



## Background

> In collaboration with its partners, JHSPH is working to expand tobacco control capacity; to collect data and synthesize information to fill identified gaps in knowledge; and to analyze, refine, and optimize tobacco control interventions (with particular attention to China). These efforts are being carried out through the Institute for Global Tobacco Control in the Department of Health, Behavior, and Society, in collaboration with the Center for Communication Programs and the Departments of Biostatistics, Environmental Health Sciences, Epidemiology, and International Health.

## Surveillance and Evaluation

- > • Delineate and promote the use of best practices for tobacco control interventions
- Monitor exposure to tobacco smoke as a means of promoting best practice tobacco control policy development and implementation
- Evaluate the impact of tobacco use and best practices for tobacco control interventions
- Enhance the use of GATS and GTSS data (in collaboration with WHO and CDC) among countries and partners
- Apply selected operations research principles and practices to the assessment of progress in controlling the tobacco epidemic

## Capacity Building and Training

- > • Develop leadership in tobacco control through the JHSPH Summer Tobacco Control Leadership Program
- Enhance the ability of tobacco control professionals to undertake tobacco control-related research and apply the results to policy development and implementation through the JHSPH Tobacco Control Certificate Program
- Collaborate with Bloomberg Initiative partners and others in responding to country-specific tobacco control leadership development and training needs
- Update and enhance the JHSPH tobacco control distance learning materials

## China Initiative

- > • Mainstream tobacco control in all levels of Government
- Denormalize tobacco use in society through development and implementation of a Strategic Communications Plan that brands tobacco control as a national "Towards a Smoke-Free China" initiative
- Develop a framework for implementing MPOWER comprised of a National Plan of Action for Tobacco Control and a plan for a National Tobacco Control Law
- Track tobacco control through exposure monitoring and on-going evaluation of progress, process and outcomes

