

Liverpool John Moores University

Title: TOBACCO CONTROL
Status: Definitive
Code: **7003PHEALT** (106931)
Version Start Date: 01-08-2014

Owning School/Faculty: Centre for Public Health
Teaching School/Faculty: Centre for Public Health

Team	Leader
Ivan Gee	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 5.00
Total Learning Hours: 150
Private Study: 145

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Online	5.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Technology	AS1	Online discussion forums	10.0	
Essay	AS2	Course work: essay (1500 words)	40.0	
Report	AS3	Coursework: project plan (2000 words)	50.0	

Aims

This module aims to demonstrate the relationship between tobacco and the public's health. The module will provide participants with the knowledge and the skills to develop, implement and lead the advocacy for tobacco control policies.

Learning Outcomes

After completing the module the student should be able to:

- 1 Explore contemporary issues in tobacco control
- 2 Critically review the relationship between tobacco and health
- 3 Assess the influence of scientific, political and commercial influences on tobacco control policy and practice
- 4 Synthesize evidence about the development of a local evidence based tobacco control programme

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Online discussions	1
essay	2 3
project plan	4

Outline Syllabus

Historical perspectives on tobacco and health. Evidence for the links between active smoking, secondhand smoke and health. Political, economic and commercial influences on tobacco use. The role of governmental and non governmental organisations e.g. ASH and FOREST. Tobacco advocacy, lobbying and social marketing. Current UK and EU policy on tobacco and environmental tobacco smoke. Development and evaluation of tobacco control programmes such as brief interventions, media campaigns, legislation, cessation support services etc.

Learning Activities

The module will be delivered online via Blackboard using a variety of study aids. Guided reading materials, online PowerPoint presentations, podcasts and interactive exercises/quizzes will be used to guide learners through the subject areas. Weekly discussion boards/blogs focusing on a question posed by the tutor will promote discussion and sharing of ideas and knowledge, between students, as well as between students and the tutor. Students will be encouraged to read widely and to keep abreast of current trends and issues by reference to online resources such as research articles, government reports and websites, and lobby group websites.

References

Course Material	Book
Author	Department of Health
Publishing Year	1998
Title	Smoking Kills
Subtitle	

Edition	
Publisher	The Stationery Office. London
ISBN	

Course Material	Book
Author	World Health Organisation
Publishing Year	2003
Title	WHO Framework Convention on Tobacco Control
Subtitle	http://www.who.int/fctc/en/
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Scientific Committee on Tobacco and Health (SCOTH)
Publishing Year	1998
Title	Report of the Scientific Committee on Tobacco and Health
Subtitle	http://www.archive.official-documents.co.uk/document/doh/tobacco/report.htm
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Chapman, S
Publishing Year	2997
Title	Public Health Advocacy and Tobacco Control
Subtitle	Making Smoking History
Edition	1 ed
Publisher	Blackwell Publishing
ISBN	

Course Material	Book
Author	Vankin, J
Publishing Year	2007
Title	Smoke Signals
Subtitle	100 years of tobacco advertising
Edition	1 ed
Publisher	Middlesex University Press
ISBN	

Course Material	Book
Author	BMA Board of Science and Education & Tobacco Control Research Centre
Publishing Year	2002
Title	Towards Smokefree Public Places
Subtitle	

Edition	
Publisher	BMA
ISBN	

Course Material	Book
Author	Action on Smoking and Health
Publishing Year	2010
Title	Ash Briefings
Subtitle	http://www.ash.org.uk/ash_i3ssgzi6.htm
Edition	
Publisher	ASH
ISBN	

Course Material	Book
Author	Hastings G, MacFadyen, L.
Publishing Year	2000
Title	'Keep Smiling - No one's Going to Die
Subtitle	An analysis of internal documents from the tobacco industry's main UK advertising agencies
Edition	
Publisher	BMA
ISBN	

Notes

In this module the relationship between tobacco and public health is examined from a local, national and international perspective. The threats to public health from tobacco use at all levels are explored in detail and the roles of local, national and international organisations in the protection of public health are critically analysed.