

Building Capacity With Zero Direct Costs:
“Learning From the Experts” Online Course

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Background and Implementation Challenges

People entering the tobacco control workforce face a steep learning curve, and organizations that employ them can encounter costly onboarding expenses.

A common baseline understanding of key topics and best practices in tobacco control can support enhanced efficiency and informed decision-making.

Providing this fundamental learning via a free, online platform can reduce the onboarding costs of organizations globally.

Intervention or Response

Since 2018, the Institute for Global Tobacco Control has offered free, self-paced online courses to establish foundational knowledge among stakeholders who are interested in or are already working in tobacco control.

The “Learning from the Experts” course covers topics like tobacco industry tactics, tobacco control interventions, and economics.

It is accessible in eight languages: Arabic, English, French, Mandarin, Portuguese, Russian, Spanish, and Vietnamese.

Results and Impact

From 2018–2024, 3,765 participants from 72 countries successfully completed this free online course.

- Based on user-inputted data, 2,380 (63%) had <1 year of experience working in tobacco control and took it as a requirement of their organization/supervisor

During the period of January–December 2024, 975 people completed the free course, 476 of whom were from low (1%, n=7) and middle-income (47%, n=469) countries (LMICs).

- Of these 476, 41% (n=197) had <1 year of tobacco control work experience and course completion was a work requirement
- Of these 197, the most common job sectors (see chart) were academic/research (59%, n=116) and hospital/clinic (23%, n=46)

Conclusions

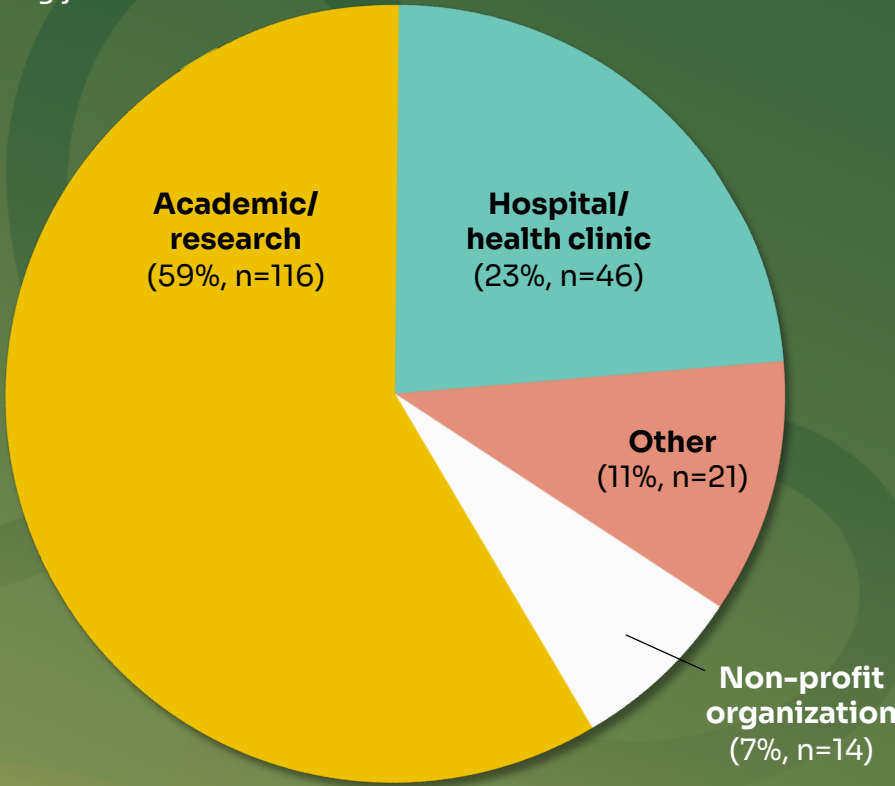
By leveraging “Learning from the Experts” as a free training tool, organizations of all types can ensure a consistent tobacco control knowledge base among their new recruits while also controlling or reducing direct onboarding costs.

Periodic content updates and the diversity of online teaching methods used in the course (e.g., lectures, quizzes, case studies, videos) help to ensure course relevance across a wide range of learning styles, backgrounds, and experience levels.

Assigning this free online course
helps **onboard new employees**
working in tobacco control while
also **saving money** for their employer

Job Sector Prevalence Among Subsegment

Among all 2024 course completions, 197 were people from LMICs who had <1 year of tobacco control work experience and were required by their employer to take the course, representing the following job sectors:



About IGTC:

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Competing Interests:

None.

