



THE ONTARIO  
TOBACCO  
RESEARCH  
UNIT

UNITÉ  
DE RECHERCHE  
SUR LE TABAC  
DE L'ONTARIO

# **Tobacco and Public Health: From Theory to Practice**

**Final Report  
Phase 2**

**June, 2011**



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## Executive Summary

*Tobacco and Public Health: From Theory to Practice* is a widely-used, evidence-based, comprehensive online course on tobacco control aimed at health professionals in public health units, governments, non-governmental organizations (NGOs), and research settings.

Free-of-charge, this course addresses the tobacco control community's need for a comprehensive source of evidence-based information on tobacco control science, policy and practice. It provides an in-depth curriculum for public health practitioners who are new to tobacco control while serving as a useful overview and resource for those who already have experience in the tobacco control field.

Participants leave the course with:

- A critical understanding of research and real-world program and policy issues related to protection, prevention, cessation and evaluation
- Familiarity with the key current policy debates in tobacco control
- The ability to make better informed tobacco control and policy decisions in their own work

*Tobacco and Public Health: From Theory to Practice* contains four modules – Protection, Prevention, Cessation and Evaluation – that cover a wide range of topics. Each takes on average three to five hours to complete. Using state-of-the-art technology, it offers a variety of graphics including campaign posters, photos, illustrations, cartoons and video clips. Interactive quizzes, activities, games and case studies engage participants and test their knowledge. Citations, a glossary and lists of key resources allow participants to enhance their learning experience. An “Ask the Expert” email option provides access to course instructors if participants have comments, questions, or wish for further clarification of course material. Canadian content is incorporated wherever possible. Upon successful completion of each module's final test and mandatory feedback form, participants can print out a certificate of completion from their student homepage.

*Tobacco and Public Health: From Theory to Practice* is designed according to web design best practices, including voiceovers to ease transitions and provide emphasis, easy to read content and a pleasing and engaging look. Access is participant driven: there are no prescribed start or end dates, it is accessible at any time of the day and night, it can be completed in one or multiple sittings and it is accessible from home or work.

An expert, multidisciplinary team worked together to develop *Tobacco and Public Health: From Theory to Practice*. Course development was guided by an Advisory Committee, which included members from



a number of governments, research and teaching institutions and subject matter experts (SMEs) who provided key tobacco control material and reviewed drafts of the modules. Once course content was determined, a team of writers, developmental and copy editors, illustrators, technical experts and media designers collaborated to create the online course. Modules were pilot-tested and revised, based on the feedback provided.

As of March 31, 2011, 6,795 participants have enrolled in *Tobacco and Public Health: From Theory to Practice*. 579 participants (9%) are considered live and have logged in during the 90 days prior to March 31, 2011. Since the Spring of 2006, 4771 participants (70%) have completed at least 1 course module.

The vast majority of participants who have completed each module, passed the final test. The average test scores for the Protection, Prevention, Cessation and Evaluation modules were 84%, 81%, 84% and 86%, respectively. Participant satisfaction with each module was extremely high on key indicators such as the module meeting needs, and recommending the course to colleagues.

*Tobacco and Public Health: From Theory to Practice* features a full, French cultural adaptation that uses relevant examples and media to afford French-speaking participants the opportunity to experience the course material in their own cultural context. In addition and if applicable, a participant will soon be able to take the course for continuing education credits.

*Tobacco and Public Health: From Theory to Practice* uses a custom-made Content Management System (CMS) that allows course staff to easily edit and upload content to the course and a Learning Management System (LMS) which helps streamline administrative functions and track student progress. The LMS also allows administrators to collect and analyze data for ongoing evaluation. A student homepage allows students to view their test scores, see whether or not they have passed the module or if completion is still pending and print out a certificate upon final completion of the module. A Dashboard tool provides students easy access to important information and components of a particular module including “Tech Support,” which opens an FAQ page and allows participants to contact live technical assistance.

Ongoing marketing continues to engage a wide variety of participants from an assortment of health-related fields. With the recent addition of interactivities, we are seeking to obtain full accreditation with the University of Toronto’s Centre for Continuing Education and Professional Development. We are also looking to increase Francophone participant enrolment with the new French cultural adaptation and to complete an adaptation for French-speaking Africa.



## Background

The online course *Tobacco and Public Health: From Theory to Practice* (<http://tobaccocourse.otru.org>) is comprised of four modules – Protection, Prevention, Cessation and the recently added Evaluation module. Developed by leading tobacco control experts, this course covers a range of topics from the biology and epidemiology of tobacco use to programs, policies, treatment, evaluation options and strategies for countering tobacco industry opposition. Modules can be taken singly or in combination according to preference, with each taking on average three to five hours to complete.

The Protection module details what is currently known about secondhand smoke, its effects on people's health, and what Canada is doing to create smokefree environments. Participants learn about:

- Smokefree environment initiatives in Canada, including policies, legislation, programs and resources
- Tobacco industry opposition to smokefree environments
- Efforts to counter opposition
- Future directions for achieving more smokefree environments

The Prevention module focuses on the patterns of smoking initiation, the factors that influence smoking uptake, and proactive and reactive prevention interventions implemented by the health community.

Participants learn about:

- Marketing tactics used by tobacco companies
- Specific prevention activities in Canada, such as legislation, community programs, and advocacy campaigns
- Actions taken by tobacco companies and their allies to oppose prevention interventions
- Future directions for preventing young people from smoking

The Cessation module deals with the complexities of quitting smoking, the roles that nicotine addiction and motivation play in the quitting process, and the best practices and proven programs for cessation.

Participants learn about:

- The prevalence of smoking and quitting in Canada
- Population approaches that influence quitting, such as taxation and smokefree environments
- Individual approaches to help smokers quit, including both non-pharmaceutical and pharmaceutical quit methods
- Future directions for cessation and the issue of harm reduction



The Evaluation module describes the importance of evaluating tobacco control initiatives and explores some of the frameworks for evaluating tobacco control programs and policies. Participants learn about:

- How to plan for program and policy evaluation
- Evaluation strategies in the design, implementation, and outcome phases of programs and policies
- How to report the results of an evaluation
- The ethics and politics of evaluation

After successfully completing the course *Tobacco and Public Health: From Theory to Practice*, participants:

1. Have a critical understanding of research and real-world program and policy issues related to tobacco prevention, protection, cessation and evaluation;
2. Are familiar with key current policy debates in tobacco control; and
3. Can make better informed tobacco control and policy decisions.

The course includes the following important features:

- Free of charge
- Available in English with a full French cultural adaptation for Francophone users
- Convenient for the participant (e.g., no set start dates, accessible at any time of the day or nights, can be completed in one or multiple sittings, accessible from home or work)
- Evidence-based with easy to read content
- A custom-designed learning management system (LMS) that allows participants to track their progress and course administrators to undertake process and outcome evaluations
- Citations throughout
- Consistent with web design best practices (Dashboard feature for easy navigation)
- Glossary and key resources
- Interactivities (including quizzes and videos)
- Canadian content wherever possible
- Final quiz and certificate of completion
- Print function
- Voiceovers to ease transitions and provide emphasis
- “Ask the Expert” email option
- Printable certificates
- Pleasing and engaging look

By March 31, 2011, nearly seven thousand participants have enrolled in *Tobacco and Public Health: From Theory to Practice* since the launch of the protection module in the spring of 2006.



## Objectives

The following are the key process and outcome objectives as laid out in our original proposal.

- I. Key Process Objectives
  1. Design an evidence-based, state-of-the-art web-based course on the science of tobacco control.
  2. Pilot the course and revise accordingly.
  3. Deliver the course to public health professionals across Canada.
  4. Evaluate and improve the course on an ongoing basis.
  
- II. Key Outcome Objectives
  1. Increase course participants' critical understanding of research and real world program and policy issues relating to tobacco prevention, protection, cessation and denormalization.
  2. Increase course participants' awareness of the key current policy debates in tobacco control.
  3. Expand course participants' network of colleagues working in tobacco control.
  4. Increase course participants' exposure to many key Canadian researchers and other tobacco control professionals.

The following are the key process and outcome objectives for Phase 2:

- I. Key Process Objectives
  1. Design and implement a custom Content Management System (CMS) to create and update modules.
  2. Develop and implement a new evidence-based module on evaluation.
  3. Pilot the module and revise accordingly.
  4. Improve the French adaptation of the course beyond straight translation, to better reflect Francophone culture and language with revised content, images, videos and test and quiz questions.
  5. Improve the interactive component of the course by further developing the existing course interactive forum, allowing participants to discuss amongst themselves the course content and other issues in tobacco control.
  6. Evaluate and improve the whole course on an ongoing basis.



## II. Key Outcome Objectives

1. Increase sustainability of the course.
2. Increase participant uptake across the country.
3. Increase Francophone satisfaction and uptake of the course.
4. Increase course participants' critical understanding of evaluation of tobacco control programs and policies.
5. Increase participant uptake across the country.
6. Enable participants to engage more fully in the course by allowing them to communicate with other participants.
7. Enhance the learning experience.
8. *Accredit Tobacco and Public Health: From Theory to Practice* with the University of Toronto.

### **Target Market**

Our target population for the course is broadly defined as people working or intending to work in the area of tobacco control. This includes people working in:

- Municipal, provincial/territorial and federal governments
- Public health units
- Non-governmental organizations (including volunteers)
- Funding agencies
- Health agencies (e.g., hospitals)

In addition, the course is available to the following types of professionals:

- Public health educators (including teachers at all levels)
- Smoking cessation therapists and counsellors
- Other health professionals interested in tobacco control (including physicians, nurses dentists, pharmacists, etc.)
- Research assistants, project directors and others working on tobacco-related activities within research organizations

### **Target Rationale**

A needs assessment helped determine that a comprehensive overview course of tobacco control was needed for all public health professionals and that it was best to keep the audience as broad as possible.



The online course also aimed to enhance the goals of the four main components of the 1999 Federal Tobacco Control Strategy: Protection, Prevention, Cessation and Harm Reduction, in order to better equip public health professionals to carry out their tobacco control duties across the country.



## **Report Overview**

This report describes the course enrolment, participant profiles, completion of module tests, test scores and feedback to date. Each module is described individually, followed by a brief summary comparing all three modules. Course strengths and opportunities are highlighted in the final section, including the development of course interactivities, French cultural adaptation, Content Management System (CMS), Learning Management System (LMS) and marketing strategy. Appendices include the participants' feedback responses, as well as recent course marketing materials.

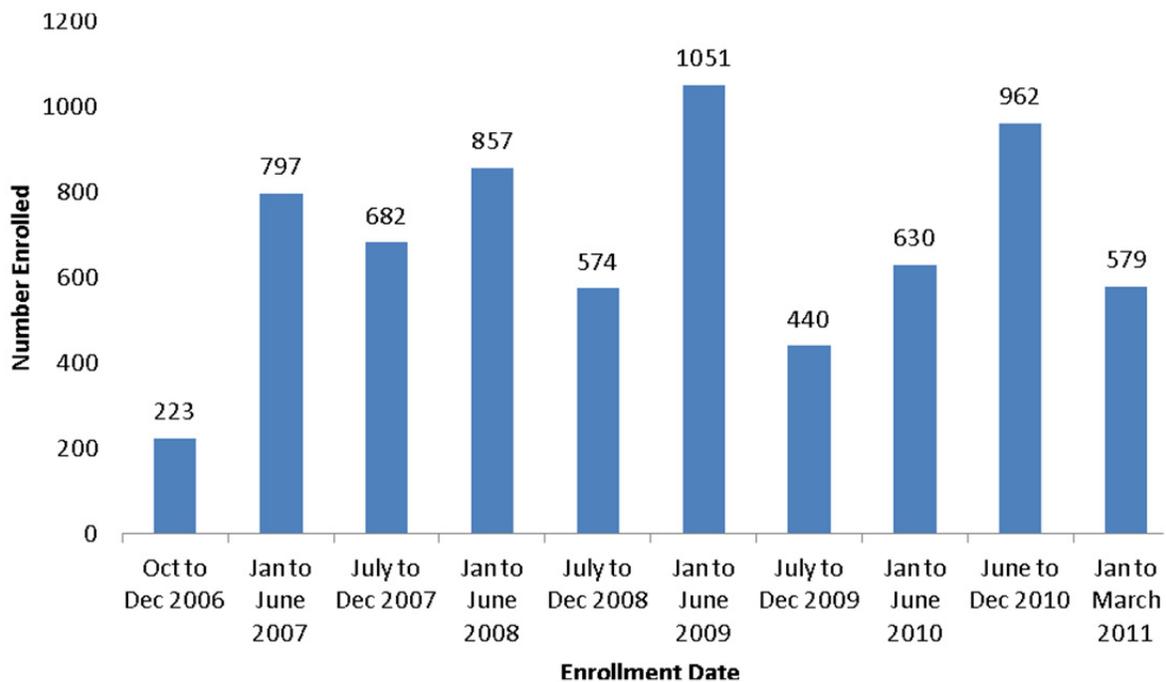


## Enrolment and Participant Profiles

### Participant Enrolment

- 6795 participants have enrolled in *Tobacco and Public Health: From Theory to Practice*, since its launch in the Spring of 2006 and March 31, 2011
- 579 participants (9%) are considered active and have logged-in during the 90 days prior to March 31, 2011
- 96% of participants are from Canada, and 4% are international participants
- Of the Canadian participants, 62% are from Ontario, 19% from British Columbia, 10% from Alberta, 3% from Quebec, and the remaining 6% of participants are from Manitoba, New Brunswick, Nova Scotia, Saskatchewan, Prince Edward Island, Newfoundland and Labrador, Northwest Territories and Yukon Territory
- Most participants (95%) enrolled in the course in English and 5% enrolled in French

**Figure 1: Enrolment history in 6-month intervals**



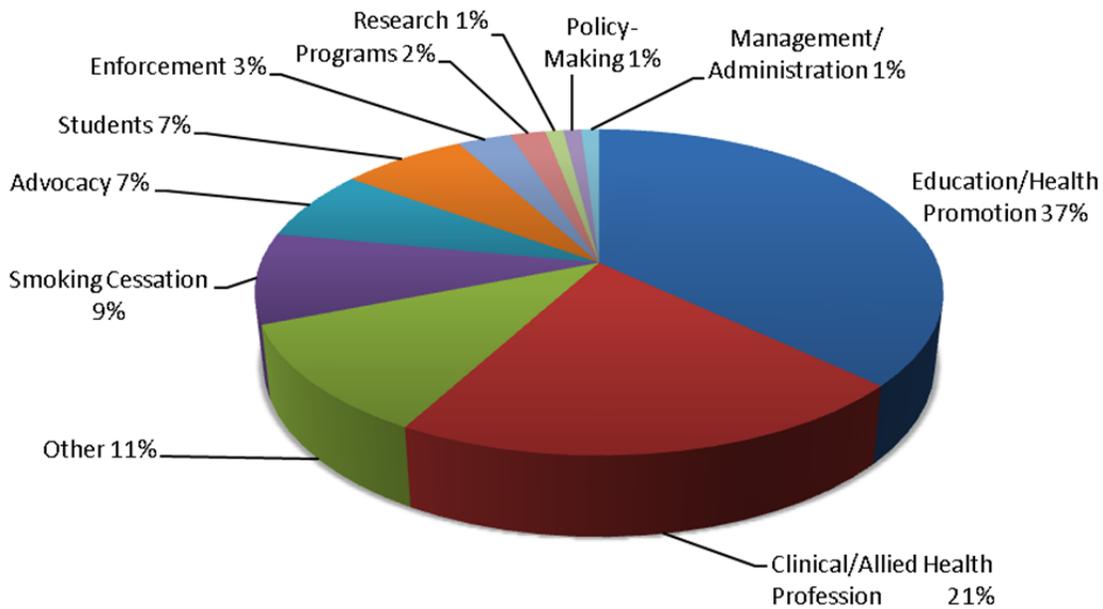
Total = 6795 participants



### Job Responsibilities and Tobacco Control Experience

- 37% of the participants have jobs in education/health promotion; 21% clinical/allied health profession; 11% other job duties; 9% smoking cessation; 7% advocacy; 7% are students; 3% enforcement; 2% programs; 1% research; 1% policy-making; 1% management/administration
- 59% of the participants have less than 1 year of experience in tobacco control; 15% have 1-2 years of experience; 12% have 3-5 years experience; 8% have 6-10 years experience; 6% have more than 10 years experience

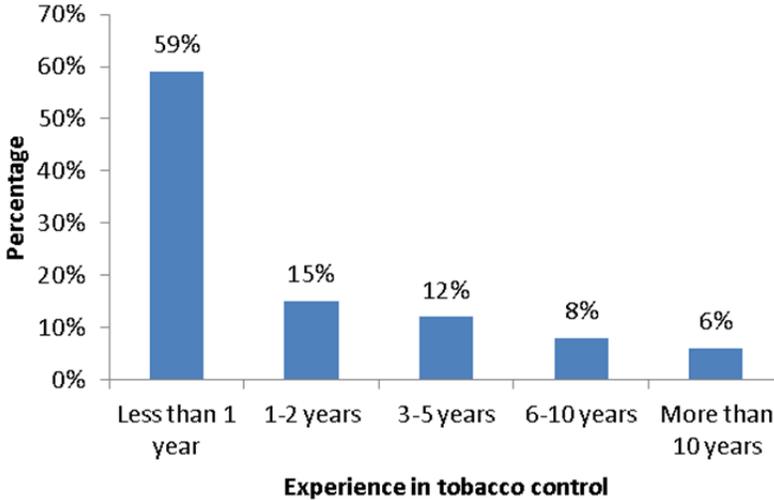
Figure 2: Description of participants' job duties



Total = 6795 participants



**Figure 3: Description of participants' experience in tobacco control**



Total = 6795 participants

**Overall Participation**

Since the course was first offered:

- 5096 participants (75%) have completed at least one module
- 4015 participants (59%) have completed at least two modules
- 3611 participants (53%) have completed at least three modules
- 383 participants (6%) have completed all 4 modules
- 4003 participants (59%) have completed the Protection module
- 3924 participants (58%) have completed the Prevention module
- 4728 participants (70%) have completed the Cessation module
- 458 participants (7%) have completed the Evaluation module



**From October 1, 2010 to March 31, 2011:**

- 1166 participants (97%) have completed at least one module
- 710 participants (59%) have completed at least two modules
- 601 participants (50%) have completed at least three modules
- 244 participants (20%) have completed all 4 modules
- 686 participants (57%) have completed the Protection module
- 661 participants (55%) have completed the Prevention module
- 1028 participants (86%) have completed the Cessation module
- 351 participants (29%) have completed the Evaluation module



## **Protection Module**



## Protection Module

### Module Content

- What is known about secondhand smoke and its effects on people's health
- Smoke-free environment initiatives in Canada, including policies, legislation, programs and resources
- Tobacco industry opposition to smoke-free environments and efforts to counter opposition
- Future directions for protecting people from secondhand smoke

### Participation

- 4003 participants (59%) completed the Protection module

### Test Scores

- Of the participants who completed the Protection module, 3901 (97%) passed the final module test (score of 70% or greater)
- The mean test score for participants who passed the Protection module test was 84% (Highest score: 100%, lowest score 70%)

### Satisfaction

- Overall, participants were very satisfied with the Protection module
- 92% agreed that the written material was presented at an appropriate level of detail and that topics were covered thoroughly enough; 88% agreed that the module was interesting and that they would recommend the course to colleagues; and 87% agreed that the module met their needs and was relevant to their job



**Table 1: Description of participants’ feedback on the Protection module**

FEEDBACK STATEMENTS	Agree	Neutral	Disagree
Written material was presented at an appropriate level of detail.	92%	6%	2%
Topics were covered thoroughly enough.	92%	6%	2%
The module was interesting.	88%	9%	4%
The module met my needs.	87%	10%	2%
The module is relevant to my job.	87%	11%	3%
I would recommend this course to colleagues.	88%	9%	3%
I would refer back to this module in the future.	86%	10%	4%

\*Numbers may not equal 100% due to rounding  
Total = 3861 respondents

**Comments from participants that enrolled in the Protection module include:**

*“This module provided clear direction and responses to challenge the thoughts and misconceptions related to secondhand smoke and smoke-free legislation. Great reading!”*

*“Le cours est bien intéressante. Merci!”*

*“It was very visual and the contents were adequately divided into topics and easy to understand.”*

*“It’s great to have an easily accessible educational tool like this available! Thank you.”*



### **Looking Further**

3901/4003 participants (97%) passed the final Protection module test. There was no difference with respect to years of experience in tobacco control and whether the course was mandatory or optional for participants that passed the Protection module.

2732/3976 participants (69%) agreed with all seven of the above module feedback statements. There was no difference with respect to years of experience in tobacco control and whether the course was mandatory or optional in terms of satisfaction with the module.



## **Prevention Module**



## Prevention Module

### Module Content

- Patterns of smoking initiation and factors that influence smoking uptake
- Marketing tactics used by tobacco companies
- Prevention activities in Canada, such as legislation, community programs, and advocacy campaigns
- Actions taken by tobacco companies and their allies to oppose prevention interventions
- Future directions for preventing young people from smoking

### Participation

- 3924 participants (58%) completed the Prevention module

### Test Scores

- Of the participants who completed the Prevention module, 3848 (98%) passed the final module test (score of 70% or greater)
- The mean test score for participants who passed the Prevention module test was 82% (Highest score: 100%, lowest score 70%)

### Satisfaction

- Overall, participants were very satisfied with the Prevention module
- 90% of participants agreed that the topics were covered thoroughly enough; 89% agreed that the material was presented at an appropriate level of detail; 87% agreed that the module was interesting, that the course met their needs and that they would recommend this course to colleagues



**Table 2: Description of participants’ feedback on the Prevention module**

FEEDBACK STATEMENTS	Agree	Neutral	Disagree
Written material was presented at an appropriate level of detail.	89%	8%	3%
Topics were covered thoroughly enough.	90%	8%	3%
The module was interesting.	87%	9%	4%
The module met my needs.	87%	10%	3%
The module is relevant to my job.	86%	11%	3%
I would recommend this course to colleagues.	87%	10%	3%
I would refer back to this module in the future.	85%	11%	4%

\*Numbers may not equal 100% due to rounding  
 Total = 3246 respondents

**Comments from participants that enrolled in the Prevention module include:**

*“The module is well-organized and provided new information. It also shows the level of commitment of the Canadian Government to tobacco control.”*

*“very good resource for staff working on tobacco-free living initiatives.”*

*“I really enjoyed the module and the information is relevant to my job. It was a great learning experience and I appreciated the opportunity to take this course.”*



### Looking Further

3848/3924 participants (98%) passed the final Prevention module test. There was no difference with respect to years of experience in tobacco control and whether the course was mandatory or optional for participants that passed the Prevention module.

2241/3332 participants (67%) agreed with all seven of the above module feedback statements. There was no difference with respect to years of experience in tobacco control and whether the course was mandatory or optional in terms of satisfaction with the module.



## **Cessation Module**



## Cessation Module

### Module Content

- The prevalence of smoking and quitting in Canada and the role nicotine addiction and motivation play in the quitting process
- Population approaches that influence quitting
- Individual approaches to help smokers quit, including both non-pharmaceutical and pharmaceutical quit methods
- Future directions for cessation, including harm reduction

### Participation

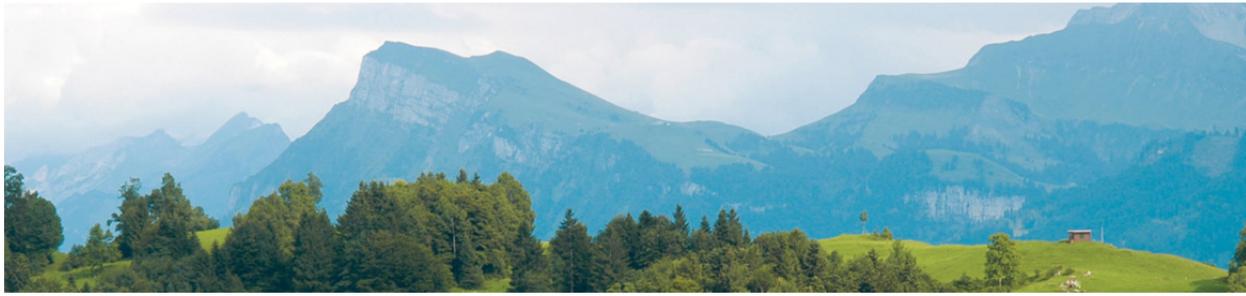
- 4728 participants (70%) completed the Cessation module

### Test Scores

- Of the participants who completed the Cessation module, 4660 (99%) passed the final module test (score of 70% or greater)
- The mean test score for participants who passed the Cessation module test was 85% (Highest score: 100%, lowest score 70%)

### Satisfaction

- Overall, participants were very satisfied with the Cessation module
- 93% of participants agreed that the written material was presented at an appropriate level of detail and that the module was relevant to their job; 92% agreed that the topics were covered thoroughly enough, that the module was interesting, and that they would recommend the course to colleagues; and 91% agreed that the module met their needs



**Table 3: Description of participants’ feedback on the Cessation module**

FEEDBACK STATEMENTS	Agree	Neutral	Disagree
Written material was presented at an appropriate level of detail.	93%	5%	2%
Topics were covered thoroughly enough.	92%	6%	2%
The module was interesting.	92%	6%	2%
The module met my needs.	91%	7%	2%
The module is relevant to my job.	93%	6%	1%
I would recommend this course to colleagues.	92%	6%	2%
I would refer back to this module in the future.	89%	8%	2%

\*Numbers may not equal 100% due to rounding  
 Total = 3634 respondents

**Comments from participants that enrolled in the Cessation module include:**

*“I found the information very helpful and useful. It will help me in my future programming for tobacco cessation.”*

*“Bravo pour votre travail, très intéressante”*

*“Overall I received a lot of information on smoking cessation and have a better understanding of nicotine addiction.”*

*“Some really good information. I especially enjoyed learning about the strategies that tobacco companies use; it’s quite alarming!”*



### Looking Further

4660/4728 participants (99%) passed the final Cessation module test. There was no difference with respect to years of experience in tobacco control and whether the course was mandatory or optional for participants that passed the Cessation module.

2763/3806 participants (73%) agreed with all seven of the above module feedback statements. There was no difference with respect to years of experience in tobacco control and whether the course was mandatory or optional in terms of satisfaction with the module.



# Evaluation



## Evaluation Module

### Module Content

- How to develop a plan for program and policy evaluation
- Evaluation strategies in the design, implementation, and outcome phases of programs and policies
- How to synthesize, analyze and report the results of an evaluation
- The ethics and politics of evaluation

### Participation

- 458 participants (7%) completed the Evaluation module

### Test Scores

- Of the participants who completed the Evaluation module, 458 (100%) passed the final module test (score of 70% or greater)
- The mean test score for participants who passed the Evaluation module test was 87% (Highest score: 100%, lowest score 70%)

### Satisfaction

- Overall, participants were very satisfied with the Evaluation module
- 90% of participants agreed that the written material was presented at an appropriate level of detail and that the topics were covered thoroughly enough; 81% agreed that they would recommend the course to colleagues; and 80% agreed that the module met their needs



**Table 4: Description of participants’ feedback on the Evaluation module**

FEEDBACK STATEMENTS	Agree	Neutral	Disagree
Written material was presented at an appropriate level of detail.	90%	7%	3%
Topics were covered thoroughly enough.	89%	7%	3%
The module was interesting.	75%	14%	11%
The module met my needs.	80%	15%	5%
The module is relevant to my job.	79%	16%	6%
I would recommend this course to colleagues.	81%	13%	6%
I would refer back to this module in the future.	79%	15%	7%

\*Numbers may not equal 100% due to rounding  
 Total = 414 respondents

**Comments from participants that enrolled in the Evaluation module include:**

*“the program was designed very well, it reinforced the subject matter in an easy to understand and retain manner thank you.”*

*“I have been really impressed with this learning method. I have not done too much on-line, but I found it easy, nicely broken up, and attractive to use.”*

*“L’information est intéressante, utile dans mon travail et dans mon entourage immédiatement.”*

*“Excellent modules – should be widely promoted to the general public!”*



### Looking Further

458/458 participants (100%) passed the final Evaluation module test. There was no difference with respect to years of experience in tobacco control and whether the course was mandatory or optional for participants that passed the Evaluation module.

260/414 participants (60%) agreed with all seven of the above module feedback statements. There was no difference with respect to years of experience in tobacco control and whether the course was mandatory or optional in terms of satisfaction with the module.



## **Course Activities**

### **French Cultural Adaptation**

To address the feedback of the French participants of the course, a full, French cultural adaptation was conducted in the final year of the project, for the purpose of better-meeting the needs of the Francophone community. A French-speaking, tobacco control content expert was engaged to assist with the evaluation and revision of the content and various other contractors contributed to the betterment of other aspects of the French modules. (i.e. language, audio, assets, etc.). Over the duration of this project, we:

- Surveyed French participants of the course to elicit feedback on the effectiveness and cultural relevance of the French course modules
- Engaged a French-speaking, tobacco control content expert who reviewed, and revised the French content of the course
- Recruited a full-time, bilingual project assistant to support administrative and technical aspects of the project
- Developed new content for the French modules, including new photos, sketches, videos and voiceover
- Conducted a developmental edit of all the new writing
- Pilot tested the revised content to solicit further feedback
- Had a copyeditor do a final proof of the content
- Uploaded all the new content into the content management system



## **Course Interactivities**

In the interest of obtaining official certification with the centre for Continuing Education and Professional Development at the University of Toronto, the course's interactive components were examined to ensure that the criteria are met for this designation. Technical expertise was solicited for work in this area and over the course of the project, we:

- Worked with a technical consultant to explore options for improving the interactive aspects of the course
- Developed interactive questions using interactive technological tools (2 per module) whereby the participant is given a question and is then able to upload the file with their answer, directly to the course's content management system. These activities will be used by participants seeking credit for their work
- Linked the tool to the learning management system which will capture the completed work

## **Content Management System Upgrades**

For the purpose of enhancing sustainability and ongoing improvement of the course into the future in addition to improving staff's ability to create and update pages within modules with little reliance on technical support, we created new Content Management System (CMS) software with the assistance of an external technical consultant. For this project we:

- Developed original Content Management System (CMS) software
- Converted and reformatted all six existing English and French modules from the old software to the new CMS
- Developed and implemented a fourth Evaluation module in English and French
- Updated all the module content
- Reconstructed the template for the end test of each module
- Reconstructed the feedback survey template for each module
- Created a template for and added new voiceover screens
- Improved student functions within the course (i.e. scrollbar)
- Updated the assets for each of the modules



## **Learning Management System Upgrades**

To better manage the data associated with the student experience, a Learning Management System (LMS) was developed that communicates with the Content Management System (CMS). It captures user participation in the module and conveniently displays this information as well as test scores on a student homepage screen. For this project we:

- Updated the student homepage to display student stats
- Updated the excel templates that display student data
- Constructed communication between the LMS and CMS
- Launched a new administrative console for staff to track student activities

## **Course Marketing**

Core to the engagement of course participants has been effective marketing and promotional strategies. Marketing strategies over the lifespan of this project have included:

- The development of brochures at the launch and major milestones of the course's development
- Direct communication with organizations working in tobacco control
- The design of easy-to-disseminate and colourful email graphics and stickers to draw attention to major updates made to the course's design or content

Independent of these activities, *Tobacco and Public Health: From Theory to Practice* continues to be a subject of promotional messaging through government and non-government organizations. Recently the Canadian Public Health Association mentioned the course in their annual report, *Eliminating Tobacco in Canada: Public Health Priorities, Capacity and Comprehensive Action*. *Tobacco and Public Health: From Theory to Practice* was cited as a course designed to address the needs of new tobacco-control staff, and provided information on several of the course's successes.



## Summary

The following table summarizes the key indicators for each module in terms of completion status, test scores and satisfaction on important feedback items.

**Table 5: Comparison of module completion status, scores, and satisfaction**

Module	Number of participants who passed the module test	Mean test scores for those who passed	Percentage of participants who agreed with: "The module met my needs."	Percentage of participants who agreed with: "I would recommend this course to colleagues"
<b>Protection</b>	3901 (97%)	84%	87%	88%
<b>Prevention</b>	3848 (98%)	82%	87%	87%
<b>Cessation</b>	4660 (99%)	85%	91%	92%
<b>Evaluation</b>	458 (100%)	87%	80%	81%



## **Lessons Learned**

### **Online Learning**

One of the most important lessons learned since the OTRU online course team wrapped up the project is that people are highly satisfied with the convenience of the effective online training provided by the course *Tobacco and Public Health: From Theory to Practice*. The enrolment is much greater than ever predicted – in our original 2003 proposal we projected that “We expect 60 participants in the course each year (some taking one or two modules, some taking all modules)” – indeed, over the five years that the course has been offered, 954 participants on average have completed at least one course module per year. Further, the overall response from participants has been positive with some constructive criticism that has allowed us to make improvements to the course.

### **Technical Flexibility**

In order to create a successful technical application, it is essential that project staff and funders be open to suggestions from technical experts. It has also been a valuable experience to have a custom Content Management System (CMS) and Learning Management System (LMS) constructed to the specific needs of the course and the course staff. Both have resulted in greater long-term efficiency and effectiveness.

### **Listening to Feedback**

When the OTRU team set out to create the course, good efforts were made to research and learn about successful online training, however some of the most valuable ideas have been the result of user feedback. Pilot testers and participant comments have informed a variety of additions and improvements to the course content and functionality.

### **Project Planning, Processes, Procedures and Patience**

Working with a team comprised mainly of consultants is a challenge. It requires extensive work, planning, follow-up, adjustments to objectives and timelines and follow-up. Learning to work with consultants to map out realistic timelines that respect their other commitments is a key to success. Mechanisms also need to be put in place that not only ensure a deliverable on a certain date but provide for regular progress updates.



## Course Strengths and Future Development

*Tobacco and Public Health: From Theory to Practice*, has many strengths and successes.

The course is evidence-based, interactive, user-friendly and widely used. Participants in each module were highly satisfied on several of the key indicators, including the module meeting their needs and recommending the module to their colleagues in the future.

The course has 6795 participants enrolled as of March 31, 2011, with mean test scores for each of the 4 modules ranging from 81% to 87%.

With the recent addition of interactivities, we are seeking to obtain full accreditation with the University of Toronto's Centre for Continuing Education and Professional Development, increase Francophone participant enrolment with the full French cultural adaptation, complete an adaptation for French-speaking Africa and build on the course with additional modules.

Among its many accolades, *Tobacco and Public Health: From Theory to Practice* was recently cited as a "course designed to address the needs of new tobacco-control staff" in the Canadian Public Health Association's annual report, *Eliminating Tobacco in Canada: Public Health Priorities, Capacity and Comprehensive Action*. In 2009, the course was also the recipient of the University of Toronto's prestigious Fred Fallis Award for Distance Education.



## **Project Contacts**

**(Affiliation at time of contribution to course)**

### **Partners**

Health Canada Federal Tobacco Control Strategy  
Ontario Ministry of Health Promotion and Sport

### **Principal Investigators**

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### **Co-Investigators**

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### **Advisory Committee**

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Josie d'Avernas, Program Training and Consultation Centre  
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### **Subject Matter Experts**

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### **Course Contractors and Personnel**

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## Appendices



## Appendix A: Protection Module Participant Feedback

FEEDBACK STATEMENTS	RESPONSE OPTIONS				
	Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree
<b>CONTENT</b>					
Pre-course information and instructions were clear.	68%	26%	5%	1%	0%
Module objectives were clear.	70%	25%	4%	0%	0%
Written material was presented at an appropriate level of detail.	59%	32%	6%	2%	1%
Course material was “chunked” appropriately to allow for manageable learning.	58%	32%	7%	2%	0%
Topics were covered thoroughly enough.	60%	32%	6%	1%	0%
The interactive activities aided in achieving the learning objectives.	54%	33%	11%	2%	1%
Clear directions were provided for each task.	64%	29%	5%	1%	0%
The glossary was adequate.	59%	29%	11%	1%	0%
Sufficient academic references were provided.	62%	28%	9%	1%	0%
The module was interesting.	52%	36%	9%	3%	1%
The module was motivating.	46%	37%	13%	4%	1%
The module met my needs.	53%	34%	10%	2%	1%
The module is relevant to my job.	54%	32%	11%	2%	1%
I would recommend this course to colleagues.	59%	29%	9%	2%	1%
The course was interactive enough.	47%	37%	12%	4%	1%
I would refer back to this module in the future.	55%	31%	10%	3%	1%
<b>TECHNICAL</b>					
The course was easy to access.	65%	26%	6%	3%	1%
Course navigation was clear, simple and user-friendly.	65%	26%	6%	3%	1%
I received technical support when needed.	32%	15%	51%	1%	1%
<b>VISUALS</b>					
The visuals were appealing.	48%	39%	11%	2%	1%
The font was easy to read.	57%	30%	7%	4%	2%
The colours were appealing.	54%	33%	11%	2%	1%
The visuals and auditory information aided my learning.	50%	33%	14%	2%	1%
The length of the video clips was appropriate.	50%	31%	16%	2%	1%

\*Numbers may not equal 100% due to rounding

Total = 3861 respondents



## Appendix B: Prevention Module Participant Feedback

RESPONSE OPTIONS					
FEEDBACK STATEMENTS	Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree
<b>CONTENT</b>					
Pre-course information and instructions were clear.	65%	28%	5%	1%	1%
Module objectives were clear.	67%	27%	5%	1%	0%
Written material was presented at an appropriate level of detail.	54%	35%	8%	3%	1%
Course material was “chunked” appropriately to allow for manageable learning.	53%	34%	8%	3%	1%
Topics were covered thoroughly enough.	54%	35%	8%	2%	1%
The interactive activities aided in achieving the learning objectives.	49%	36%	11%	3%	2%
Clear directions were provided for each task.	60%	33%	6%	1%	1%
The glossary was adequate.	58%	30%	10%	1%	0%
Sufficient academic references were provided.	60%	30%	9%	1%	1%
The module was interesting.	48%	40%	9%	3%	1%
The module was motivating.	41%	41%	13%	4%	1%
The module met my needs.	48%	40%	10%	2%	1%
The module is relevant to my job.	52%	34%	11%	2%	1%
I would recommend this course to colleagues.	56%	31%	10%	2%	1%
The course was interactive enough.	47%	37%	13%	3%	1%
I would refer back to this module in the future.	52%	33%	11%	3%	1%
<b>TECHNICAL</b>					
The course was easy to access.	63%	28%	6%	3%	1%
Course navigation was clear, simple and user-friendly.	61%	28%	7%	3%	1%
I received technical support when needed.	33%	16%	48%	2%	1%
<b>VISUALS</b>					
The visuals were appealing.	49%	37%	11%	2%	0%
The font was easy to read.	54%	32%	8%	4%	2%
The colours were appealing.	52%	34%	12%	2%	1%
The visuals and auditory information aided my learning.	49%	35%	13%	3%	1%
The length of the video clips was appropriate.	49%	31%	16%	2%	1%

\*Numbers may not equal 100% due to rounding

Total = 3246 respondents



## Appendix C: Cessation Module Participant Feedback

FEEDBACK STATEMENTS	RESPONSE OPTIONS				
	Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree
<b>CONTENT</b>					
Pre-course information and instructions were clear.	70%	25%	3%	1%	0%
Module objectives were clear.	76%	20%	3%	0%	0%
Written material was presented at an appropriate level of detail.	66%	28%	5%	2%	0%
Course material was “chunked” appropriately to allow for manageable learning.	66%	28%	4%	1%	2%
Topics were covered thoroughly enough.	59%	34%	6%	2%	0%
The interactive activities aided in achieving the learning objectives.	56%	32%	10%	1%	2%
Clear directions were provided for each task.	67%	27%	5%	1%	0%
The glossary was adequate.	64%	26%	8%	1%	0%
Sufficient academic references were provided.	67%	25%	6%	1%	1%
The module was interesting.	58%	34%	6%	1%	1%
The module was motivating.	47%	40%	11%	2%	1%
The module met my needs.	57%	34%	7%	1%	1%
The module is relevant to my job.	66%	27%	6%	1%	0%
I would recommend this course to colleagues.	65%	27%	6%	1%	1%
The course was interactive enough.	49%	36%	11%	4%	1%
I would refer back to this module in the future.	59%	30%	8%	2%	1%
<b>TECHNICAL</b>					
The course was easy to access.	67%	24%	4%	3%	2%
Course navigation was clear, simple and user-friendly.	68%	23%	5%	3%	1%
I received technical support when needed.	31%	13%	53%	2%	1%
<b>VISUALS</b>					
The visuals were appealing.	49%	38%	10%	2%	1%
The font was easy to read.	60%	29%	6%	4%	1%
The colours were appealing.	55%	32%	10%	1%	1%
The visuals and auditory information aided my learning.	50%	33%	13%	3%	1%
The length of the video clips was appropriate.	53%	29%	15%	2%	1%

\*Numbers may not equal 100% due to rounding

Total = 3634 respondents



## Appendix D: Evaluation Module Participant Feedback

FEEDBACK STATEMENTS	RESPONSE OPTIONS				
	Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree
<b>CONTENT</b>					
Pre-course information and instructions were clear.	63%	30%	6%	1%	1%
Module objectives were clear.	64%	29%	6%	0%	1%
Written material was presented at an appropriate level of detail.	57%	33%	7%	2%	1%
Course material was “chunked” appropriately to allow for manageable learning.	55%	34%	7%	2%	1%
Topics were covered thoroughly enough.	59%	32%	7%	1%	1%
The interactive activities aided in achieving the learning objectives.	51%	34%	9%	3%	2%
Clear directions were provided for each task.	58%	33%	7%	1%	1%
The glossary was adequate.	55%	34%	9%	1%	1%
Sufficient academic references were provided.	57%	33%	8%	0%	1%
The module was interesting.	41%	34%	14%	7%	4%
The module was motivating.	37%	35%	17%	7%	3%
The module met my needs.	44%	36%	15%	3%	2%
The module is relevant to my job.	47%	31%	16%	3%	3%
I would recommend this course to colleagues.	50%	31%	13%	3%	2%
The course was interactive enough.	44%	34%	15%	3%	3%
I would refer back to this module in the future.	50%	28%	15%	4%	3%
<b>TECHNICAL</b>					
The course was easy to access.	65%	26%	6%	2%	1%
Course navigation was clear, simple and user-friendly.	63%	27%	8%	1%	1%
I received technical support when needed.	39%	15%	42%	1%	2%
<b>VISUALS</b>					
The visuals were appealing.	43%	38%	14%	3%	2%
The font was easy to read.	51%	33%	8%	6%	2%
The colours were appealing.	50%	32%	15%	2%	1%
The visuals and auditory information aided my learning.	44%	35%	15%	5%	1%
The length of the video clips was appropriate.	42%	30%	26%	1%	1%

\*Numbers may not equal 100% due to rounding

Total = 414 respondents



**Appendix E: Marketing Print Brochure (English and French)**

## Gain Meaningful Insights & Enhance Your Career

Whether you're new to tobacco control, or looking to refresh your knowledge on current science and policy, this online course is essential for public health professionals who want to make a difference in the communities they serve and to enhance their career development.

### AFTER COMPLETING THE COURSE YOU WILL:

- Have a critical understanding of research and real-world program and policy issues related to tobacco control including prevention, protection, cessation, and evaluation
- Be more familiar with the current policy debates in tobacco control
- Make better informed tobacco control and policy decisions

### COURSE FEEDBACK:

- 98% felt the course was a good investment of their time
- 97% would recommend the course to others
- 93% felt the course was useful to their work
- 81% gave specific examples of applying their gained knowledge to practice

“

**“I loved how easy this course was to access online and have told my co-workers to enroll in it.”**

**CHANTAL, EDMONTON, AB**

**“This was a well designed course, not only in terms of relevant information but also in terms of thought provoking/stimulating sections. I loved the fact that I got through the whole course without a technical glitch or my computer freezing.”**

**KIM, NEWMARKET, ON**

**“This has been extremely helpful to assist me as a nurse practitioner to assist my patients in smoking cessation. Thank you!”**

**SUE, SAINT JOHN, NB**

**“Presentation is clear and concise...everything you need to know is presented and well discussed.”**

**DEAN, EDMONTON, AB**

## It's Free. Get Started Today

To enroll in the free online course and to view system requirements:

1. Go to <http://tobaccocourse.otru.org> and select your language of preference
2. Click “Enroll” and fill in the application fields
3. Set a password to log in to the course and you'll gain instant access

### ABOUT OTRU & THE COURSE SPONSORS

The Ontario Tobacco Research Unit (OTRU) is funded by the Ontario Ministry of Health Promotion. OTRU is the focal point for an active tobacco control research network in Ontario, and is led by a multi-disciplinary team of university-based Principal Investigators. Visit the OTRU website at [www.otru.org](http://www.otru.org).

The online course **Tobacco and Public Health: From Theory to Practice** is funded by Health Canada with additional support from the Ontario Ministry of Health Promotion.

**QUESTIONS?** PLEASE CONTACT US AT [TOBACCOCOURSE@OTRU.ORG](mailto:TOBACCOCOURSE@OTRU.ORG).

The Ontario Tobacco Research Unit's  
ONLINE COURSE

# Tobacco and Public Health: From Theory to Practice

<http://tobaccocourse.otru.org>



THE ONTARIO  
TOBACCO  
RESEARCH  
UNIT

UNITÉ  
DE RECHERCHE  
SUR LE TABAC  
DE L'ONTARIO

## Dynamic Content & Flexible Learning

**Tobacco and Public Health: From Theory to Practice** is comprised of four in-depth modules: **Prevention**, **Protection**, **Cessation**, and **Evaluation** which can be taken either independently or in combination, depending on your needs. Each module takes approximately three to five hours to complete and can be accessed online 24/7 for flexible learning. Plus you'll receive a Certificate of Completion for each module successfully finished.

### TARGETED TOPICS:

- Biology and epidemiology of tobacco use
- Examples of programs, policies, and treatment options
- Strategies for countering tobacco industry opposition
- Future directions in tobacco control
- How to evaluate tobacco control initiatives

### FEATURES INCLUDE:

- Evidence-based Canadian content in English and French
- Easy-to-read format
- Interactive quizzes and videos
- Reference citations, glossary, and key resources
- *Ask the Expert* function

## A Free Online Course That Makes a Difference

Developed by leading tobacco control experts, **Tobacco and Public Health: From Theory to Practice** is a free online course – <http://tobaccocourse.otru.org> – designed for busy public health professionals who want to be more effective in their tobacco control work. Offered in both English and French, it features evidence-based information on tobacco control science, policy, and practice.

To make the most of your time, we have created an online course that is condensed to the most pertinent information in tobacco control. We've also included extensive citations and resources that allow you to explore topics in more depth if you choose.

Thousands of people have successfully completed the course since it was launched in 2006. It received an award from University of Toronto for excellence in online learning and continues to be cited by participants as a great way to gain a thorough understanding of the latest tobacco control issues as they apply to a broad range of communities.

# What You'll Learn



## PREVENTION

**Prevention** focuses on the patterns of smoking initiation, the factors that influence smoking uptake, and prevention interventions.

### You'll learn about:

- Marketing tactics used by tobacco companies
- Specific prevention activities in Canada, such as legislation, community programs, and advocacy campaigns
- Actions taken by tobacco companies and their allies to oppose prevention interventions
- Future directions for preventing young people from smoking



## PROTECTION

**Protection** details what is currently known about secondhand smoke, its effects on people's health, and what Canada is doing to create smokefree environments.

### You'll learn about:

- Smokefree environment initiatives in Canada, including policies, legislation, programs and resources
- Tobacco industry opposition to smokefree environments
- Efforts to counter opposition
- Future directions for protecting people from secondhand smoke



## CESSATION

**Cessation** deals with the complexities of quitting smoking, the roles that nicotine addiction and motivation play in the quitting process, and best practices for smoking cessation.

### You'll learn about:

- Smoking and quitting in Canada
- Population approaches that influence quitting, such as taxation and smokefree environments
- Individual approaches to help smokers quit, including non-pharmaceutical and pharmaceutical quit methods
- Future directions for cessation, including harm reduction



## EVALUATION

**Evaluation** describes the key principles of evaluating a tobacco control program or policy, and evaluation strategies at various stages of an initiative.

### You'll learn about:

- The concepts of evaluation for tobacco control including types of evaluation, frameworks, and logic models
- Steps in planning for evaluation
- Evaluation questions and data collection at the design, implementation, and outcomes phases of an initiative
- The ethics and politics of evaluation

## Approfondir ses connaissances et promouvoir son développement professionnel

Ce cours en ligne s'adresse tant aux professionnels de la santé publique qui viennent tout juste de se lancer dans la lutte contre le tabagisme qu'à ceux qui souhaitent mettre à jour leurs connaissances de la recherche et des politiques actuelles. Il est essentiel pour tous ceux qui cherchent à promouvoir le changement dans les communautés qu'ils desservent et à poursuivre leur perfectionnement professionnel.

### APRÈS AVOIR TERMINÉ CE COURS :

- vous aurez une compréhension critique de la recherche et des questions concrètes touchant les politiques et les programmes en matière de prévention, de protection, de renoncement et d'évaluation;
- vous connaîtrez mieux les principaux débats d'orientation des politiques dans la lutte contre le tabagisme;
- vous prendrez des décisions plus éclairées en ce qui concerne les politiques et la lutte contre le tabagisme.

### STATISTIQUES D'ÉVALUATION DU COURS

- 98% des répondants ont trouvé que le cours était un bon investissement de leur temps
- 97% des répondants recommanderaient ce cours
- 93% des répondants ont trouvé que le cours était utile à leur travail
- 81% des répondants ont fourni des exemples précis de l'utilisation pratique de leurs nouvelles connaissances

“Merci beaucoup pour ce très bon cours, j'apprends beaucoup et en plus dans ma langue, très intéressant et complet”

CAROLINE DE HAWKESBURY, ON

“J'ai recommandé ce cours à mes collègues. Le cours est très bien fait, toute l'information est pertinente et m'a permis d'hausser mes connaissances.”

ANNE DE BAGOTVILLE, QC

“La formation est très pertinente dans le cadre de mon travail. Les informations sont claires et précises. Le texte se lit très bien.”

MARTIN DE AMOS, QC

## Inscrivez-vous dès aujourd'hui, c'est gratuit

Pour vous inscrire au cours gratuit en ligne et connaître les exigences concernant votre ordinateur :

- Rendez-vous à l'adresse <http://tobaccocourse.otru.org> et choisissez la langue de votre choix.
- Cliquez sur « demande d'inscription » et remplissez le formulaire de demande de renseignements.
- Choisissez un mot de passe pour ouvrir une session et vous aurez tout de suite accès au cours.

### VOUS AVEZ DES QUESTIONS?

COMMUNIQUEZ AVEC NOUS À L'ADRESSE [TOBACCOCOURSE@OTRU.ORG](mailto:TOBACCOCOURSE@OTRU.ORG).

### AU SUJET DE L'URTO ET DES PROMOTEURS DU COURS

L'Unité de recherche sur le tabac de l'Ontario (URTO) est financée par le ministère de la Promotion de la santé de l'Ontario. L'URTO est la pierre angulaire d'un réseau dynamique de recherche sur la lutte contre le tabagisme en Ontario; elle est dirigée par une équipe multidisciplinaire de principaux chercheurs universitaires. Visitez le site Web de l'URTO à l'adresse [www.otru.org](http://www.otru.org).

Le cours en ligne **Le tabagisme et la santé publique : de la théorie à la pratique** est financé par Santé Canada et bénéficie d'un soutien supplémentaire de la part du ministère de la Promotion de la santé de l'Ontario.

The Ontario Tobacco Research Unit's  
COURS EN LIGNE

# Le tabagisme et la santé publique : de la théorie à la pratique

<http://tobaccocourse.otru.org>



THE ONTARIO  
TOBACCO  
RESEARCH  
UNIT

UNITÉ  
DE RECHERCHE  
SUR LE TABAC  
DE L'ONTARIO

## Un contenu dynamique et un apprentissage souple

**Le tabagisme et la santé publique : de la théorie à la pratique** comprend quatre modules, **La prévention, La protection, Le renoncement et L'évaluation**. Les modules peuvent être étudiés un ou plusieurs à la fois, selon vos besoins. En moyenne, il faut compter de trois à cinq heures pour étudier chacun des modules, lesquels sont disponibles en ligne 24 heures sur 24, sept jours sur sept, pour un maximum de souplesse sur le plan de l'apprentissage. De plus, vous recevrez un Certificat d'achèvement pour chaque module terminé avec succès.

### SUJETS À L'ÉTUDE :

- biologie et épidémiologie du tabagisme;
- exemples de programmes, de politiques et d'options de traitements;
- stratégies pour contrecarrer la résistance de l'industrie du tabac;
- nouvelles orientations dans la lutte contre le tabagisme;
- comment évaluer les initiatives de la lutte contre le tabagisme.

### CE COURS PROPOSE :

- un contenu canadien fondé sur des faits démontrés, en français et en anglais;
- un format facile à lire;
- des questionnaires interactifs et des vidéos;
- des citations, un lexique et des ressources clés;
- la fonction *Demandez à un expert*

## Un cours en ligne gratuit qui fait toute la différence

Préparé par des spécialistes de la lutte contre le tabagisme, **Le tabagisme et la santé publique : de la théorie à la pratique** est un cours en ligne gratuit – <http://tobaccocourse.otru.org> – qui a été conçu pour des professionnels de la santé publique souhaitant être plus efficaces dans leur lutte contre le tabagisme. Le cours est offert en français et en anglais. Il contient des renseignements fondés sur des faits démontrés au chapitre de la science, des politiques et de la pratique dans le domaine de la lutte contre le tabagisme.

Pour tirer le meilleur parti de votre temps, nous avons élaboré un cours en ligne condensé qui présente les informations les plus pertinentes en matière de lutte contre le tabagisme. Le cours comprend également de nombreuses citations et ressources qui vous permettront d'approfondir vos connaissances sur certains sujets si vous le désirez.

Des milliers de personnes ont déjà suivi le cours avec succès depuis son lancement en 2006. Le cours a mérité un prix d'excellence de l'Université de Toronto pour l'apprentissage en ligne; par ailleurs, les participants ne cessent d'affirmer qu'il s'agit là d'une excellente façon d'acquérir une compréhension approfondie des nouveaux enjeux de la lutte contre le tabagisme et de leurs effets sur diverses communautés.

# Aperçu des modules et objectifs clés



## LA PRÉVENTION

La **prévention** aborde surtout les scénarios types qui conduisent à commencer à fumer, les facteurs qui influencent la consommation de tabac et les interventions de prévention.

### Vous examinerez :

- les tactiques de commercialisation des entreprises qui fabriquent les produits du tabac;
- les activités de prévention spécifiques au Canada, telles que la législation, les programmes communautaires et les campagnes de défense des intérêts;
- les mesures prises par des entreprises fabricant les produits du tabac et leurs alliés pour s'opposer aux interventions de prévention;
- les orientations futures des efforts visant à prévenir le tabagisme chez les jeunes.



## LA PROTECTION

Le module consacré à la **protection** détaille ce que l'on sait actuellement sur la fumée secondaire, ses effets sur la santé des gens et les mesures prises au Canada pour créer des environnements sans fumée.

### Vous examinerez :

- les initiatives en faveur des environnements sans fumée au Canada, y compris les politiques, la législation, les programmes et les ressources;
- l'opposition de l'industrie du tabac à l'égard des environnements sans fumée;
- les efforts menés pour contrer cette opposition;
- les orientations futures pour protéger les gens contre la fumée secondaire.



## LE RENONCEMENT

Le module consacré au **renoncement** traite des difficultés de cesser de fumer, des rôles que jouent l'accoutumance à la nicotine et la motivation dans le renoncement au tabac et des meilleures façons concrètes d'arrêter de fumer.

### Vous examinerez :

- la prévalence du tabagisme et du renoncement au Canada;
- des démarches entreprises auprès de la population pour soutenir le renoncement, par exemple en matière de taxation et d'environnements sans fumée;
- des approches distinctes pour aider les fumeurs à renoncer au tabac, y compris des méthodes pharmaceutiques et non pharmaceutiques;
- les orientations futures du renoncement, y compris la réduction des dommages.



## ÉVALUATION

Le module consacré à l'**évaluation** présente les principes clés de l'évaluation d'un programme ou d'une politique de lutte contre le tabagisme, et les stratégies d'évaluation à différentes phases d'une initiative.

### Vous examinerez :

- les concepts d'évaluation de la lutte contre le tabagisme, dont les types d'évaluation, les cadres théoriques et les modèles logiques;
- les étapes de la planification d'une évaluation;
- des questions d'évaluation et la collecte de données aux différentes phases d'une initiative, soit les phases conceptuelle, de mise en œuvre et des résultats;
- la déontologie et les politiques de l'évaluation.



**Appendix F: Marketing Graphic for print and web (English and French)**

# Tobacco and Public Health: From Theory to Practice

*New French Cultural Adaptation  
of OTRU's Free Award-winning  
Online Course*

- Updated content
- New images and illustrations
- French audio and video

[tobaccocourse.otru.org](http://tobaccocourse.otru.org)

# La tabagisme et la santé publique: de la théorie à la pratique

*Nouvelle* adaptation française du cours en ligne gratuit et primé de l'URTO.

- Mise à jour du contenu
- Nouvelles images et illustrations
- Audio et vidéo en français

[tobaccocourse.otru.org](http://tobaccocourse.otru.org)