults, secondhand smoke can cause cancer (including lung cancer), heart disease, asthma, and respiratory problems. In infants and children, secondhand smoke can cause low birth weight, Sudden Infant Death Syndrome (SIDS), respiratory infections and ear problems.

Science has shown that there is no safe level of exposure to second hand smoke.

Show Slide 31: Dangers of Secondhand Smoke

Present: While secondhand smoke poses a danger to everyone, it is especially risky for infants, children, pregnant women, and people with asthma or cardiovascular disease.

In infants and children, SHS is particularly dangerous because their lungs are still developing, and they breathe more rapidly,
which means they take in more SHS. They are more likely to suffer from lung problems, including bronchitis and asthma when exposed to secondhand smoke.

Pregnant women endanger the health of their babies when exposed to secondhand smoke.

People with heart disease can quickly increase their risk of heart attacks when exposed to secondhand smoke. There are ten times as many deaths from heart attack than from lung disease related to secondhand smoke.

Show Slide 32: Deaths from Smoking and Secondhand Smoke: Worldwide and China

Present: Smoking is the leading preventable cause of death in the world.

Ask: Can someone describe what the term “preventable” means?

Open responses.

Present: “Preventable” refers to deaths from conditions that are considered avoidable through behavior and effective health care. These include primarily behavioral risk factors such as smoking, substance use, or use of seat belts.

In 2011, almost 6 million people died worldwide from smoking; 1.2 million of those were in China. The majority (80%) of the worldwide deaths occurred in low- and middle-income countries.

By 2030, it is projected that the number of tobacco-related deaths will rise to 8 million a year, with 3½ million of those occurring in China.
It is also estimated that one billion people will die from smoking during the 21st century. This is up from 100 million deaths from smoking in the 20th century, and means that one person will die every 6 seconds because of tobacco use and exposure.

**Show Slide 33: Projected Tobacco-Caused Deaths: China**

**Ask:** What do you see in this graph?

**Open responses.**

**Present:** This graph shows the expected increase of tobacco-related deaths in China. If current patterns continue, premature deaths linked to smoking can be expected to skyrocket and reach 2 million deaths as soon as 2020, and 3 million deaths in 2030.

If these patterns continue, smoking is predicted to cause approximately 33% of all deaths in middle-aged Chinese individuals in 2030. In other words, about 100 million of the 300 million Chinese men now aged between 0 and 29 are projected to die of tobacco-related illness in middle age or older.

**Show Slide 34: Male Deaths from Tobacco: Worldwide and China**

**Present:** Many of these cancers and diseases associated with smoking that we discussed ultimately cause the death of smokers.

Worldwide, tobacco causes more than 15% of all deaths among men (we’ll look at women in a moment). In China the
percentages are similar – between 10-15% of Chinese men die from tobacco related causes. Remember, we saw earlier that China is still in Stage 2 of the tobacco epidemic, so this rate will likely increase as both more men begin smoking and more die of related causes.

**Show** Slide 35: Female Deaths from Tobacco: Worldwide and China

**Present:** Smoking prevalence worldwide is not as high among women as it is in men. However, smoking rates are increasing among women, particularly young women, in many countries.

Worldwide, tobacco causes 7% of deaths among women. In China this number is much higher – between 10 and 15% of women die from tobacco-related causes. This is the same percentage as men deaths in China that we saw in the last slide. However, we learned earlier that only 2% of Chinese women smoke.

**Ask:** Can anyone explain why the death rate is so high if relatively few Chinese women are smoking?

**Open responses.**

**Present:** Women are often exposed to secondhand smoke, which we’ll talk more about in a moment. Secondhand smoke causes illness and death, and women are particularly susceptible in countries where smoking rates are high among men and low among women. Gender inequality compounds the problem, as many women are often powerless to stop men smoking at social gatherings.
### Module 1: The Big Picture

**Trainer Notes**

**Show** Slide 36: Deaths Caused by Secondhand Smoke in Nonsmokers: Worldwide

**Present:** As we discussed, the health effects of smoking are not limited to active smokers. In 2011, approximately 600,000 nonsmokers worldwide died from secondhand smoke exposure. Exposure to secondhand smoke occurs mostly commonly in the home, workplace, and public areas.

Seventy-five percent of secondhand smoke deaths occur among women and children. In China, it is estimated that more women die from exposure to secondhand smoke than die from active smoking themselves.

**Show** Slide 37: Harm to the Economy

**Present:** In addition to the many harms smoking inflicts on individuals, collectively it also harms the economy.

Health care costs related to tobacco use and exposure is one of the primary ways that smoking can hurt the economy. We saw the long list of diseases and conditions linked to smoking and secondhand smoke exposure, and these cost a lot of money to diagnose and treat.

Smokers also tend to be less healthy and as a result may have decreased worker productivity, become disabled, or die prematurely while still in the workplace.

In many cases smoking makes conditions of poverty worse for families and communities.

We’ll talk a bit more about each of these harms and how they impact China.
**Show** Slide 38: Harm to the Economy: China

**Present:** In 2008, the smoking costs were 200.1 billion RMB ($1 = ¥ 6.9451), and the tobacco tax revenue was 449.9 billion RMB (1.43% of GDP), which was more than double the smoking costs.

The government's heavy dependence on tobacco taxes also impedes anti-smoking efforts. Last year the tobacco industry contributed more than 816 billion yuan ($131.70 billion) to government coffers, an annual rise of nearly 14 percent. However the direct and indirect costs of smoking have also increased significantly during the past decade.


http://www.reuters.com/article/2014/07/09/us-china-whosmoking-
idUSKBN0FE0WB20140709?feedType=RSS&feedName=health News

**Show** Slide 39: Tobacco Use and Poverty

**Present:** There is a strong relationship between tobacco use and poverty, both in China and around the world. Smoking rates tend to be higher in lower socioeconomic groups, which make these populations even more vulnerable to the financial costs of tobacco.

Smoking can cause or deepen poverty for families, as scarce resources are spent on tobacco instead of basic needs. In China, an average of 17% of annual household income is spent on tobacco.
Module 1: The Big Picture

Trainer Notes

Many households also suffer from a loss of income from premature death and disability related to smoking, which often occur in middle age and deprives families of years of potential income. Disability from tobacco-related diseases is often worsened by a lack of availability of medical care and medicines.

Poverty can also be a result of tobacco-related medical spending; in 1998 alone medical spending related to smoking impoverished over 50 million people in China.

Show Slide 40: Knowledge Competition!

Present: Now, we’re going to have a little challenge to test what we’ve learned in this section!

I’m going to call up <<3-5, depending on number of trainees>> participants and ask you to answer five questions. After I ask the question, the first person to raise their hand <<or raise their flag, press their buzzer, etc.>> and say the correct answer will get one point. Whoever has the most points at the end of the five questions wins!

Show Slide 41: Question 1

Ask: In China, of the 375 million “ever” smokers, what percentage has quit?

a. 3%

b. 7% - CORRECT

c. 15%

d. 53%

Present: According to the GATS China 2010 survey, approximately 25 million, or 7% of the 375 million smokers in China have quit. 350 million, or 93%, continue to smoke. Approximately 36% of those smokers have attempted to quit.
### Module 1: The Big Picture

#### Trainer Notes

**Show Slide 42: Question 2**

**Ask:** Chinese men currently smoke what portion of the world’s cigarettes?

- a. One-tenth
- b. One-fifth
- c. One-third - **CORRECT**
- d. One-half

**Present:** Chinese men currently smoke one-third of the world’s cigarettes. Approximately 53% of Chinese men smoke cigarettes.

**Show Slide 43: Question 3**

**Ask:** TRUE or FALSE - China National Tobacco Corporation produces more cigarettes than any other company in the world. **TRUE**

**Present:** The China National Tobacco Corporation is the largest tobacco company in the world in terms of overall cigarette production. China National produced more cigarettes than the second and third biggest companies combined, and produced nearly a quarter of the world’s cigarettes.

**Show Slide 44: Question 4**

**Ask:** Which of the following is NOT a stage of the tobacco epidemic?

- a. Stage 1: The onset of cigarette smoking in men
- b. Stage 2: A dramatic increase in smoking in men and onset of smoking in women
- c. Stage 3: A dramatic decrease in smoking in men and
Module 1: The Big Picture

Present: Stage 3 is NOT “a dramatic decrease in smoking in men and women.” The correct Stage 3 is: “decline in smoking among men, slight decline in smoking among women.”

Show Slide 45: Question 5

Ask: By 2030, if current patterns continue, smoking is predicted to cause approximately what percentage of all deaths among middle-aged Chinese individuals?

a. 13%

b. 33% - CORRECT

c. 46%

d. 73%

Present: If current patterns continue, premature deaths in China linked to smoking can be expected to skyrocket and reach 2 million deaths as soon as 2020, and 3 million deaths in 2030. This means that in 2030 smoking is predicted to cause approximately 33% of all deaths in middle-aged Chinese individuals. In other words, about 100 million of the 300 million Chinese men now aged between 0 and 29 are projected to die of tobacco related illness in middle age or old age.
### Module 1: The Big Picture

#### Trainer Notes

**Show** Slide 46: Congratulations!

**Present:** Congratulations! The winner of our first knowledge competition is...

---

**Show** Slide 47: Summary

**Present:** Now we have come to the end of Section 1: The Tobacco Use Epidemic.

We’ve talked about the history of tobacco use globally and in China, and learned that smoking became a solidified part of Chinese culture beginning in the early 1900s.

China is currently in Stage 2 of the tobacco epidemic, meaning that it is experiencing a sharp increase in the prevalence of smoking among men, and the beginnings of women smoking.

We talked about the many health risks associated with tobacco for both smokers and nonsmokers. Many types of cancers and diseases are associated with both active smoking and exposure to tobacco smoke. Infants, children, and pregnant women are particularly at risk for exposure to secondhand smoke.

The economy, as well, suffers from the impact of tobacco due to high health costs, losses in worker productivity, and premature death.
Module 1: The Big Picture

Trainer Notes

Show Slide 48: Lunch

Lunch – 1 hour
Module 1: The Big Picture

Section 2: International Tobacco Control and Best Practices

Estimated time: 1 hour, 15 minutes

**Show** Slide 49: Section 2: International Tobacco Control and Best Practices

**Present:** In this section we’re going to turn to what has been done globally to address the tobacco epidemic. We’ll talk about:

- The goals of international global tobacco control
- The Framework Convention on Tobacco Control (FCTC), which set the stage for international cooperation and advancement in tobacco control
- MPOWER, which helps to guide the implementation of tobacco control

**Show** Slide 50: Question

**Ask:** Take a moment to write down how you would finish this sentence:

The goals of tobacco control are: _______________________

**Refer** to Participant Guide

**Ask:** Who can share what they wrote?

**Open responses.**
Show Slide 51: What are the Goals of International Tobacco Control?

Present: The goals of tobacco control include three main target areas:

- Prevent the initiation of tobacco use among youth and young adults
- Promote cessation of tobacco use among adults and youth
- Eliminate exposure to secondhand smoke

Show Slide 52: Framework Convention on Tobacco Control (FCTC)

Ask: Can anyone tell me, in your own words, what the Framework Convention on Tobacco Control (FCTC) is?

Open responses.

Show Slide 53: Framework Convention on Tobacco Control (FCTC)

Present: The Framework Convention on Tobacco Control (FCTC) is an evidence-based treaty that was developed in response to the globalization of the tobacco epidemic. It recognizes best practices for tobacco control and its guidelines provide the foundation for countries to implement and manage tobacco control.

The FCTC was first proposed by the World Health Organization (WHO) in 1996, and adopted in 2003.
### Module 1: The Big Picture

**Trainer Notes**

**Show** Slide 54: Framework Convention on Tobacco Control (FCTC)

**Present:** As of 2013, 174 countries have ratified the Convention. Globally, the WHO FCTC covers 87.4% of the population. China ratified the Convention in October 2005 and the FCTC became effective in China on January 9, 2006.

**Ask:** How does the FCTC help a country to implement tobacco control?

**Open responses.**

---

**Show** Slide 55: FCTC: What it Does

**Present:** Signing the FCTC indicates a country’s commitment to implementing tobacco control. Often this is a tremendous first step for countries at varying levels of the tobacco epidemic.

The FCTC also provides the foundation and structure, providing countries a road map for implementing tobacco control. This road map contains best practices for reducing the supply/demand of tobacco, as well as articles specifying policies and actions that should be taken to reduce tobacco use.

The FCTC articles are primarily geared toward a national-level approach to tobacco control, yet numerous are applicable to city-level initiatives. In the final section of this module we will be discussing a number of these best practices that may be used by cities in China to further and strengthen tobacco control.
Show Slide 56: FCTC: International Best Practices

Present: The international best practices identified by the FCTC are listed here:
- Decrease affordability of tobacco products (Article 6)
- Establish smoke-free policies (Article 8)
- Increase knowledge of risks of smoking and exposure to secondhand smoke (Article 12)
- Minimize tobacco advertising and promotion (Article 13)
- Promote and assist tobacco users to quit (Article 14)
- Control access to tobacco products (Article 16)
- Research, surveillance, and exchange of information (Article 20)

We’ll spend most of this section talking about each of these in more detail, and why they are important for tobacco control.

Show Slide 57: Decrease Affordability of Tobacco Products – FCTC Article 6

Present: Article six reflects the fact that raising the prices of cigarettes through taxation reduces cigarette sales. Increasing prices is the most effective means of decreasing cigarette smoking, especially among children.

Experience with global tobacco control has shown that as little as a 10% increase in the price of cigarettes will decrease cigarette consumption by 4% in developed countries and 8% in developing countries. For children, smoking will fall by about twice as much.
Module 1: The Big Picture

Trainer Notes

This is not one of the items that we will be discussing in relation to tobacco control in China, since tax rates are set at a national, not city, level. This information is important, however, to the larger context of tobacco control.

Show Slide 58: Establish Smoke-Free Policies – FCTC Article 8

Present: Twenty years ago, there were virtually no laws in any country protecting nonsmokers from secondhand smoke. This has changed significantly, as first class cities around the world are now smoke-free, including New York City, U.S.; Dublin, Ireland; London, England; and Hong Kong.

This change has occurred for a number of reasons.

Ask: Can anyone describe what you think has led to this change?

Open responses.

Present: There is an increased understanding of the dangers of secondhand smoke and research has demonstrated that secondhand smoke exposes nonsmokers to dangerous chemicals. Article 8 is based on the fact that there is no safe level of exposure to secondhand smoke.
Show Slide 59: Establish Smoke-Free Policies – FCTC Article 8

Present: It has also been scientifically demonstrated that simple, clear, and enforceable smoke-free policies work – they protect nonsmokers and help to prevent disease. Non-smokers are increasingly demanding such protection from tobacco smoke throughout the world.

Smoke-free policies should be comprehensive and ban smoking in all public venues and workplaces, including schools and educational settings, health care facilities, and public transportation.

Smoke-free policies must require a 100% smoke-free environment. Compromises, such as the creation of separate “smoking” rooms or using ventilation or air filtration systems, do not work and are not acceptable. Policies must also be mandated; voluntary policies do not work.

More information on Tobacco Control Policy is available in Module 4: Policy.

Show Slide 60: Establish Smoke-Free Policies – FCTC Article 8

Present: The creation of smoke-free environments also brings another benefit – the creation of a smoke-free norm within a society. We’ll talk more about social norms in the next section, but basically a smoke-free norm means that smoking becomes less acceptable within a culture as people begin to understand its dangers and view it as less tolerable.

This has occurred throughout much of the developed world, where people live in areas where smoking is not allowed in any indoor area (except the home).
**Module 1: The Big Picture**

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<tr>
<td>Despite concerns about restaurants and bars losing money through implementing smoke-free policy, it has been shown that many can maintain or even increase revenues.</td>
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</table>

**Show** Slide 61: Increase Knowledge of Risks of Smoking and Exposure – FCTC Article 12

**Present:** As stated in FCTC article 12, public awareness of the dangers of tobacco is essential to ensure social change. Raising public awareness brings about change in the social norms around tobacco use and exposure to tobacco smoke.

In order to prevent people from initiating smoking, the public should be educated on the health risks of smoking and exposure to secondhand smoke. Smoking prevention programs have been shown to be cost-effective and strategic. It is easier to prevent tobacco or nicotine addiction from occurring in the first place than it is to help an addicted smoker to quit.

Education should also target current smokers, informing the public about the benefits of quitting smoking and leading tobacco-free lifestyles. In a few minutes we’ll talk more about providing direct assistance to smokers to help them quit.

Education is particularly important for young people, whose behaviors are often difficult to change and for whom long-term health risks seem less pressing.
## Module 1: The Big Picture

### Trainer Notes

**Show** Slide 62: Minimize Tobacco Advertising and Promotion – FCTC Article 13

**Present:** It has been widely shown that tobacco advertising, promotion, and sponsorship increase tobacco use and that comprehensive bans on such activities decrease tobacco use.

Article 13 states that all advertising, promotion and sponsorship for tobacco products should be banned, and that those bans be enforced. As part of this ban, the distribution of free tobacco samples should be prohibited and enforced.

According to the FCTC, a ban on tobacco advertising, promotion and sponsorship is effective only if it has a broad scope. If only certain forms of direct tobacco advertising are prohibited, the tobacco industry inevitably shifts its focus and resources to other advertising, promotion and sponsorship strategies, especially targeting young people. In the next section we will learn how Chinese tobacco companies have adapted to the ban on certain types of marketing and promotion.

**Show** Slide 63: Promote and Assist Tobacco Smokers to Quit – FCTC Article 14

**Present:** As we have discussed, the use of and exposure to tobacco have severe negative health and economic consequences, so every effort should be made to help tobacco users quit. Strengthening efforts to help smokers quit will have the quickest reduction of disease and death due to tobacco use and exposure.
### Module 1: The Big Picture

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<tr>
<td>Tobacco products are highly addictive yet quitting is possible, especially with counseling and medication. There is clear scientific evidence that tobacco cessation programs can be successful and cost effective. Many attempts are usually needed, yet most people are able to finally quit the habit altogether.</td>
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<tr>
<td>Programs should be designed and implemented to help smokers quit, and should be based on the best available evidence of effectiveness. Programs should be widely available within the community, offered at locations such as educational institutions, health care facilities, workplaces, and sporting environments.</td>
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**Show Slide 64:** Control Access to Tobacco Products – FCTC Article 16

**Present:** We discussed earlier how most smokers begin tobacco use early, during adolescence or as young adults. Laws already prohibit the sale of tobacco products to minors in China and elsewhere, yet these laws need to be more strictly enforced.

**Show Slide 65:** Research, Surveillance, and Exchange of Information – FCTC Article 20

**Present:** This article underscores the importance of monitoring and evaluation of the prevalence of tobacco use and related diseases and deaths, and also of the effectiveness of tobacco control activities. This information should be used to identify evidence-based best practices.

More information on evaluation can be found in Module 5: Evaluation.
Module 1: The Big Picture

Present: The FCTC and its guidelines provide the foundation for countries to implement and manage tobacco control. To help make this a reality, WHO introduced the MPOWER measures. These six measures are intended to assist in the country-level implementation of proven interventions to reduce the demand for tobacco.

Show Slide 67: MPOWER

Present: The title “MPOWER” is an acronym in English that stands for: “Monitor, Protect, Offer, Warn, Enforce, and Raise.”

Specifically it refers to the following measures:
- Monitor tobacco use and prevention policies
- Protect people from tobacco smoke
- Offer help to quit tobacco use
- Warn about the dangers of tobacco
- Enforce bans on tobacco advertising, promotion, and sponsorship
- Raise taxes on tobacco

We will be talking more about these measures and how they may be implemented in China in the next section.
Show Slide 68: Knowledge Competition!

Present: Now we’ve reached our section 2 Knowledge Competition!

I’m going to call up a different set of <<3-5, depending on number of trainees>> participants and again ask you to answer five questions.

Show Slide 69: Question 1

Ask: TRUE or FALSE – Ventilation and air purification systems are acceptable alternatives to smoke-free environments.
FALSE

Present: Smoke-free policies must require a 100% smoke-free environment. Compromises, such as the creation of separate “smoking” rooms or using ventilation or air filtration systems, do not work and are not acceptable.

Show Slide 70: Question 2

Ask: Evidence has shown that the MOST effective means of decreasing cigarette smoking is:
  a. Increasing prices - CORRECT
  b. Banning marketing, promotion, and sponsorship of tobacco
  c. State ownership of tobacco assets
  d. Raising public awareness of the dangers of tobacco
### Trainer Notes

**Present:** Experience with global tobacco control has shown that as little as a 10% increase in the price of cigarettes will decrease cigarette consumption by 4% in developed countries and 8% in developing countries. For children, smoking will fall by about twice as much.

---

**Show** Slide 71: Question 3

**Ask:** In what year did China sign the Framework Convention on Tobacco Control (FCTC)?

- a. 1996
- b. 2000
- c. 2002
- d. 2006 - **CORRECT**

**Present:** The FCTC was first proposed by the World Health Organization (WHO) in 1996, and adopted in 2003. One hundred seventy-four countries have signed the Convention, including China in 2006.

---

**Show** Slide 72: Question 4

**Ask:** Which of the following was NOT discussed as an international best practice of the FCTC?

- a. Establish smoke-free policies
- b. Promote alternative nicotine delivery systems - **CORRECT**
- c. Minimize tobacco advertising and promotion
- d. Control access to tobacco products

**Present:** The correct answer is b. – alternative nicotine delivery systems are not a strategy of tobacco control.
Module 1: The Big Picture

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<tr>
<td>The international best practices identified by the FCTC are:</td>
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<tr>
<td>- Decrease affordability of tobacco products (Article 6)</td>
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<td>- Establish smoke-free policies (Article 8)</td>
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<tr>
<td>- Research, surveillance, and exchange of information (Article 20)</td>
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Show Slide 73: Question 5

Ask: TRUE or FALSE - In order to meet the FCTC guidelines, China must pass laws that prohibit the sale of tobacco products to minors. **FALSE**

Present: Although the FCTC does call for the passage of laws that ban the sale of tobacco products to minors, China has already passed such laws. These laws, however, need to be more strictly enforced.

Show Slide 74: Congratulations!

Present: Congratulations! The winner of our second knowledge competition is...
Show Slide 75: Summary

Present: Now we have come to the end of Section 2: International Tobacco Control.

This section introduced us to the Framework Convention on Tobacco Control (FCTC), which provides the foundation and guidelines for country-level tobacco control.

We discussed the international best practices identified by the FCTC:
- Decrease affordability of tobacco products (Article 6)
- Establish smoke-free policies (Article 8)
- Increase knowledge of risks of smoking and exposure to secondhand smoke (Article 12)
- Minimize tobacco advertising and promotion (Article 13)
- Promote and assist tobacco users to quit (Article 14)
- Control access to tobacco products (Article 16)
- Research, surveillance, and exchange of information (Article 20)

Finally, we talked about the six MPOWER measures, which are intended to assist in the country-level implementation of proven interventions to reduce the demand for tobacco.

Show Slide 76: Break

Break – 15 minutes
Module 1: The Big Picture

Section 3: Tobacco Control in China

Estimated time: 1 hour, 30 minutes

Trainer Notes

Show Slide 77: Section 3: Tobacco Control in China

Present: In the last section we discussed international best practices for tobacco control – essentially “why” these measures need to be taken. In this section we will turn to the “how” of implementing tobacco control in China, using the best practices outlined in several of the FCTC articles.

During this discussion we will talk about what is currently happening in China as well as what steps need to be taken going forward.

Show Slide 78: Small Group Discussion

Present: We will begin with the current situation in China, starting with China’s overall strengths in regard to tobacco control.

Small group activity: First I’d like to hear from you what you see as the strengths of tobacco control in China. We’ll break up into small groups and brainstorm the positive things you see in your cities or China as a whole related to smoke-free areas, cessation, and education. Write them down so that you can share them with the larger group. You have about 15 minutes to discuss this with your small group and then we’ll discuss all together.

Ask: Who can tell me some of the strengths of tobacco control in China?

Open responses by group.
Show Slide 79: China’s Progress

Present: As we discussed earlier, China has signed on to the FCTC, which became effective in January 2006.

China has many active organizations (both national and international) and people who are working very hard to implement successful tobacco control in this country. Just a handful of these include the Think Tank Research Center for Health Development (Think Tank), Chinese Association on Tobacco Control (CATC), Gates China Office, World Health Organization (WHO), International Union Against Tuberculosis and Lung Disease (“Union”), and Tobacco-Free Kids/Bloomberg Initiative, along with many universities and dedicated individuals.

Beginning in 1987, laws have been created that ban tobacco advertising, mandate smoke-free areas, issue health warnings, and support health education. We’ll talk more about these policies in a moment.

Another strength is the availability of current data. This is a very important component of tobacco control as it allows people to understand the prevalence of tobacco use, related mortality rates, and economic consequences. These data provide evidence for the importance of tobacco control measures, and also help to determine whether programs and policies are working to reduce smoking and tobacco exposure. One example is the Global Adult Tobacco Survey, which was conducted in 2010; many provinces and cities also collect data on tobacco related indicators.
Finally, in 2011 China passed its first National Tobacco Control Plan (NTCP). The creation and passage of this plan indicates that the Chinese government has officially recognized the harms that tobacco causes to the health of the Chinese public, and its commitment to tobacco control. The NTCP acknowledges the severity of the tobacco problem in China as indicated by high smoking rates, prevalence of secondhand smoke exposure, low awareness of tobacco harms, and the economic burden of smoking. The plan also sets strong targets for reduction of smoking and secondhand smoke exposure.

**Show** Slide 80: Anti-Smoking Campaigns

**Present:** Anti-smoking campaigns have also become more common in China.

**Ask:** Raise your hand if you have seen an anti-smoking campaign in the last 30 days? Where was it? What did it say?

**Open responses.**

**Present:** In 2010 it was found that 60% of adults had seen messages about the dangers of tobacco use or the benefits of quitting smoking in the media or in public places in the last 30 days.

The most common source was television, followed by newspapers/magazines, billboards, public transportation, and on public walls.
Show Slide 81: Current National Policy

Present: As we discussed a few minutes ago, China has passed a number of policies that support tobacco control. These include smoke-free public places, tobacco packaging and labeling, and bans on advertising, promotion, and sponsorship.

Smoke-free legislation bans smoking in specific places. The Tobacco Monopoly Law requires that smoking be prohibited or restricted in public places and public transportation in general, and the MOH Implementation Rules prohibit smoking in the 28 indoor public places, including schools and hospitals.

Policies call for tobacco packaging and labels to contain warnings about tobacco, which we’ll talk more about in a moment.

Finally, a national law in China bans tobacco advertising in movies, on television, radio, and in newspapers and magazines. Local jurisdictions have the authority to regulate outdoor tobacco advertising, and some have banned it.

Unfortunately, policy doesn’t always meet reality.

Ask: Who can tell me if smoke-free public places are the reality in their city?

Open responses.

Ask: How about strict warnings on tobacco packaging – what do you see on tobacco packages?

Open responses.

Ask: Is tobacco advertising banned in China or your city?

Open responses.
Show Slide 82: Policy Vs. Reality

**Present:** Policies on smoke-free public places have not yet become reality over much of China. A study in 2010 found that 72% of non-smokers had been exposed to secondhand smoke within the past 30 days, and that smoking in public places remains commonplace.

You can see the high percentages where smoking was reported in different locations, especially restaurants, homes, workplaces, and government buildings.

Show Slide 83: Policy Vs. Reality

**Present:** Although China does require warning labels on tobacco products, the criteria are weak in comparison to most other countries. Warning labels are text-only, use small six-point type, feature the same background color as the rest of the package, and do not include specific or graphic health harms of smoking. They cover only 30% of the pack (rather than the FCTC-mandated 50%), are written in Chinese on the front and English in the back.

Tobacco companies are allowed to design their own labels as long as they meet the minimum requirements set by the State Tobacco Monopoly Administration. For example, in 2011, the China National Tobacco Corporation published a Notice on Further Strengthening the Degree of Cigarette Package Warning Labeling, which requires its subordinate companies to abolish the English warning, enlarge the font of the warning characters from 2.2 mm to 4 mm, and change the color shading between the warning message and the background so that the message clearly stands out. The CNTC notice is still self-regulation, however, not an actual law.
### Module 1: The Big Picture

**Trainer Notes**

**Show** Slide 84: China: Policy Vs. Reality

**Present:** Despite the laws banning tobacco advertisements and sponsorships, aggressive marketing of cigarettes is still the reality in China.

Companies can advertise their products at point of sale, through sponsored events and branded schools, on billboards, online, and through extensive advertising of affiliated companies with the same names as tobacco brands.

An example of tobacco companies using a school for branded advertisement occurred after the Sichuan earthquake. A tobacco company funded the rebuild of a school destroyed in the earthquake, naming it “Sichuan Tobacco Hope Primary School.” Included was an inscription reading “Talents are brewed by intelligence; tobacco helps you grow up and be accomplished.”

**Ask:** Does anyone else have examples like this story they could share from their experiences?

**Open responses.**

**Show** Slide 85: China: Tobacco Control Challenges

**Present:** Beyond policy, China faces other challenges related to tobacco control.

The Chinese tobacco industry is very large, state-owned, and important to the economy. The State Tobacco Monopoly Administration (STMA) controls the China National Tobacco Corporation, and is also deeply involved in policy and enforcement of tobacco control at the national level. This involvement creates a persistent conflict of interest that may

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**Slide**

Section 3: Tobacco Control in China

**Policy Vs. Reality**

- **Policy:** Ban on tobacco advertisements and sponsorships
- **Reality:** Tobacco products widely marketed and promoted
- Advertising permitted through:
  - Point of sale
  - Sponsored events
  - Branded schools
  - Billboards
  - Online
  - Advertising by affiliated companies
  - Brand images and colors well known

---

Section 3: Tobacco Control in China

**Tobacco Control Challenges**

- Chinese tobacco industry large, state-owned, and important to economy
- Cigarette taxes low
- Cigarettes widely available easy to purchase
- Prevalence of smoking high
- China's tobacco output was increased by 37% from 2006 to 2011
Cigarettes are widely available and easy to purchase throughout in China. Cigarettes are inexpensive, largely due to low taxes set at the national level, and easily available throughout the country.

As we discussed earlier, the prevalence of smoking is high in China. Over half of men smoke, including medical professionals and leaders of organizations. Sales of tobacco products have increased 16% since China signed the FCTC in 2006.

Show Slide 86: Smoking and Culture: China

Present: Smoking is very much a part of Chinese culture. Many Chinese like to smoke not only after a meal but also during the meal itself. Smoking is common and generally considered socially acceptable in public places, including restaurants, government buildings, workplaces, health care facilities, and on public transportation.

Smoking plays a role in social and even financial interaction; offering cigarettes is an easy way to make a friend, solidify a bond, or ease an introduction. Smoking is a sign of machismo and may be used as a method of bribing officials or sealing a business deal. One reason why half of Chinese doctors smoke is that relatives of patients often give cigarettes as a thank-you gift. A positive social image of smoking is promoted through marketing and product placement, and many characters on television and film are heavy smokers.
## Module 1: The Big Picture

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<td>Brands are easily identifiable, and some are renowned for being expensive and used for special occasions and gifts. For example, expensive cigarette brands like Panda and Zhonghua are commonly given as presents to bosses and parents and are offered as a welcoming gesture to houseguests. Special cigarettes are also given as wedding gifts, presented to guests with snacks at parties, and left as offerings of the graves of men who have died of lung cancer. If someone is offered a cigarette and declines they may be seen as rude.</td>
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<td>Some brands link themselves to charitable causes. For example, a message on packs of Zhongnanhai brand cigarettes reads: “For each pack you consume, you are devoting your part to the charity Hope Project.”</td>
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<td><strong>Ask:</strong> Does anyone have any other examples of the importance of smoking to Chinese culture that they could share?</td>
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<td><strong>Open responses.</strong></td>
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<td>Show Slide 87: China: Low Awareness of Health Risks</td>
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<td><strong>Present:</strong> There is also a low awareness of the health risks of smoking and secondhand smoke exposure in China. In a recent survey only about a quarter of adults were aware that smoking could cause stroke, heart disease, and lung cancer, and that exposure to secondhand smoke could also cause these diseases. Among medical professionals the awareness of the health risks of smoker was higher – yet it was still only 56%. A much lower percentage – only 14% of adults – was aware that “low-tar” cigarettes are as harmful as “regular.”</td>
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Both smokers and nonsmokers had similar awareness of health risks, and awareness increased among people who were more educated.

_Slide 88: China: Tobacco Control and Social Norms_

**Present:** Tobacco control in China will ultimately take place as a result of changing social norms.

**Ask:** Is anyone familiar with the term “social norm”? Can you tell me what it means in your own words?

**Open responses.**

**Present:** Social norms refer to how people view certain attitudes or behaviors, or how acceptable they find them to be. Social norms are also known as social or cultural acceptability.

Social norms can be positive, such as using a seat belt or infant car seat. Others, including tobacco use, have a negative affect on society.

Oftentimes social norms do not change without government or public intervention. Government or public intervention can occur through institutional change, citizen action, or litigation. Consider, for example, the laws that prohibit drinking alcohol and driving. This behavior used to be more commonplace and generally accepted, yet education on the risks combined with policies and laws which prohibited the practice led to a change in social norms and thus reduced incidences of drunk driving.

Throughout this section we will be talking about the many ways that social norm change can be used to promote tobacco control in China.
**Show** Slide 89: Activity: Social Norms in China

**Ask:** What are some historic social norm changes that have occurred in China?

**Activity:** Take a moment to think about this question, and then we’ll break into smaller groups to discuss:

- What change occurred?
- What were the forces behind the change?
- How long did it take for the norm to change?

After 10 minutes, we’ll come back together and discuss as a group.

**Show** Slide 90: Tobacco Control and Social Norm Change

**Present:** Tobacco presents a unique case for social norm change, since smoking is harmful not only to the individual smoker, but also to others who are exposed to secondhand smoke.

The overarching goal for tobacco control, therefore, becomes the creation of a social and legal climate in which tobacco becomes less acceptable, less attractive, less accessible, and less affordable.

Social norms should support protection from secondhand smoke, promotion of tobacco-free lifestyles, assistance in quitting smoking, and prevention against initiation of smoking.
Module 1: The Big Picture

Show Slide 91: How has Social Norm Change Been Accomplished with Tobacco?

Present: Around the world, social norm change related to tobacco control has come from a variety of mechanisms, most of which are interrelated. Perhaps the most important occurrence was the scientific findings of the harmful health effects of tobacco for both smokers and nonsmokers. Beyond the science, many people directly witnessed the illnesses that were caused by tobacco use and exposure.

Prompted by the dangers that tobacco poses to society, citizen action has been a strong force behind social norm change. People in many parts of the world have come to expect smoke-free environments and also support access to resources to help with quitting smoking. Policy and legislative action have led to institutional change related to tobacco control, including smoke-free workplaces and public spaces. Litigation has also been used to mandate consequences for wrongdoing and harm related to tobacco use and exposure. All of these elements have come together in bringing about an overall decline in social acceptability of smoking.

Show Slide 92: Policy, Health Education, Programs/Interventions

Present: As we have discussed, social norm change is the end goal for tobacco control in China. The FCTC articles that we discussed in the previous section help to provide a roadmap for the many interrelated actions that can be taken to promote social norm change.
We will be talking about the FCTC articles that can be implemented on a city and regional basis, and breaking down specific activities into “policy,” “health education,” and “programs/interventions.”

Specifically, we’ll be talking about:

- Establishing smoke-free policies and norms (Article 8)
- Educating the public about the health risks of tobacco (Article 12)
- Minimizing tobacco advertising and promotion (Article 13)
- Promoting and assisting tobacco users to quit (Article 14)
- Prohibiting the sales of tobacco to minors (Article 16)
- Research, surveillance, and exchange of information (Article 20)

**Show Slide 93: Activity**

**Present:** First we’re going to do an activity that involves these articles (excluding Article 16, prohibiting the sales of tobacco to minors), and hear from all of you about how you think these can be addressed (or are being addressed) through policy, health education, and programs/interventions.

**Activity:** We’re going to break into 5 small groups or pairs, with each group talking about one of these five articles. Take the next 20 minutes to discuss ideas and strategies that could be used in your city to operationalize these articles.

Once we’re done we’ll discuss each group’s ideas, and how they fit into the areas of policy, health education, and programs/interventions.
## Module 1: The Big Picture

<table>
<thead>
<tr>
<th>Trainer Notes</th>
<th>Slide</th>
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<tbody>
<tr>
<td>✡️ <strong>Note to trainer:</strong> during this discussion help to map out the ideas into the three categories of policy, health education, and programs/interventions.</td>
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</table>

### Show Slide 94: Smoke-Free Laws (Article 8): Policy

**Present:** Citywide smoke free policy should be developed, implemented, and enforced for public places (including restaurants and bars), hospitals/clinics, schools, public transportation, worksites and government buildings.

As we discussed earlier, in order to protect against secondhand smoke there must be a total elimination of smoking and tobacco smoke in public spaces. Approaches that permit less than 100% smoke free environments, such as ventilation, air filtration, and the use of designated smoking areas, have been scientifically shown to be ineffective at protecting against secondhand smoke exposure.

Legislation that is simple, clear, and enforceable is necessary to protect people from exposure to tobacco smoke. Voluntary smoke free policies have repeatedly been shown to be ineffective and do not provide adequate protection.

Any effort to put smoke-free policies in place, or to enforce existing ones, should involve members of the general public. Involving the public is crucial for building support of smoke-free policies and ensuring compliance. Therefore, it will be important to involve many different stakeholders in this effort.

**Ask:** Can anyone tell me what the term “stakeholder” means?

**Open responses.**
Present: Stakeholders are any individuals, groups, or segments of society that stand to benefit from a particular change.

Ask: Which stakeholders do you think should be involved as a partner in developing, implementing, and enforcing smoke-free policies?

Open responses.

Present: Evaluation methods should also be used to measure the impact of smoke-free policy on public health and the economy. They should also be used to monitor enforcement of the policies. For more information on policy see Module 3: Policy; for more information on evaluation, see Module 5: Evaluation.

Show Slide 95: Smoke-Free Laws (Article 8): Health Education

Present: Health education is an important component of developing and enforcing smoke-free laws. As we just discussed, members of the public play a key role in advocating for smoke-free laws and ultimately changing the social norms to support them.

Raising awareness among the public about the health risks of secondhand smoke exposure and the importance of smoke-free policy should be ongoing.

In order to inform the public, cities should write and disseminate press releases that provide specific information about the benefits of smoke-free policy. The launching of smoke-free policy can be celebrated with media coverage and through launch events.
Media campaigns can be used in these efforts, and can also be used to encourage individuals, especially parents, to make their homes and cars smoke-free. These campaigns can use a combination of TV, radio, newspapers, billboards, pamphlets, etc.

Show Slide 96: Smoke-Free Laws (Article 8): Programs/Interventions

Present: Programs should be developed which aim to educate specific audiences within a community. Decision makers should be educated on the benefits of smoke-free policy, as well as provided guidance on how they may be developed, implemented, and enforced. City and site leaders should be encouraged to adopt and enforce strong citywide policies.

Employers should also be educated on the benefits of smoke-free policies, and should be provided with implementation guidelines for employees.

Show Slide 97: Increase Public Awareness (Article 12): Health Communication

Present: Article 12 of the FCTC calls for the use of all available communication tools to promote and strengthen public awareness of tobacco control issues. Building awareness of the dangers of smoking and secondhand smoke is essential to changing tobacco use social norms. In order to build this awareness it is necessary to create or strengthen an infrastructure for ongoing education, communication and training.
Knowledge and information must be collected and translated into understandable messages for different target audiences. Messages must be communicated in such a way that they will reach their intended audience, and the impact of the communication must be monitored for effectiveness.

A multi-pronged approach is needed to communicate the dangers of smoking and secondhand smoke. A media campaign should be developed and implemented that educates the public on the effects of tobacco on health, and that emphasizes cultural changes such as “no cigarettes as gifts or courtesy.” Media outlets may include: TV, radio, newspapers, billboards, pamphlets, etc. Health care professionals, decision makers, and others in the public eye should be involved when possible to increase visibility and establish credibility.

Consider messages that specifically target particular segments of the population, such as non-smokers, pregnant women, and families with infants and children. The risks to these populations are different, so messages can be specific to each group and include what can be done to minimize or eliminate the dangers of smoking.

Show Slide 98: Increase Public Awareness (Article 12): Programs/Interventions

Present: Specific programs should also be launched which help to increase public awareness on the dangers of tobacco. Events where large numbers of people gather, such as the Expo or festivals, and holidays can be used to educate decision-makers about tobacco social norms, especially the expectation of tourists that cities be smoke-free. These can also be opportunities to educate sites or the general public on the harms of tobacco use and exposure.
Show Slide 99: Increase Public Awareness (Article 12): Programs/Interventions

Present: Programs can also be developed to help the public understand the dangers of secondhand smoke and to teach skills in avoiding exposure. These programs are particularly important for parents and families, women (pregnant, mothers, and employees), and for children and youth.

Parents should also be educated on the harms of smoking and secondhand smoke, and the importance of discussing tobacco use with their children as a means of preventing initiation and exposure. Parents and families should also become involved in school policy efforts to provide education to youth and ban smoking.

Finally, educators will play a key role in increasing public awareness both among students and families. Accordingly, educators must be trained to deliver anti-tobacco education.

Show Slide 100: Increase Public Awareness (Article 12): Programs/Interventions

Present: Tobacco control efforts are particularly important for youth populations. Think about the fact that people generally start to smoke once they leave home. Children and youth often don’t start earlier because they don’t want to offend or upset their parents. They often develop the habit once they have moved out of their parents’ home.
An important element of changing tobacco norms is an understanding of the role of the tobacco industry in creating and sustaining the smoking epidemic. Children and youth especially should be educated on the history of the tobacco industry and how it has been instrumental in shaping the current norms of smoking in order to continue profiting from the epidemic. Programs can also empower youth to organize and speak out against smoking and nicotine addition.

Programs can be developed and delivered in schools that educate youth on the health risks of tobacco, the social consequences of its use and exposure, and how social influences can lead to addiction. Assistance can be given to youth to strengthen peer norms and life skills that help them counter media portrayals of smoking as “cool”, and instead help them develop other ways of showing their individuality and independence. These programs can also help youth to build self-confidence and develop good decision-making skills (especially when it comes to avoiding tobacco use).

Youth populations can be reached and supported through partnerships with community groups, schools, hospitals, and youth associations. It is also important to involve teachers and civil servants in educating youth of the harms of tobacco, and in setting an example by living smoke-free.
Module 1: The Big Picture

**Trainer Notes**

**Show** Slide 101: Ban on Advertising, Promotion, and Sponsorships (Article 13): Policy

**Present:** As discussed earlier, China has put into place bans on tobacco advertising, promotion and sponsorships at a national level. At the city and local level, these laws must be enforced.

Examples of laws that banned certain practices include:
- Tobacco Monopoly Law
- Advertising Law of People’s Republic of China

**Ask:** Can anyone tell me what the “Tobacco Monopoly Law” says in relation to advertising, promotion, and sponsorships of tobacco products?

**Open responses**

**Present:** The Tobacco Monopoly law was passed in 1991, and it banned certain types of advertising of tobacco products (radio, TV, and newspapers or periodicals).

**Ask:** Can anyone tell me what the “Advertising Law of the People’s Republic of China” stipulates in relation to tobacco?

**Open responses.**

**Present:** The “Advertising Law of the People’s Republic of China” was passed in 1994 and further strengthened advertising bans by prohibiting advertisements for tobacco through broadcasting and motion pictures. It also prohibits advertisements for tobacco in any kind of waiting rooms, cinemas, theaters, conference halls, stadiums and gymnasiums or other similar public places. This law also requires that all advertisements for tobacco must be marked with “Smoking is harmful to your health.”
**Module 1: The Big Picture**

**Trainer Notes**

**Ask:** Are there any other laws that you can think of that relate to tobacco advertising and promotion?

**Open responses.**

**Show** Slide 102: Ban on Advertising, Promotion, and Sponsorships (Article 13): Programs/Interventions

**Present:** Numerous programs can be put into place at the local level to support the ban on tobacco advertising, promotion, and sponsorships.

Organize youth to attend tobacco industry sponsored youth events (such as Parkour Tour) and display anti-tobacco posters.

Document examples of illegal advertising or sponsorship in schools and around the city. Show these findings to government leaders and encourage them to fully enforce laws related to tobacco advertisement.

**Show** Slide 103: Cessation (Article 14): Health Communication

**Present:** Health communication is central to Article 14, which focuses on cessation. Media messaging that promotes quitting should make cessation seem achievable, desirable, and doable. Messages should set a positive expectation that individuals can quit, show that success is possible, and increase the interest in smokers to quit. Messaging should be targeted at the individual smoker and use language that is direct and concrete.
Module 1: The Big Picture

For example:
- The risk is big – one half of smokers die from related causes
- One quarter of smokers die during middle age (35-69)
- Stopping smoking works

Media messaging can also be used to encourage people to use support programs offered in the city, such as quit-lines or cessation clinics. As discussed earlier, media outlets may vary and can include TV, radio, newspapers, billboards, pamphlets, etc.

Show Slide 104: Cessation (Article 14): Programs/Interventions

Present: Doctors have a significant role to play in educating patients on the harms of tobacco and encouraging them to quit. Accordingly, medical professionals should be trained to counsel smokers to quit.

Many Chinese doctors currently smoke, yet as they realize the harms of tobacco use and secondhand smoke exposure they may be encouraged to quit and counsel their patients to do the same.

Prevention is also part of the Chinese value system, so the doctor’s role is to support people not smoking to begin with or stopping smoking as a means of avoiding disease. A traditional Chinese proverb states that:

“The superior doctor prevents sickness; the mediocre doctor attends to impending sickness; the inferior doctors treats actual sickness.”
Accordingly, smoking cessation programs should be incorporated into primary care, and medication should be made available that assists with quitting.

Show Slide 105: Prohibit Sales to Minors (Article 16):
Programs/Interventions

Present: Like China’s advertising laws, there are also laws that prohibit the sales of tobacco products to minors. Again, the key is enforcement of those laws at the local level.

Examples of laws that prohibit sales to minors include:
- Protection of Minors Law of People’s Republic of China
- Prevention of Juvenile Delinquency Law of People’s Republic of China

Ask: Can anyone tell me what the “Protection of Minors Law of the People’s Republic of China” says in relation to tobacco?

Open responses.

Present: This law prohibits smoking in classrooms, dormitories, and recreational rooms of secondary and primary schools, kindergartens, as well as any other indoor places where minors gather for activities.

Ask: Can anyone tell me about the “Prevention of Juvenile Delinquency Law of the People’s Republic of China”?

Open responses.

Present: This law states that parents and other guardians of juveniles and schools should advise juveniles to keep from smoking, and that no business places may sell cigarettes to juveniles.
These laws can be used when educating government leaders and business owners who sell tobacco to fully enforce laws.

**Show Slide 106: Other Health Communication Strategies**

**Present:** Other general health communication strategies should be used to strengthen tobacco control at the local level.

One strategy is to engage with editorial boards of local papers and communication channels to discuss local stories supporting tobacco control. If there are programs, events, or policies that will support tobacco control, these can be highlighted through editorial discussion.

Seek out press coverage of national tobacco control leaders in public presentations in support of local tobacco control. This will help to strengthen the tobacco social norms at the local level.

Also provide the media with summaries of local, national, and international stories related to tobacco control, and provide the context for how those stories are relevant for your city or locality.

**Show Slide 107: Research, surveillance, and exchange of information (Article 20)**

**Present:** Evaluation is always a key part of any tobacco control efforts. As more nations and cities go smoke-free in all worksites and public places, scientists are studying the impact of these policies to examine which practices are most effective to:

- Reduce death and disease from secondhand smoke
### Module 1: The Big Picture

#### Trainer Notes

- Show economic savings of smoke-free air policies
- Change social norms to reduce tobacco use

It is important to measure actual tobacco use and secondhand smoke exposure, so that the extent of the epidemic is fully understood and a baseline is set for future comparisons.

Policies should be evaluated to determine effectiveness, compliance, and impact. Resources should be allocated based on scientific findings, and successful policies should be identified, strengthened, and expanded.

#### Slide

**Show** Slide 108: Activity: Scavenger Hunt!

**Present:** In your Participant Guide you have a handout called “Tobacco Prevention and Control Samples Activities.” Please take a moment to locate it. You will also need the “Scavenger Hunt Handout” in your Participant Guide.

**Refer** participants to the Module 1 Participant Guide.

**Present:** This provides you detailed information on how to implement the FCTC articles we have been discussing in terms of policy, health communication, and programs/interventions. It basically is a roadmap for the activities we have just discussed in section 3.

**Activity:** We’re going to break into small groups or pairs. Using the Scavenger Hunt handout, each group will have 20 minutes to locate the activities listed on your sheet. At the end of 20 minutes, we’ll see which group has located the most!
Module 1: The Big Picture

**Trainer Notes**

- **Note to trainer:** See page 74 of the Module 1 Trainer Guide for The Tobacco Prevention and Control Samples Activities chart, and page 81 for the Scavenger Hunt answer key.

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**Show Slide 109: Summary**

**Present:** The final section of Module 1: The Big Picture allowed us to take a closer look at the strengths and challenges of tobacco control in China, and how actual changes to policy, health communication, and programs/interventions may be made.

We looked at each of the articles of the FCTC and discussed ways to bring strengthen their implementation in our cities in China. We also learned how to use the Tobacco Prevention and Control Samples Activities, which you will use as a reference as you go back to your communities to launch or strengthen your tobacco control efforts.

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**Show Slide 110: Final questions?**

**Ask:** Are there any final questions before we turn to the course evaluation?

**Open responses.**
Module 1: The Big Picture

**Trainer Notes**

**Show** Slide 111: Course Evaluation

**Refer** participants to the course evaluations in their Participant Guides. Collect evaluations once they are completed.

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End of Module 1: The Big Picture
<table>
<thead>
<tr>
<th>ACTIVITIES</th>
<th>SECTORS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>POLICY</strong></td>
<td>Public Places, Restaurants, Bars</td>
</tr>
<tr>
<td>Develop smoke-free policy</td>
<td>★ ☀ ☀</td>
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<tr>
<td>Strengthen existing smoke-free policy</td>
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<td>Implement smoke-free policy</td>
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<td>Enforce smoke-free policy</td>
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<tr>
<td>Evaluate smoke-free policy</td>
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</table>

**FCTC Article 8:** Strict city-wide regulations should be created, implemented and enforced banning smoking in all public venues, workplaces, all school and educational settings, all health care facilities, and on public transportation.

**FCTC Article 13:** Strict city-wide implementation of a comprehensive ban on any advertising, promotion, and/or sponsorship that would promote directly or indirectly the use of tobacco products.

**FCTC Article 16:** Implement city-wide enforcement of national legislation prohibiting the sales of tobacco products to underage youth.

★ = Prevent people from starting to smoke  
○ = Protect nonsmokers from exposure to secondhand smoke  
☐ = Encourage cessation
<table>
<thead>
<tr>
<th>Health Communication</th>
<th>Public Places, Restaurants, Bars</th>
<th>Hospitals / Clinics</th>
<th>Schools</th>
<th>Transportation</th>
<th>Worksites &amp; Government Buildings</th>
<th>City-wide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide press releases about benefits of smoke-free policy</td>
<td>★ ☰ ☰</td>
<td>★ ☰ ☰</td>
<td>★ ☰ ☰</td>
<td>★ ☰ ☰</td>
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<tr>
<td>Provide press releases about smoke-free policy launch</td>
<td>★ ☰ ☰</td>
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<td>Host launch event at site of smoke-free policy</td>
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<tr>
<td>Create website with information about smoke-free policy</td>
<td>★ ☰ ☰</td>
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<tr>
<td>Develop and implement media campaign to encourage parents to make their homes and cars smoke free</td>
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**FCTC Article 12: Increase public awareness about the health risks of tobacco consumption and exposure to tobacco smoke, and about the benefits of cessation of tobacco use and tobacco-free lifestyles.**

| Develop and implement media campaign to educate on the dangers of secondhand smoke. Consider harm messages to target populations including non-smokers, pregnant women, infants, & children [Media may include: TV, radio, newspapers, billboards, pamphlets, etc.] | ★ ☰ ☰                          | ★ ☰ ☰              | ★ ☰ ☰    | ★ ☰ ☰           | ★ ☰ ☰                             | ★ ☰ ☰     |
| Develop and implement media campaign to educate on the dangers of tobacco use [Media may include: TV, radio, newspapers, billboards, pamphlets, etc.] | ★ ☰ ☰                          | ★ ☰ ☰              | ★ ☰ ☰    | ★ ☰ ☰           | ★ ☰ ☰                             | ★ ☰ ☰     |

★ = Prevent people from starting to smoke  ☰ = Protect nonsmokers from exposure to secondhand smoke  ☰ = Encourage cessation
China Tobacco Control Fundamentals
Tobacco Prevention and Control Samples Activities

<table>
<thead>
<tr>
<th>Health Communication</th>
<th>Public Places, Restaurants, Bars</th>
<th>Hospitals / Clinics</th>
<th>Schools</th>
<th>Transportation</th>
<th>Worksites &amp; Government Buildings</th>
<th>City-wide</th>
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</thead>
<tbody>
<tr>
<td><strong>FCTC Article 14:</strong> Design and implement effective local programs aimed at promoting cessation of tobacco use in locations such as educational institutions, health care facilities, workplaces, and sporting environments.</td>
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<tr>
<td>Support cessation opportunities in your city (quitlines, cessation clinics, etc.) through media messaging</td>
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<td>Media may include: TV, radio, newspapers, billboards, pamphlets, etc.</td>
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<td><strong>General:</strong> These can provide support for multiple articles in the FCTC.</td>
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<tr>
<td>Engage with editorial boards to discuss local stories supporting tobacco control</td>
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<tr>
<td>Organize press coverage of national tobacco control leaders making public presentations that support local tobacco control agenda</td>
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<td>★ ☺ ☺</td>
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<tr>
<td>Distribute summary of national and international stories related to local tobacco control agenda to local media outlets, including how the stories relate to the locals</td>
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<td>★ ☺ ☺</td>
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★ = Prevent people from starting to smoke  ☺ = Protect nonsmokers from exposure to secondhand smoke  ⋆ = Encourage cessation
# China Tobacco Control Fundamentals
## Tobacco Prevention and Control Samples Activities

<table>
<thead>
<tr>
<th>Programs / Interventions</th>
<th>Public Places, Restaurants, Bars</th>
<th>Hospitals / Clinics</th>
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<tr>
<td>Educate decision-makers (city leaders or site leaders) on the benefits of smoke-free policy</td>
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<td>★ ☀ ☉</td>
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<tr>
<td>Educate decision-makers (city leaders or site leaders) to adopt strong city wide policy(s)</td>
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<td>★ ☀ ☉</td>
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</tr>
<tr>
<td>Develop and provide instruction on benefits of smoke-free sites and implementation guidelines for employees</td>
<td>★ ☀ ☉</td>
<td>★ ☀ ☉</td>
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<td>★ ☀ ☉</td>
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<tr>
<td>Educate decision makers to fully enforce smoke-free policies in their city</td>
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<td>★ ☀ ☉</td>
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<tr>
<td>Use special events (Olympics, Expo, festivals) as opportunities to educate decision-makers that tourists expect 'Tobacco Free Cities'</td>
<td>★ ☀ ☉</td>
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<td>★ ☀ ☉</td>
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<tr>
<td>Use special events (Olympics, Expo, festivals) as opportunities to educate sites or general public on harms of tobacco use and secondhand smoke</td>
<td>★ ☀ ☉</td>
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</tr>
<tr>
<td>Use holidays as opportunities to education decision-makers and general public on harms of tobacco use and secondhand smoke</td>
<td>★ ☀ ☉</td>
<td>★ ☀ ☉</td>
<td>★ ☀ ☉</td>
<td>★ ☀ ☉</td>
<td>★ ☀ ☉</td>
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</tr>
</tbody>
</table>

★ = Prevent people from starting to smoke  
☉ = Protect nonsmokers from exposure to secondhand smoke  
☐ = Encourage cessation

78
# China Tobacco Control Fundamentals

## Tobacco Prevention and Control Samples Activities

<table>
<thead>
<tr>
<th>Programs / Interventions</th>
<th>Public Places, Restaurants, Bars</th>
<th>Hospitals / Clinics</th>
<th>Schools</th>
<th>Transportation</th>
<th>Worksites &amp; Government Buildings</th>
<th>City-wide</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FCTC Article 12:</strong> Increase public awareness about the health risks of tobacco consumption and exposure to tobacco smoke, and about the benefits of cessation of tobacco use and tobacco-free lifestyles.</td>
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<tr>
<td>Develop and provide program for women (pregnant, mothers, employees) designed to identify dangers of secondhand smoke (to selves and (unborn) child) and teach self-efficacy skills in avoiding secondhand smoke</td>
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<tr>
<td>Develop and provide program for children and youth designed to identify dangers of secondhand smoke and teach self-efficacy skills in avoiding secondhand smoke (i.e. asking smokers not to smoke in their presence)</td>
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<tr>
<td>Develop and provide program to make parents aware of the importance of discussing tobacco use with their children</td>
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<td>★</td>
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<tr>
<td>Develop and design program(s) to make children and youth aware of tobacco industry tactics</td>
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<tr>
<td>Design and implement anti-tobacco educational programs aimed at 1) educating parents and families on the harms of tobacco use and secondhand smoke; and 2) getting students’ parents and families involved in school policy efforts</td>
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<tr>
<td>Design and implement anti-tobacco programs in schools (to include the physiologic and social consequences of tobacco use; social influences on tobacco use, peer norms, and life skills)</td>
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<tr>
<td>Design and implement anti-tobacco education training for educators</td>
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<tr>
<td><strong>FCTC Article 13:</strong> Strict city-wide implementation of a comprehensive ban on any advertising, promotion, and/or sponsorship that would promote directly or indirectly the use of tobacco products.</td>
<td></td>
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<td>Organize youth to attend (with anti-tobacco product posters) tobacco industry sponsored youth events</td>
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<tr>
<td>Example of event: Parkour Tour</td>
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<tr>
<td>Document examples of tobacco sponsorship of school activities</td>
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</tr>
<tr>
<td>Document current examples of direct and indirect tobacco advertisement, sponsorship, and promotion activities in your city</td>
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<tr>
<td><strong>FCTC Article 14:</strong> Design and implement effective local programs aimed at promoting cessation of tobacco use in locations such as educational institutions, health care facilities, workplaces, and sporting environments.</td>
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<td>Develop and promote training(s) to educate medical professionals to counsel smokers to quit</td>
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<td><strong>FCTC Article 16:</strong> Implement citywide enforcement of national legislation prohibiting the sales of tobacco products to underage youth.</td>
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</tr>
<tr>
<td>Educate government leaders and business owners who sell tobacco products to fully enforce laws related to youth access to tobacco products [Example of laws: “Protection of Minors Law of People’s Republic of China” and “Prevention of Juvenile Delinquency Law of People’s Republic of China”]</td>
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# Scavenger Hunt *(Answer Key)*

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<tr>
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<th>Policy, Health Communication, or Program/Intervention?</th>
<th>FCTC Article (# and subject)</th>
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<tbody>
<tr>
<td>Support cessation opportunities through media messaging</td>
<td>☐ Policy ☑ Health Communication ☐ Programs/Interventions</td>
<td>FCTC Article 14: Support cessation</td>
</tr>
<tr>
<td>Develop and provide instruction on benefits of smoke-free sites and implementation guidelines for employees</td>
<td>☐ Policy ☐ Health Communication ☑ Programs/Interventions</td>
<td>FCTC Article 8: Smoke-free laws</td>
</tr>
<tr>
<td>Use special events (Olympics, Expo, festivals) as opportunities to educate decision-makers that tourists expect “Tobacco Free Cities”</td>
<td>☐ Policy ☐ Health Communication ☑ Programs/Interventions</td>
<td>FCTC Article 12: Increase public awareness of health risks of tobacco</td>
</tr>
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</table>
## Scavenger Hunt, cont’d *(Answer Key)*

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<tr>
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<th>Policy, Health Communication, or Program/Intervention?</th>
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<tbody>
<tr>
<td>Encourage enforcement of laws related to tobacco advertisement</td>
<td>☑ Policy</td>
<td>FCTC Article 13: Ban any advertising, promotion or sponsorship of tobacco products</td>
</tr>
<tr>
<td></td>
<td>☐ Health Communication</td>
<td></td>
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<tr>
<td></td>
<td>☐ Program/Intervention</td>
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<tr>
<td>Document current examples of direct and indirect tobacco advertisement,</td>
<td>☐ Policy</td>
<td>FCTC Article 13: Ban any advertising, promotion or sponsorship of tobacco products</td>
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<tr>
<td>sponsorship, and promotion activities in your city</td>
<td>☐ Health Communication</td>
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<td></td>
<td>✔ Programs/Interventions</td>
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<tr>
<td>Create website with information about smoke-free policy</td>
<td>☐ Policy</td>
<td>FCTC Article 8: Smoke-free laws</td>
</tr>
<tr>
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<td>✔ Health Communication</td>
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<td>Evaluate smoke-free policy</td>
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<td>FCTC Article 8: Smoke-free laws</td>
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<td>Educate government leaders and business owners who sell tobacco products</td>
<td>☐ Policy</td>
<td>FCTC Article 16: Prohibit sales of tobacco products to minors</td>
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<td>✔️ Program/Intervention</td>
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<td>Develop and design program(s) to make children and youth aware of</td>
<td>☐ Policy</td>
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<td>tobacco</td>
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<tr>
<td></td>
<td>✔️ Program/Intervention</td>
<td></td>
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<tr>
<td>Develop and implement media campaign to educate on dangers of secondhand</td>
<td>☐ Policy</td>
<td>FCTC Article 12: Increase public awareness of health risks of</td>
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<td>FCTC Article 14: Support cessation</td>
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<td>Organize press coverage of national tobacco control leaders making public presentations that support local tobacco control agenda</td>
<td>☐ Policy&lt;br&gt;✓ Health Communication&lt;br&gt;☐ Program/Intervention</td>
<td>General: can provide support for multiple FCTC articles</td>
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<td>Organize youth to attend (with anti-tobacco product posters) tobacco industry sponsored youth events</td>
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