

**South Asia Tobacco Control Leadership Program  
7-13 May, 2017, Kathmandu, Nepal  
PROVISIONAL AGENDA**

Sunday 7 May 2017	
Participants arrive at hotel venue	
10:30-4:00	Program Registration
5:30-6:30	Welcome reception
Monday 8 May 2017	
Understanding Tobacco Control in the South Asia Region, and Developing a Strategic Leadership Mindset	
8:30-9:00	Registration
9:00-9:45	<p><i>Chief Guest:</i> Honorable Gagan Kumar Thapa, <i>Minister of Health, Nepal</i>  <i>Format:</i> Brief introduction by Master of Ceremonies  <b>Welcome Remarks:</b> Ananda B. Chand, <i>Chairman, Action Nepal</i>  <b>Remarks:</b> Steve Tamplin, <i>Associate Scientist, Institute for Global Tobacco Control (IGTC), Johns Hopkins Bloomberg School of Public Health (JHSPH)</i>  <b>Remarks :</b> WHO Representative to Nepal  <b>Remarks by Special Guest :</b> H. E. MR. AMJAD HUSSAIN B. SIAL, <i>Secretary General of SAARC</i></p> <p><b>Opening Remarks by Chief Guest:</b> Honorable Gagan Kumar Thapa  <i>"Tobacco Control in Nepal and Ways forward"</i>  <b>Vote of Thanks:</b> Tara Singh Bam, <i>Deputy Regional Director, The International Union Against Tuberculosis and Lung Disease (The Union), Singapore</i></p>
9:45-10:30	<p>Keynote Address: Navigating the Legislative Process in Advancing Tobacco Control  <i>Saber Hossain Chowdhury, Member of Parliament, Bangladesh</i></p> <p><i>Format: 25-minute presentation; 20 minutes for discussion</i>                      Learning objectives – the participants should be able to:</p> <ol style="list-style-type: none"> <li>1. Identify some of the key factors that affect tobacco control legislative decision making among parliamentarians.</li> <li>2. Delineate the role of networking and coalition building in influencing the legislative process.</li> <li>3. Describe the key elements of effective advocacy strategies for promoting tobacco control in legislative/parliamentary settings.</li> </ol>
10:30 – 11:00	Tea Break and Group Photo
11:00-11:15	<p>Introduction to the Program  <i>Steve Tamplin, JHSPH</i></p> <p><i>Format: 15-minute overview of the Program</i></p>
11:15 –12:15	<p>Hazards of Smoking and Smokeless Tobacco Use and Strategies for Reducing Them – Enhancing Public Health and Wellbeing in South Asia Countries  <i>Steve Tamplin, JHSPH; and, Dr Anil Bhattarai, Associate Professor Tribhuvan University Teaching Hospital, Kathmandu, Nepal</i></p> <p><i>Format: Two 20-minute presentation; 20 minutes for discussion</i>                      Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> <li>1. Identify the hazards of tobacco use.</li> <li>2. Outline prevalence, types of tobacco products used and burden of tobacco use in South Asia.</li> </ol>

Monday 8 May 2017	Understanding Tobacco Control in the SAARC Region, and Developing a Strategic Leadership Mindset
12:15– 1:15	Lunch
1:15 – 3:00	<p>Developing a Strategic Leadership Mindset <i>Benjamin Lozare, JHSPH</i></p> <p><i>Format: 120-minute interactive presentation and discussion</i></p> <p>Learning objectives:</p> <ol style="list-style-type: none"> <li>1. Recognize how good leadership and strategic communication skills can be applied to ensure that tobacco control efforts are effective, timely and resource efficient.</li> <li>2. Appreciate the different approaches to and styles of leadership.</li> <li>3. Identify effective leadership techniques and their role in tobacco control activities.</li> <li>4. Describe the key steps in planning and effectively implementing integrated tobacco control strategies.</li> </ol>
3:00 – 3:15	Tea Break
3:15 – 4:30	<p>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? <i>Annette David, JHSPH</i></p> <p><i>Format: 30-minute introduction to group work; and, 45 minutes of group work</i></p> <p>Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> <li>1. Prioritize the key constraints to tobacco control and identify their root causes.</li> <li>2. Delineate strategic approaches to dealing with the root causes of priority barriers.</li> <li>3. Initiate development of a Leadership Action Plan for applying these strategic approaches.</li> </ol>
4:30 – 5:30	<p>“Out and About in Kathmandu and Nagarkot” – A PhotoVoice Assessment of Compliance with the Smoke-Free Law <i>Annette David, JHSPH; and, the Participants (5 mixed country groups)</i></p> <p><i>Format: Introduction by Annette David</i></p> <p>Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> <li>1. Utilize “participatory photography” as a tool to assess compliance and promote regulatory change.</li> <li>2. Develop short photography-based presentations to document progress and influence decision making.</li> </ol>

<p>Tuesday 9 May 2017</p>	<p>Overview of WHO FCTC, MPOWER Strategies; Protecting people from secondhand smoke; designing strategies to engage key audiences</p>
<p>8:30-8:45</p>	<p>Keynote speech by Honorable Minister of Agriculture: Role of Ministry of Agriculture to promote tobacco control and public health in Nepal</p>
<p>8:45-9:30</p>	<p>Icebreaker – Getting to know you! Steve Tamplin, JHSPH</p>
<p>9:30-10:30</p>	<p>Panel discussion: Instructive Examples of FCTC (WHO Framework Convention on Tobacco Control) Implementation <i>Tara Singh Bam, the Union (Mayors’ Alliance – Indonesia and the region); and, Dr. Gopal Chauhan, NCD Focal Point, Himachal Pradesh, India</i></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"> <li>1. Cite instructive examples of FCTC implementation and the key related lessons learned.</li> <li>2. Delineate proven measures for controlling tobacco use that are consistent with the WHO Framework Convention on Tobacco Control (FCTC).</li> <li>3. Identify the key barriers to effective tobacco control policy development and implementation and some of the mechanisms for overcoming them.</li> </ol>
<p>10:30-10:45</p>	<p>Tea Break</p>
<p>10:45-12:15</p>	<p>Panel discussion: Challenges in Implementing Smoke-Free Environments in South Asia Countries <i>Moderator: Gan Quan, Director, Tobacco Control Program, the Union</i> <i>Panelists: M. Aftab Ahmed, Project Manager, Capital Administration and Development Division, Islamabad, Pakistan; Mahendra Prasad Shrestha, Head, Kathmandu Public Health Office; and, Bashir Ahmed Sarwari, FCTC Focal Point, Ministry of Public Health, Afghanistan</i></p> <p><i>Format: Brief introduction by the Moderator; three 20-minute presentations; and, 30 minutes for discussion</i> Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> <li>1. Articulate smoke-free policies being implemented across the region and associated challenges.</li> <li>2. Summarize the resources needed to implement and enforce a smoke free policy (evidence base; political and public support).</li> <li>3. Describe smoke-free environment successes from a regional perspective.</li> </ol>
<p>12:15 – 1:30</p>	<p>Lunch</p>
<p>1:30-2:30</p>	<p>Panel discussion: The Importance of Partnerships and Coalitions in Creating Political Support for Tobacco Control <i>Moderator: TBD</i> <i>Panelists: Gan Quan, the Union; Khagraj Adhikari, Former Health Minister of Nepal; and, Buddhika Pathirana, Member of Parliament Health Committee, Sri Lanka.</i></p> <p><i>Format: Three 15-minute presentation; 15 minutes for discussion</i> Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> <li>1. Delineate the advantages of partnerships and coalitions in advocating for tobacco control.</li> <li>2. Identify the key tobacco control stakeholders in their country.</li> </ol>

<p><b>Tuesday 9 May 2017</b></p> <p><b>Overview of WHO FCTC, MPOWER Strategies; Protecting people from secondhand smoke; designing strategies to engage key audiences</b></p>	
<p>2:30 – 4:00</p>	<p>Identifying and Overcoming Key Constraints and Barriers and Taking Advantage of Opportunities. <i>Benjamin Lozare, JHSPH</i></p> <p><i>Format: 90-minute interactive presentation</i></p> <p>Learning objectives - the participants should be able to :</p> <ol style="list-style-type: none"> <li>1. Delineate the key constraints to tobacco control in their communities.</li> <li>2. Identify the priority barriers to overcoming these key constraints.</li> <li>3. Articulate alternative strategic approaches to overcoming priority barriers.</li> </ol>
<p>4:00 – 4:15</p>	<p>Tea Break</p>
<p>4:15-5:00</p>	<p><u>Group Exercise</u>: Developing a 2017 Action Plan – Analyzing and Prioritizing Key Constraints and Determining Their Root Causes <i>Annette David, JHSPH</i></p> <p><i>Format: 105-minute interactive activity</i></p>
<p><b>Wednesday 10 May, 2017</b></p> <p><b>The Economics of Tobacco Control; and, Communicating about the Dangers of Tobacco Use and the Need for Tobacco Control</b></p>	
<p>8:30-8:45</p>	<p>Keynote Speech by Honorable Minister of Industry Mr. Nabindra Raj Joshi Ministry of Industry’s role in promoting public health program by ensuring effective implementation of Pictorial Health Warning on Tobacco Products in Nepal</p>
<p>8:45-9:45</p>	<p>The Economics of Tobacco Control: Increasing Taxes on Tobacco Products <i>Frank Chaloupka, University of Illinois-Chicago (UIC)</i></p> <p><i>Format: 40-minute presentation; 20 minutes for discussion</i></p> <p>Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> <li>1. Identify the healthcare cost benefits resulting from tobacco control.</li> <li>2. Delineate the economic benefits of tobacco control.</li> <li>3. Understand the economics of tobacco production, use and marketing and the related healthcare costs in South Asia countries.</li> </ol>
<p>9:45-10:45</p>	<p><b>Panel Discussion</b>: Economic Issues in Tobacco Control - Illicit Trade; Tobacco Farming; Earmarking Tobacco Taxes <i>Moderator: Frank Chaloupka, UIC</i> <i>Panelists: Farida Akter, UBINIG, Bangladesh; Nishan de Mel, Executive Director, Verite Research, Sri Lanka; and, Rijo John, Indian Institute of Technology, Jodhpur, India.</i></p> <p><i>Format: Three 15-minute presentations; 15 minutes for discussion</i></p> <p>Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> <li>1. Assess the implications of tobacco control for illicit trade.</li> <li>2. Review strategies to develop a dedicated fund for tobacco control activities.</li> <li>3. Delineate the elements of a successful advocacy campaign for increasing taxes on tobacco products.</li> </ol>
<p>10:45-11:00</p>	<p>Tea Break</p>

<b>Wednesday 10 May, 2017</b>	
<b>The Economics of Tobacco Control; and, Communicating about the Dangers of Tobacco Use and the Need for Tobacco Control</b>	
11:00-1:00	PARTICIPANTS: <i>“Out and about in Kathmandu” – Photo Voice exercise</i>
1:00-2:00	Lunch – PARTICIPANTS
2:00 – 4:00	PARTICIPANTS: Travel to Nagarkot (overnight stay)
11:00-3:30 w/lunch	SELECTED FACULTY: High-Level Meeting with Nepal Government officials and others
3:30-5:00	SELECTED FACULTY: Travel to Nagarkot (overnight stay)
7:00 – 9:30	Cultural Dinner
<b>Thursday 11 May, 2017</b>	
<b>Warning People about the Dangers of Tobacco Use; Enforcing Bans on Tobacco Advertising, Promotion and Sponsorship; and, Designing Strategies to Engage Key Audiences</b>	
08:30- 10:30	Return to Kathmandu
10:45 -11:45	<p>Group Presentations (5) – Photo Assessment of Compliance with Smoke-Free Rules and Regulations in Kathmandu. Moderator: Annette David, JHSPH</p> <p><i>Format: 5-7-minute Group presentation (5 groups; 5 Power Point slides each) of photo assessment results; and, 30 minutes for discussion</i></p>
11:45-12:45	<p><b>Panel discussion:</b> Lessons Learned About Tobacco Product Health Warnings – International and Regional Experience <i>Moderator: Naseeb Kibria, JHSPH</i> <i>Panelist: Badri Bahadur Khadka, Director, NHEICC/MOH, Nepal; Bhavna Mukhopadhyay, VHAI, India; and, Tara S. Bam, The Union.</i></p> <p><i>Format: Three 15-minute presentations; and, 15 minutes for discussion</i></p> <p>Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> <li>1. Recall the evidence base that supports effective health warnings on tobacco products.</li> <li>2. Recognize industry tactics to weaken or delay health warnings on tobacco products.</li> <li>3. Describe how health warnings on tobacco products support and reinforce other elements of tobacco control programs.</li> <li>4. Describe the advantages of collaborating with government agencies to strengthen health warnings on tobacco products.</li> </ol>
12:45 – 1:45	Lunch

<p>Thursday 11 May, 2017</p>	<p>Warning People about the Dangers of Tobacco Use; Enforcing Bans on Tobacco Advertising, Promotion and Sponsorship; and, Designing Strategies to Engage Key Audiences</p>
<p>1:45-3:00</p>	<p>Communicating and Enhancing Understanding of the Dangers of Tobacco Use and Creating Public Support for Tobacco Control <i>Nandita Murukutla, Vital Strategies; and, Umesh Chauhan, Executive Editor, Naya Patrika National Daily, Nepal</i></p> <p><i>Format: Two 20-minute presentation; 35 minutes for discussion</i></p> <p>Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> <li>1. Articulate different approaches to mass communications and social media interventions; their strategic importance; and their relative cost-effectiveness.</li> <li>2. Suggest how different communications approaches can be financed and sustained.</li> <li>3. Recite relevant “lessons learned” in selected local jurisdictions.</li> </ol>
<p>3:00 – 3:15</p>	<p>Tea Break</p>
<p>3:15-4:20</p>	<p><b>Panel discussion:</b> Lessons Learned about Tobacco Advertising, Promotion and Sponsorship (TAPS) <i>Moderator: Naseeb Kibria, JHSPH</i> <i>Panelists: Bhavna Mukhopadhyay, VHAI; Bhim Bahadur Poudyel, Focal Point for Tobacco Control, Bhutan Narcotics Control Authority; and, Hassan Mohamed, Ministry of Health, Maldives.</i></p> <p><i>Format: Brief introduction by Moderator; three 15-minute presentations; and, 20 minutes for discussion</i></p> <p>Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> <li>1. Cite examples of stringent TAPS policies in the region and their implementation.</li> <li>2. Describe the techniques the tobacco industry uses to advertise and market its products, and the role advertising plays in spreading the tobacco epidemic.</li> <li>3. Articulate current policies and legislation on tobacco advertising, promotion and sponsorship in the region and their implications for tobacco control.</li> </ol>
<p>4:20-5:20</p>	<p>Leaders and Communication: Who Are Your Audiences and What Do You Want Them to Do? <i>Benjamin Lozare, JHSPH</i> <i>Format: 60-minute interactive presentation</i></p> <p>Learning objectives:</p> <ol style="list-style-type: none"> <li>1. Describe the concept of “audience segmentation.”</li> <li>2. Use concepts and tools that will enhance the ability to communicate more effectively with different audiences.</li> </ol>
<p>5:20 – 5:45</p>	<p>Keynote Speech by Secretary of Education Mr. Shanta Bahadur Shrestha The Ministry of Education’s role in creating tobacco free generation and ensuring effective implementation of tobacco control Policies in Nepal”</p>

Friday 12 May, 2017		Warning People about the Dangers of Tobacco Use; Countering the Tobacco Industry; and, Designing Strategies to Engage Key Stakeholders
8:30-8:45	Reflections on Tobacco Control – Representative of Ministry of Finance	
8:45-10:00	<p><u>Group Exercise</u>: Developing a 2017 Action Plan – Stakeholder Mapping; and, Developing Strategic Approaches to Influencing Key Audiences.  <i>Annette David, JHSPH</i></p> <p><i>Format: 105-minute interactive activity</i></p>	
10:00 – 10:15	Tea break	
10:15-11:30	<p><b>Panel discussion</b> Countering Tobacco Industry Efforts to Impede Tobacco Control - in the Region  <i>Moderator: Ananda B. Chand, Action Nepal</i>  <i>Panelists: Hasan Shahriar, PROGGA , Bangladesh; Shahzad Alam Khan, Pakistan; and, Upendra Bhojani, IPH, India</i></p> <p><i>Format: Brief introduction by the Moderator; Three 15-minute presentations; and, 30 minutes for discussion</i></p> <p>Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> <li>1. Highlight strategies for countering industry interference through advocacy, research and legal actions.</li> <li>2. Delineate the major FCTC-5.3 compliance issues in the participating countries.</li> </ol>	
11:30-12:00	<p>Engaging with the Media in Countering Tobacco Industry Efforts to Impede Tobacco Control  <i>Bobby Ramakant, Citizen News Services, India</i></p> <p><i>Format: 20-minute presentation; and, 10 minutes for discussion</i></p> <p>Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> <li>1. Delineate strategies for collaborating with the media in countering the tobacco industry.</li> <li>2. Cite examples of the effective use of media in countering the tobacco industry.</li> </ol>	
12:00 – 1:00	Lunch	
1:00-2:30	<p>Developing a Leadership Action Plan – What Are Your Communication Objectives and Key Messages? What Are the Associated Channels of Communication? Who Are Your Audiences and What Do You Want Them to Do?  <i>Benjamin Lozare, JHSPH</i></p> <p><i>Format: 90-minute interactive presentation</i></p> <p>Learning objectives - the participants should be able to:</p> <ol style="list-style-type: none"> <li>1. Delineate strategic approaches to communicating with diverse audiences.</li> <li>2. Develop a strategic communications plan that links vision, goals, objectives and outcomes.</li> </ol>	
2:30 – 4:00 w/rolling tea break	<p><u>Group Exercise</u>: Developing an Action Plan - Key messages, delivery mechanisms and impact evaluation (How will we know if we are succeeding?)  <i>Annette David and Steve Tamplin, JHSPH</i></p> <p><i>Format: 135-minute group activity (5 country groups)</i></p>	

<b>Friday</b> <b>12 May, 2017</b>		<b>Warning People about the Dangers of Tobacco Use; Countering the Tobacco Industry; and, Designing Strategies to Engage Key Stakeholders</b>
4:00-4:15	Program Evaluation Introduction Naseeb Kibria, JHSPH	
4:15-5:00	Closing, Certificate Ceremony and Remarks <i>Dr. Rajendra P. Pant, Director General, Department of Health Services, MOH; Tara Singh Bam (Union); Ananda B. Chand, Action Nepal; and, Steve Tamplin, JHSPH</i>	
<b>Saturday</b> <b>13 May, 2017</b>		<b>Tobacco Control Interventions: Communicating Your Vision - Learning from the tobacco industry and marketing complex public policy</b>
8:30 – 10:00	Group Leadership Action Plan Presentations (Country Groups) <i>Participants</i>  <i>Format: 12-minute presentations and 5-minute discussion per group</i>	
10:00-10:15	Tea Break	
10:15-10:45	Complete Program Evaluation Naseeb Kibria, JHSPH	
10:45-11:45	Leadership Challenge – So, what are you going to do now? <i>Benjamin Lozare and Steve Tamplin, JHSPH</i>  <i>Format: 25-minute video; 35-minute discussion</i> Learning objectives: <ol style="list-style-type: none"> <li>1. Recognize the importance of non-material resources.</li> <li>2. Recognize and take advantage of the “possibilities” in all situations.</li> <li>3. Distinguish the difference between “being your best for the world” and “being the best in the world.”</li> </ol>	
11:45-12:00	Informal Closing: Tara Singh Bam, The Union; and, Steve Tamplin, JHSPH	
12:00-1:00	Lunch	