

India Tobacco Control Leadership Program
August 5-10, 2018, Goa, India

Introduction

As part of the Bloomberg Initiative (BI) to Reduce Tobacco Use, the regional Tobacco Control Leadership Program aims to develop and enhance leadership in countries experiencing the greatest burden of disease and death from tobacco use by building capacity to develop, implement and enforce effective tobacco control policy interventions.

In this context, region- and country-specific tobacco control leadership programs allow for more emphasis on locally relevant tobacco control policy issues, as well as other relevant public health policy issues. Across India, good progress has been at the national and local levels in tobacco control policy development and implementation. Despite the presence of national legislation, there are on-going concerns related to loopholes in the implementation of smoke-free public places; tobacco advertising, promotion and sponsorship; the ongoing threat of emerging tobacco industry products; the economics of tobacco control; and, tobacco industry efforts aimed at circumventing the law.

The India Leadership Program sessions will emphasize leadership principles in relation to a range of tobacco control related topics, including those noted above, structured around the components of the World Health Organization's MPOWER package of measures to reduce the demand for tobacco. The Program will be delivered by a faculty comprised of national and international faculty with expertise in tobacco control leadership, policy development and implementation, tobacco control economics, networking, communications, research, advocacy and surveillance.

Program Objectives - The overall program objectives are to:

1. Enhance leadership skills to affect policy development and implementation;
2. Delineate leadership principles and their relevance in addressing country-specific tobacco control issues and challenges;
3. Strengthen skills in policy intervention development and implementation and strategic communication; and
4. Engage with and enhance collaboration and networking among a wide range of partners in the tobacco control movement.

At the completion of this Program, participants will:

- Have enhanced leadership skills to advocate for and promote the enactment and effective implementation of policy change aimed at reducing tobacco use;
- Be able to recall and apply effective leadership principles in their day-to-day work;
- Be able to better utilize tobacco control-related evidence to advance policy development and implementation;
- Have strengthened skills in strategic communication and policy development and implementation; and,
- Have strengthened ties and linkages with international colleagues.

**2018 India Tobacco Control Leadership Program
5-10 August 2018, Goa, India**

PROVISIONAL AGENDA

Sunday August 5, 2018	
10:30 - 4:30	Program Registration
5:00 - 6:30	Welcome Reception
Monday August 6, 2018	
Understanding Tobacco Control in India, and Developing a Strategic Leadership Mindset	
8:00 - 8:30	Registration
Inaugural Session	
8:30 - 9:00	Brief introduction by Master of Ceremonies Welcome address: Steve Tamplin, Associate Scientist, Johns Hopkins Bloomberg School of Public Health (JHSPH); Fikru Tullu , World Health Organization (WHO) Country Office for India; and, Sanjeeva Kumar, Additional Secretary, Ministry of Health and Family Welfare (MOHFW), India;
9:00 – 9.45	Incorporating Tobacco Control in Non-Communicable Disease Agenda (NCD) and Sustainable Development Goals (SDG) for India Session Chair: Sanjeeva Kumar, Additional Secretary Health, MoHFW Presenter: Ms Shoba John, Health and Development Consultant Format: One 25-minute presentation and, 20 minutes for discussion Learning objectives - the participants should be able to: 1. Describe the National Multi-Sector Action Plan for the prevention and control of NCDs, including the integration of tobacco control. 2. Identify opportunities for integrating tobacco control in national efforts aimed at reaching SDGs. 3. Examine the strategy options for engaging in the various sustainable-development-goal-related processes.

Monday August 6, 2018		Understanding Tobacco Control in India, and Developing a Strategic Leadership Mindset
9:45 - 10:30	<p>Keynote Address: Navigating the Legislative Process in Advancing Tobacco Control Supriya Sule, Member of Parliament, Maharashtra</p> <p>Format: 20-minute presentation; 20 minutes for discussion Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> 1. Identify the key factors that affect tobacco control legislative decision making among parliamentarians. 2. Delineate the role of collaboration and coalition building in influencing the legislative process. 3. Describe the key elements of effective advocacy strategies for promoting tobacco control in legislative settings. 4. Describe the most effective communication mechanisms for reaching out to policy makers and legislators in India. 	
10:30 – 11:00	Tea Break and Group Photo	
11:00 - 12:00	<p>Panel Discussion: Challenges in Implementing Smoke-Free Environments in India Moderator: Jagdish Kaur, Regional Advisor in Tobacco Control, WHO-SEARO Panelists: Dineshbhai Trivedi, Member of Parliament, West Bengal; and Satish Chandra, Additional Chief Secretary Health, Government of Punjab</p> <p>Format: Brief introduction by the Moderator; two 20-minute presentations; and, 20 minutes for discussion Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> 1. Articulate smoke-free policies being implemented across selected key states and cities and the associated successes and challenges. 2. Describe the evidence base and political and public support needed to effectively implement smoke free policy. 3. Delineate the key elements of an effective communications strategy aimed at overcoming the challenges to smoke-free policy implementation. 	

Monday August 6, 2018		Understanding Tobacco Control in India, and Developing a Strategic Leadership Mindset
12:00 – 12:45	<p>Challenges and Opportunities for Advancing Tobacco Control in India L. Swasticharan, Chief Medical Officer, MOHFW</p> <p>Format: 25-minute presentation and, 20 minutes for discussion Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> 1. Outline the prevalence, the types of tobacco products used and the burden of tobacco use in India. 2. Recall key policy interventions that the civil society should focus on in the next two-three years. 3. Describe the major challenges to and opportunities for advancing tobacco control in India. 	
12: – 2:00	Lunch	
2:00 – 3:30	<p>Developing a Strategic Leadership Mindset Steve Tamplin, JHSPH and Annette David, Director of Preventive and Public Health Consultancy Services, Health Partners LLC</p> <p>Format: 75-minute interactive presentation and discussion Learning objectives:</p> <ol style="list-style-type: none"> 1. Recognize how good leadership and strategic communication skills can be applied to ensure that tobacco control efforts are effective, timely and resource efficient. 2. Appreciate the different approaches to and styles of leadership. 3. Identify effective leadership techniques and their role in tobacco control activities. 4. Describe the key steps in planning and effectively implementing integrated tobacco control strategies. 	
3:30 – 4:00	Tea Break	
4:00 - 4:15	<p>“Out and About in Goa” - A PhotoVoice Assessment of Compliance with the Smoke-Free Law. Annette David, Health Partners, LLC; and, the Participants (6 random groups)</p> <p>Format: Introduction by Annette David Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> 1. Utilize “participatory photography” as a tool to assess compliance and promote regulatory change. 2. Develop short photography-based presentations to document progress and influence decision making. 	

Monday August 6, 2018		Understanding Tobacco Control in India, and Developing a Strategic Leadership Mindset
4:15 – 5:15	Developing a Leadership Action Plan - Developing a Shared Vision; Where Are We Now in Relation to Our Vision? Identifying Key Constraints -Why is There a Difference Between Where We Want to Be and Where We Are Now? Annette David, Health Partners, LLC Format: 15-minute introduction to group work; and, 45 minutes of group work Learning objectives - the participants should be able to: <ol style="list-style-type: none"> 1. Prioritize the key constraints to tobacco control and identify their root causes. 2. Delineate strategic approaches to dealing with the root causes of priority barriers. 3. Initiate development of a Leadership Action Plan for applying these strategic approaches. 	
7:00 - 9:30	Gala Dinner - Country cultural presentations (songs, stories, poems, etc.)	
Tuesday August 7, 2018		Assessing Progress in Tobacco Control in India – Overcoming Barriers and Taking Advantage of Opportunities
8:30 - 9:15	Icebreaker – Getting to know you! Steve Tamplin, JHSPH	
9:15 - 10:30	Implementation of the National Tobacco Control Program (NTCP) - Where We Want to Be, Where We Are Now and Why is there a difference? Moderator: Rana Singh, Senior Technical Advisor, The Union Panelists: L. Swasticharan, Chief Medical Officer, MOHFW; Praveen Sinha, National Consultant, WHO Country Office for India; and, Seema Gupta, Director, Voluntary Health Association of India (VHAI) Format: Three 15-minute presentations; and, 30 minutes for discussion Learning objectives- the participants should be able to: <ol style="list-style-type: none"> 1. Summarize the current status of NTCP implementation at national, state and district levels. 2. Describe the impact of tobacco control initiatives over the last several years on tobacco use prevalence (GATS 2 vs GATS 1). 3. Describe plans for enhancing NTCP implementation in the future, including overcoming current challenges and taking advantage of opportunities. 	
10:30 - 10:45	Tea Break	

Tuesday August 7, 2018 Assessing Progress in Tobacco Control in India – Overcoming Barriers and Taking Advantage of Opportunities	
10:45 - 12:00	<p>Panel Discussion: The Importance of Partnerships and Coalitions in Creating Support for Tobacco Control Moderator: Gan Quan, The Union Panelists: Radhika Khajuria, Policy Consultant, CTFK; Vishal Rao, Healthcare Global Enterprise Cancer Hospital, Karnataka; and, Praveen Sinha, National Consultant, WHO Country Office for India</p> <p>Format: Three 15-minute presentations; and, 30 minutes for discussion Learning objectives – the participants should be able to:</p> <ol style="list-style-type: none"> 1. Delineate the need for and advantages of partnerships and coalitions in advocating for tobacco control. 2. Identify the key tobacco control stakeholders in their jurisdiction and understand how best to engage with them. 3. Identify the strategic public and private sector partnerships required to move tobacco control forward in their jurisdictions.
12:00 - 1:00	Lunch
1:00 – 3:30	<p>Identifying and Overcoming Key Constraints and Barriers and Taking Advantage of Opportunities. Annette David, Health Partners LLC</p> <p>Format: 120-minute interactive presentation Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> 1. Delineate the key constraints to tobacco control in their communities. 2. Identify the priority barriers to overcoming these key constraints. 3. Articulate alternative strategic approaches to overcoming priority barriers.
3:30 - 3:45	Tea Break
3:45 - 5:00	<p><u>Group Exercise</u>: Developing a 2018 -19 (one year) Action Plan – Analyzing and Prioritizing Key Constraints and Determining Their Root Causes Annette David, Health Partners, LLC</p> <p>Format: 75-minute interactive activity</p>

<p>Wednesday August 8, 2018</p>	<p>The Economics of Tobacco Control; Communicating the Dangers of Tobacco Use; and, Designing Strategies to Engage Key Audiences</p>
<p>8:30 - 9:30</p>	<p>The Economics of Tobacco Control: Increasing Taxes on Tobacco Products Frank Chaloupka, Director, Health Policy Center, University of Illinois-Chicago (UIC)</p> <p>Format: 40-minute presentation; 20 minutes for discussion Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> 1. Identify the healthcare cost benefits resulting from tobacco control. 2. Delineate the economic benefits of tobacco control. 3. Understand the economics of tobacco production, use and marketing and the related healthcare costs in India.
<p>9:30 - 10:30</p>	<p>Panel Discussion: Illicit Trade and Tobacco Control Moderator: Frank Chaloupka, UIC Panelists: MGT Valavan, Commissioner, CBEC, Ministry of Finance; Pranay Lal, Senior Technical Advisor, The Union; and, Rijo John, Economist and Health Policy Analyst</p> <p>Format: Three 15-minute presentations; 15 minutes for discussion Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> 1. Describe the WHO Framework Convention on Tobacco Control's Illicit Trade Protocol and India's plans for implementation. 2. Assess the implications of tobacco control for illicit trade. 3. Refute tobacco industry arguments regarding the adverse impact of illicit trade resulting from comprehensive FCTC-compliant tobacco control.
<p>10:30 - 10:45</p>	<p>Tea Break</p>
<p>10:45-11:45</p>	<p>Panel discussion: The GST Experience in India Moderator: Rijo John, Economist and Health Policy Analyst Panelists: Nandini Verma, India Central Policy Consultant, CTFK; and, Shashank Priya, Joint Secretary, Ministry of Finance</p> <p>Format: Brief introduction by the Moderator; two 15-minute presentations; and, 15 minutes for discussion Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> 1. Recognize alternative strategies for increasing taxes on tobacco products. 2. Delineate the various processes by which taxes on tobacco products can be implemented. 3. Understand the legislative challenges posed by efforts to increase taxes on tobacco products.

<p>Wednesday August 8, 2018</p>	<p>The Economics of Tobacco Control; Communicating the Dangers of Tobacco Use; and, Designing Strategies to Engage Key Audiences</p>
<p>11:45 - 1:00</p>	<p>Communicating and Enhancing Understanding of the Dangers of Tobacco Use and Creating Public Support for Tobacco Control Nandita Murukutla, Vice President, Global Policy and Research, Vital Strategies (VS); and, Anurag Shrivastava, CEO, Central Board of Film Certification (CBFC), Ministry of Information and Broadcasting</p> <p>Format: Two 25-minute presentation; and, 25 minutes for discussion Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> 1. Articulate different approaches to mass communications and social media interventions, their strategic importance and their relative cost-effectiveness. 2. Suggest how different communications approaches can be financed and sustained and share relevant “lessons learned” in selected local jurisdictions in India. 3. Describe the Tobacco-Free Films and Television Policy in India and its impact, including government’s implementation of related rules at the national and local levels.
<p>1:00 - 2:00</p>	<p>Lunch</p>
<p>2:00 - 3:00</p>	<p>Leaders and Communication: Who Are Your Audiences and What Do You Want Them to Do? Vishakhi Mallik, Vital Strategies</p> <p>Format: 75-minute interactive presentation Learning objectives – the participants will be able to:</p> <ol style="list-style-type: none"> 1. Describe the concept of “audience segmentation.” 2. Use concepts and tools that will enhance the ability to communicate more effectively with different audiences.
<p>3:00 - 3:15</p>	<p>Tea Break</p>
<p>3:15 - 4:30</p>	<p><u>Group Exercise</u>: Developing a 2018-19 (one year) Action Plan – Stakeholder Mapping; and, Developing Strategic Approaches to Influence Key Audiences. Annette David, Health Partners, LLC Format: 75-minute interactive activity</p>
<p>4:30 - onward</p>	<p>Participants: “Out and about in Goa” – Photo Voice exercise</p>

Thursday August 9, 2018 Tobacco Product Health Warnings; and, Developing a Strategic Action Plan	
8:30 - 9:30	Group Presentations (6) – Photo Assessment of Compliance with Smoke-Free Rules and Regulations in Goa. Moderator: Annette David, Health Partners, LLC Format: 5-minute Group presentation (6 groups; 5 Power Point slides each) of photo assessment results; and, 30 minutes for discussion
9:30 - 10:30	Panel discussion: Lessons Learned About Tobacco Product Health Warnings Moderator: Jaspreet Kaur Pal, CTFK Panelists: Bhavna Mukhopadhyay, VHAI; Vineet Gill Munish, National Professional Officer, WHO India; ; Vaishakhi Mallik, Associate Director, Policy, Advocacy and Communication, Vital Strategies Format: Brief introduction by Moderator; three 15-minute presentations; and, 15 minutes for discussion Learning objectives - the participants should be able to: <ol style="list-style-type: none"> 1. Recall the evidence base and advocacy initiatives that support effective health warnings on tobacco products. 2. Recognize tobacco industry tactics aimed at weakening or delaying health warnings on tobacco products. 3. Describe how health warnings on tobacco products support and reinforce other elements of tobacco control programs.
10:30 - 10:45	Tea Break
10:45 - 11:45	Lessons Learned about Tobacco Advertising, Promotion and Sponsorship (TAPS) Moderator: Pranay Lal, The Union Panelists: Ranjit Singh, Legal Expert; Gopal Chauhan, Nodal Officer NTCP, Himachal Pradesh; and, Cyril Alexander, Executive Director, MACT India Format: Three 15-minute presentations; and, 15 minutes for discussion Learning objectives - the participants should be able to: <ol style="list-style-type: none"> 1. Cite examples of effective implementation of TAPS policies at global, national and local levels. 2. Describe the techniques the tobacco industry uses to advertise and market its products and the role that advertising plays in spreading the tobacco epidemic. 3. Describe current policies and legislation on tobacco advertising, promotion and sponsorship in India and associated monitoring and compliance issues.

Thursday August 9, 2018 Tobacco Product Health Warnings; and, Developing a Strategic Action Plan	
11:45 - 12:45	<p>The Importance of Monitoring What We Are Doing T. Sundararaman, Professor, Tata Institute of Social Sciences; and, Manju Rani, Regional Advisor, NCD and Tobacco Surveillance, WHO SEARO</p> <p>Format: Two 20- minute presentations; and, 20 minutes for discussion Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> 1. Understand the importance of effective monitoring and the key principles involved. 2. Interpret the application of these principles in selected monitoring scenarios, including the monitoring of tobacco use and tobacco industry activity. 3. Describe the importance and role of verifiable data in supporting policy making.
12:45 - 1:45	Lunch
1:45 - 3:15	<p>Developing a Leadership Action Plan – The Importance of Consistency among: the Vision, Key Constraints; Root Causes; Stakeholder Analysis; Strategic Approaches and Messages Annette David, Health Partners LLC</p> <p>Format: 105-minute interactive presentation Learning objectives – the participants should be able to:</p> <ol style="list-style-type: none"> 1. Delineate strategic approaches to communicating with diverse audiences. 2. Develop a strategic plan that links vision, goals, objectives and outcomes.
3:15-3:30	Tea break
3:30 - 5:00	<p><u>Group Exercise</u>: Developing a 2018-19 (one-year) Action Plan – Stakeholder Mapping; and, Developing Strategic Approaches to Influencing Key Audiences. Annette David, Health Partners, LLC Format: 90-minute interactive activity</p>

Friday August 10, 2018	National Law; Emerging Challenges; and, Developing a Strategic Action Plan
8:30-9:45	<p>Panel discussion: How to overcome the gaps in the national law-DSRs and point-of-sale advertising and vendor licensing Chair: Vikas Sheel, Joint Secretary, MoHFW Moderator: Vineet Gill Munish, WHO Country Office for India Panelists: Devesh Deval, Director , MOHFW; Ashish Pandey, Senior Technical Advisor, The Union; and, Narender Kumar, India State Policy Consultant, CTFK</p> <p>Format: Brief introduction by the Moderator; three 15-minute presentations; and, 30 minutes for discussion</p> <p>Learning objectives – the participants should be able to:</p> <ol style="list-style-type: none"> 1. Describe the FCTC-related gaps in the current national tobacco control law (COTPA). 2. Delineate the challenges and opportunities associated with filling these gaps. 3. Describe alternate strategies for overcoming the challenges and taking advantage of the opportunities to fill the gaps in the national tobacco control law.
9:45 – 10:35	<p>Emerging tobacco and nicotine delivery product challenges and how to overcome them (ENDS, Hookah, heated tobacco products, etc.) Chair: Vikas Sheel, Joint Secretary, MoHFW Monika Arora, Executive Director , HRIDAY ; and, Rakesh Gupta, Former State Tobacco Control Focal Point, Punjab</p> <p>Format: Two 15-minute presentation; and, 20 minutes for discussion</p> <p>Learning objectives – the participants should be able to:</p> <ol style="list-style-type: none"> 1. Describe the emerging tobacco-related products in India, including electronic nicotine delivery systems (ENDS), heated tobacco products and hookah-type devices. 2. Articulate the issues associated with these products, including potential health hazards, initiation of tobacco use and reduced-harm, among others, and subnational efforts for regulation.
10:35 - 10:50	Tea break
10:50-12:30	<p><u>Group Exercise</u>: Developing an Action Plan - Key messages, delivery mechanisms and impact evaluation (How will we know if we are succeeding?) Annette David, Health Partners, LLC and Steve Tamplin, JHSPH Format: 105-minute group activity (6 groups)</p>
12:30-1:30	Lunch
1:30 – 3:30	<p>Group Leadership Action Plan Presentations (6 Groups) Participants Format: 15-minute presentations and 5-minute discussion per group</p>

Friday August 10, 2018	National Law; Emerging Challenges; and, Developing a Strategic Action Plan
3:30-3:45	Tea Break
3:45-4:30	<p>Leadership Challenge-So, what are you going to do now? Steve Tamplin, JHSPH</p> <p>Format: 25-minute video; 20-minute discussion</p> <p>Learning objectives:</p> <ol style="list-style-type: none"> 1. Recognize the importance of non-material resources (e.g., leadership, creativity, teamwork, shared vision, discipline, resiliency and resourcefulness). 2. Recognize and take advantage of the “possibilities” in all situations. 3. Distinguish the difference between “being your best for the world” and “being the best in the world.”
4:30-5:00	<p>Certificate Ceremony and Closing Remarks</p> <p>Vikas Sheel, Joint Secretary, MOHFW; CTFK representative (TBD); Vineet Gill Munish, WHO; and, Steve Tamplin, JHSPH</p>