

**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

Purpose

A four-day regional conference/workshop on communicating the evidence for tobacco control policy will be held in Penang, Malaysia. The four priority areas identified during the SEA Alliance meeting held last March were taxation, smoke-free areas, advertising and promotion and finally packaging and labelling.

The key issues will be discussed in the plenary session and in-depth discussion groups will follow. An expert faculty will be facilitating the groups during the discussion. Interactive sessions using small group discussions, role-playing and problem-based learning will be built into the program to allow for more effective strategies in learning. The participating countries will meet to identify their research priority areas and strategies for tobacco control.

Evidence-based information will be provided initially by known authorities on the specific areas of tobacco control. A summary report in printable download format (pdf) will be prepared and made available to interested parties after the actual meeting. This report will also be posted at the Clearinghouse for Tobacco Control Information website. A CD version of the report will be distributed to the participants.

Experts from each priority area will be identified from the region and other countries with successful tobacco control programmes. They will help formulate the curriculum for the sessions. An organizational meeting will be held involving all the experts identified before the actual conference. SEA Tobacco Control Alliance will coordinate a series of meetings with the core team members and the faculty to discuss details of the curriculum, identify the materials needed and homework to be assigned to the participants prior to the workshop.

Participants will consist of policy makers, researchers and advocates from the Asian countries. Priority will be given to Alliance countries namely Cambodia, Malaysia, Thailand and Vietnam. Each Alliance country will send 10 participants. Selected participants from the following non-member countries of the Alliance will also participate in this meeting: Indonesia (4), Philippines (4), Laos (4), Brunei (2), Bangladesh (2), Myanmar (2), Singapore (2). Selection of the participants will be done by the Alliance working together with the core group and based on feedback from country coordinators. Participating policy makers from the four Alliance countries will come from the Ministry of Health, Ministry of Finance and Ministry of Communication. For non-alliance countries the Ministry of Health will represent the policy makers.