



course factfile

Tobacco Control

Successful completion leads to the award of 15 Masters level credits

Introduction

Smoking is the biggest cause of preventable death in the Western World. It kills more than 120,000 people in the UK every year with most dying from three main diseases: cancer, chronic obstructive lung disease (bronchitis and emphysema) and coronary heart disease. The Department of Health considers reduction of tobacco use as the most important public health priority and essential to reducing the widening gap in health inequalities.

Primary Care Trusts, Local Authorities, Sure Start, Neighbourhood Renewal Programmes and Non Government Organisations all have a part to play in reducing tobacco use. Exciting, challenging and financially rewarding careers in tobacco policy are appearing in all these organisations.

The aim of this module is to explore the relationship between tobacco and public health at the individual, local, national and international level. The module will provide participants with the knowledge and skills to lead the advocacy, planning and implementation of tobacco control policies in a wide variety of organisations in the public, private or voluntary sector.

Course delivery

The course will be held at Liverpool John Moores University, and runs for one day a week for six consecutive weeks commencing April / May each year.

Entry requirements

It is anticipated that most students will have a first degree. Students must be able to satisfy the programme leader of their potential to study successfully at Masters level and to benefit from the programme. Consideration will be given for prior education and experience and any student who does not have a degree will be asked to provide other evidence of their ability to work at Masters level.

Learning activities

Lectures and seminars will be used to develop student's knowledge and understanding of the relationship between tobacco and public health. Students will be encouraged to read widely and keep abreast of current trends and issues. Student-led discussions and presentations will be used to explore topics covered on the module and to facilitate sharing of ideas and knowledge.

Outline Syllabus

Historical Perspective on Tobacco and Health

Traces the historical development of tobacco use around the world and the understanding of the effects on individuals and the public's health.

Second-hand Tobacco Smoke and Health

Examines the importance of smoke-free public places, the policy context, public opinion, myths and false solutions, evidence of effective interventions and advocacy.

Smoking and Inequalities

Critically appraises factors that affect tobacco use and smoking behaviour plus the impact on health and well being for manual worker groups, women, and black and minority ethnic groups.

Political, Commercial, Economic Considerations

Explores the social effect of tobacco to the individual, to society, to national and international governments and to the tobacco industry.

UK and European Tobacco Policy

Examines current National and European Tobacco Policy and the political drivers behind policy development.

Stop Smoking Services

Explores the background to the NHS stop smoking services, current policy, the role of Primary Care Trusts and Strategic Health Authorities and evidence of good practice.

Evaluation of Tobacco Control Programmes

Introduces students to the evaluation and research programmes carried out in the UK and internationally.

Lobbying and Advocacy

Examines the importance of advocacy for progressing effective tobacco policy through the creation of political will, public support and use of the media, and explores themes from successful public health advocacy campaigns.

Tacking Tobacco through Partnerships

Explores how alliances of organisations drawn from the statutory, voluntary and community sectors at local levels can be powerful drivers of change; and the value of a settings based approach.

Further details and return of application forms to;

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