

## Overview of Tobacco 101 Version 2

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**TTAC's Tobacco 101 Version 2** was created to educate new tobacco control professionals on the fundamentals of tobacco and tobacco prevention and control. The curriculum will help participants:

- Communicate persuasive tobacco control arguments based on knowledge of tobacco products, tobacco industry tactics, and health effects of tobacco use on users and non-users.
- Understand the elements of comprehensive and science-based tobacco control programs.
- Locate resources and data to inform program planning and communications with decision-makers and the general public.
- Identify and implement interventions shown to be effective.

The curriculum is an interactive experience involving lectures with visual aids, group exercises, guided group discussions, and individual learning activities, accompanied by a resource guide. Topics covered include:

- The history of tobacco and its use
- The prevalence of tobacco use and its health consequences
- The costs of tobacco use to society
- Obstacles to overcoming tobacco use including the biology of nicotine addiction, engineering of tobacco products, tobacco industry media campaigns and advertising, and social norms
- The elements of CDC's Comprehensive Tobacco Control Program and effective interventions in each goal area:
  - Preventing initiation of tobacco use
  - Treatment and cessation
  - Smoke-free indoor air policies
  - Reducing disparities in tobacco use
- Essential resources and documents for tobacco control and their use with key stakeholders
- The role of the tobacco control professional:

At the conclusion of the workshop, participants will have a deeper understanding of the mechanics of tobacco use and influential factors. They will be provided with the focus, resources, and tools to go back to their coalition or organization and develop a plan for effective tobacco control and prevention.