

**SEA Alliance Workshop on
“Communicating The Evidence For Tobacco Control”
23-26 September 2002, Penang, Malaysia**

Organized by National Poison Centre, Universiti Sains Malaysia (USM) and
SEA Tobacco Control Alliance
Supported by the Rockefeller Foundation

Objectives

1. To improve knowledge and skill on how to advance tobacco control in four key policy areas namely:
 - a. Promotion (including both advertising and sponsorship)
 - b. Cigarette packaging and labelling
 - c. Smoke-free areas
 - d. Taxation
2. To forge understanding and working relationship between policy makers, NGOs and researchers.
3. To hold a simultaneous in-depth training workshop for investigators most interested in taxation and/or advertising.
4. To generate policy research priority areas for tobacco control in each participating country.
5. To learn about and identify ways in which evidence from research can be used to support and promote tobacco control policy in each area.

Outcomes

The primary outcome of the conference is training a cohort of governmental and non-governmental stakeholders to communicate effectively the evidence in support of tobacco control policy.

Towards that end, the conference organizers will produce in each of the four priority areas:

- Core reading materials, Web resource leads, key fact sheets, common industry arguments and evidence-based responses, and a set of PowerPoint slides useable for policymaker presentations.
- Problem solving and/or role -play exercises to reinforce the learning.
- Case studies of successful or model tobacco control policy efforts.

These resources will be designed in ways that they may be replicated and used in other settings, including local, in-country policy trainings.