

# ONLINE COURSE ON TOBACCO CONTROL: SERVING A GLOBAL COMMUNITY

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## Background

Tobacco control practitioners in low- and middle-income countries (LMICs) do not always have access to timely and reliable information sources needed to combat the tobacco industry. An online course, developed in 2018 to address this gap, provides a one-stop resource for key tobacco control issues.

## Process



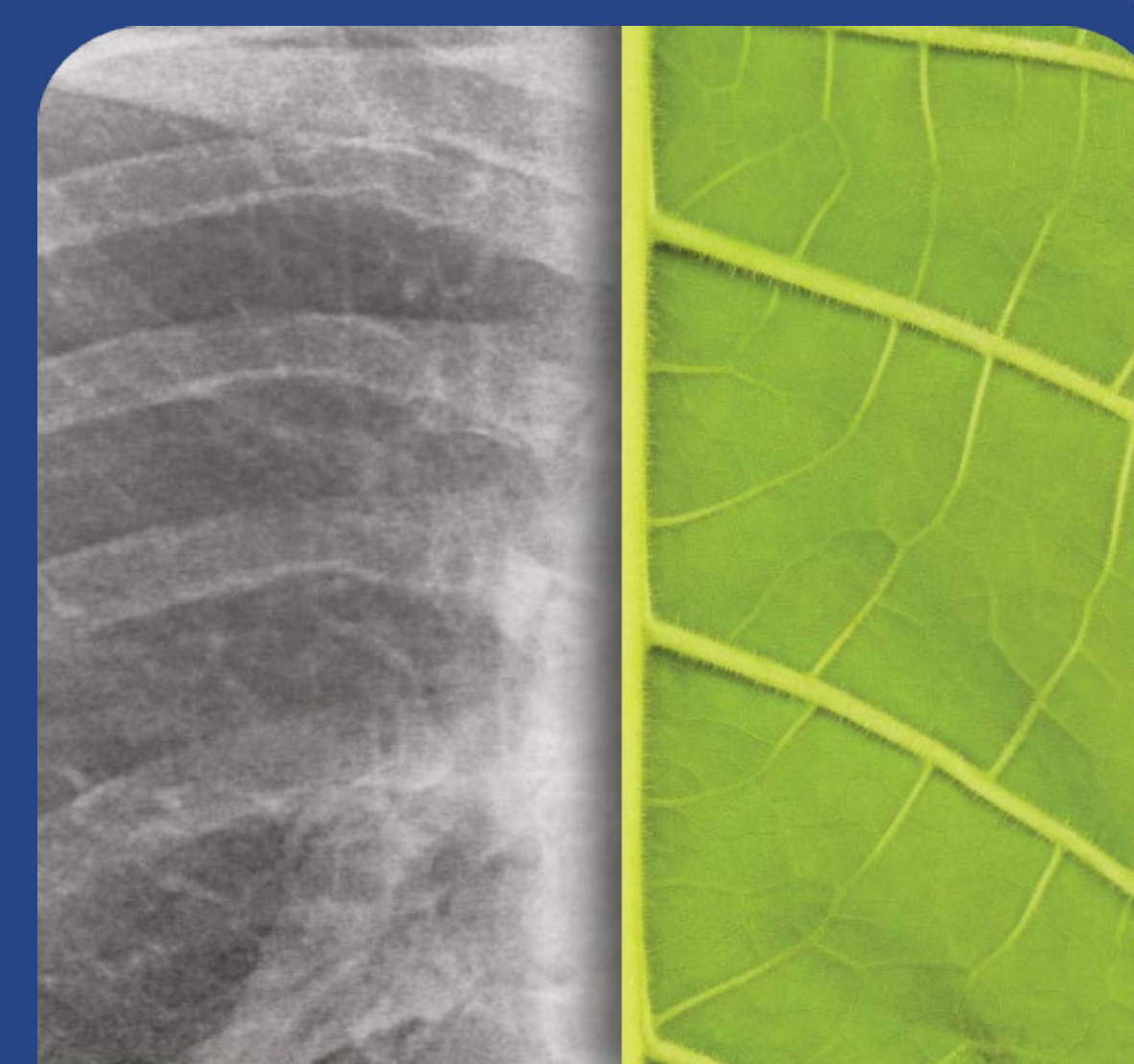
## Results

- 2,102 registered users from 97 countries from September 2018 to March 2019
- 64% of users < 1 year of experience; 7.5% of users > 10 years of experience
- 88% taking first module in English

# A one-stop online course to help global tobacco control practitioners combat the aggressive and evolving strategies of the tobacco industry.



Fundamentals of Tobacco Control



Tobacco or Health



The Tobacco Industry



Economics



Tobacco Control Interventions



Surveillance and Evaluation

## Current version:

- Designed to incorporate adult learning concepts with current instructional design practices
- Available in eight languages (Arabic, English, French, Mandarin, Portuguese, Russian, Spanish and Vietnamese)
- Accessible through laptops, tablets, and cellphones
- Accessible for people with disabilities

## Quotes from users:

*“As someone with very little knowledge about tobacco control work and about tobacco use in general, I learned a great deal. This knowledge will be tremendously helpful in my public health profession.”* – D. S., USA

*“I can take the course in my own pace and time. The modules are organized and very informative without being too academic, really effective for beginners in advocacy.”* – A. R., Philippines

*“The entire course was engaging and had a profound impact on me; it gave me a sense of awakening to this global epidemic.”* – M. D., India

[www.globaltobaccocontrol.org](http://www.globaltobaccocontrol.org)

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