School of Public Health
Summer Institute of Advanced Epidemiology and Preventive Medicine

Tobacco Control for the 21st Century:
The Importance of Science and Informed Policy Making

Course Instructors: Dr. David Abrams (JHU) and Dr. Leah Rosen (TAU)
Date / Time: July 10-14, 2016 / 14:00-18:30 (Sackler Faculty of Medicine)
Final Exam: July 15, 2016 / 9:00-11:00
Credits: 2 Academic Credits
Pre-requisites: None

Course Description

Tobacco use remains the leading preventable cause of premature death and disease, and it is projected to kill 1 billion people in the 21st century. Despite significant progress in science and surveillance, more needs to be done in terms of policy making, health promotion, disease prevention, and treatment interventions in order to save lives. This course will examine today's rapidly changing approaches to tobacco control, including the latest developments in scientific tools and methods available to scientists, policy makers, healthcare practitioners, and other leaders. Topics will include an overview of simulation modeling, emerging products (e-cigs), policy evaluation, new technology for tracking and interventions, cross country comparisons, and more. The aim of this course is to provide health and public health professionals, research scientists, and graduate and post-graduate students the necessary tools to play key roles in tobacco control efforts at local, national, and international levels.

Requirements

Participants must pass the final exam with a grade of at least 60 (D) to receive academic credit. Non-credit participants are not required to take the final exam.

Course Schedule (July 10-14, 2016 / 14:00-18:30)

Sunday, July 10

Introduction/Overview of Course - The rise of the tobacco epidemic from 1880 to the present time. Understanding the influences and vectors that determined different patterns of tobacco use, the dominance of the deadly mass produced cigarette and the forces that promote consumer demand and use versus the counter veiling forces of tobacco control to eliminate the epidemic and prevent a billion premature deaths. (DA/LJR)

Strength of Science to Inform Policy - Critically examine the scientific tools for Tobacco Control. When is scientific evidence sufficient to take action? How does science influence policy, practice and behavior? How can policy needs influence scientific studies? Explore various scientific tools for informing regulation, policy and practice. Causal Inference, randomized trials, observational studies and guidelines for determining likelihood of benefits. (DA/LJR)

Course Schedule cont'd (July 10-14, 2016 / 14:00-18:30)

Monday, July 11

Simulation Modeling and Systems Science - Explore frameworks to describe and predict multi-level influences on behavior and outcomes relevant to policymaking. Informed decision-making guided by data. Basics of modeling (stocks and flows, transitions, trajectories, feedback loops (viscous and virtuous cycles)) and their impact on proximal, medial and distal outcomes. Examples of policy levers for population prevention and adult cessation. (DA)

Science of the Uptake and Progression of Smoking - Understanding the uptake and progression of smoking and tobacco products in a world of changing products: Possible effects of e-cigs and other alternatives on trajectories, transitions and patterns of use over time. (DA)

Tuesday, July 12

New Technology (I): Rapid Real-Time Tracking, Interventions, Evaluation and Feedback - Emerging digital products and their use and efficiency (effectiveness, reach, cost) in tobacco cessation. Use of technology for tailored and targeted interventions and for geo-spatial tracking in real time. Science and policy implications. (DA)

New Technology (II): Rapid Real-Time Evaluation of Tobacco Smoke Exposure - Scientific progress and challenges in assessing exposure to tobacco smoke in the environment and the individual. Opportunities for policy initiatives and control of tobacco smoke exposure in populations. (LJR)

Wednesday, July 13

Emerging Products: Science, Regulation, and Communication - Efforts to assess, regulate, and communicate risk of harm reduced/minimized products. Regulation of products as a function of evidence on risk due to use, exposure, and addiction. Individual versus population level risks. NCI CISNET microsystems of exposure. (DA)

Emerging Products: Global Context - Cross country comparisons: The UK, Sweden, Norway, USA, EU, Africa, WHO. (DA)

Thursday, July 14

Student Workshop - Application to Israel. Recommendations for policy and research in Israel. Opportunities for rapid research to change policy; How to move evidence into policy in the Israeli setting. (DA/LJR)

Student Presentations - Recommendations for policy and research in Israel. (DA/LJR)

Friday, July 15 (9:00-11:00): *Final Exam* (Sackler Faculty of Medicine)

David Abrams

Dr. David Abrams holds a BSc. (Hons.) in Psychology and Computer Science from the University of the Witwatersrand, Johannesburg South Africa and a Doctorate in Clinical and Health Psychology from Rutgers University, United States. From 1978 to 2004 he rose to Professor at Brown University Medical School and was founding Director of Brown's Centers for Behavioral and Preventive Medicine. From 2004-2008, he became Director of the Office of Behavioral and Social Sciences Research (OBSSR) and Deputy Director, United States National Institutes of Health (NIH). At OBSSR-NIH he spearheaded a strategic plan for systems integration of bio-behavioral, socio-cultural and public health disciplines to improve the nation's health. He was President of the Society for Behavioral Medicine (SBM) and a recipient of their Distinguished Scientist, Research Mentorship and Service Awards. He has published over 250 peer reviewed scholarly articles and been a Principal Investigator on numerous NIH grants and contracts. Dr. Abrams has served on the Institute of Medicine (IOM), National Academies of Science; on the Board of Scientific Advisors of the National Cancer Institute (NCI) and in other expert roles. Dr. Abrams received the Joseph Cullen Memorial Award of the American Society for Preventive Oncology for lifetime contributions to tobacco control; the Research Laureate Award from the American Academy of Health Behavior; and a distinguished Alumnus Award from Rutgers University.

Dr. Abrams is a licensed clinical psychologist specializing in Behavioral Medicine and treatment of addictions. He is lead author of The Tobacco Dependence Treatment Handbook: A Guide to Best Practices that received a book of the year award. He employs transdisciplinary, team science and systems integration as frameworks at the interface of bio-medical, behavioral and social-ecological-public health disciplines to improve health of populations. Dr. Abram's current focus is in tobacco control research from basic science to practice to policy and strengthening tobacco regulatory science including: digital technologies; how scientific methods can be strengthened to save lives by better informing regulatory policymaking; the impact of emerging disruptive technologies for alternative nicotine delivery (e.g. e-cigarettes) and their harm minimization potential. The goal is to speed the elimination of preventable deaths and disease burdens caused overwhelmingly by youth uptake and adult continued use of the inhalation of the lethal smoke from combusting tobacco, primarily cigarettes, predicted to prematurely kill over 1 billion smokers globally in the 21st century.

Leah (Laura) Rosen

Dr. Leah (Laura) Rosen holds a B.S. in Mathematics from Rutgers University and an M.S. in Biostatistics from the Harvard School of Public Health. She received her Ph.D. from the School of Public Health at Hebrew University. Before coming to Tel Aviv University, she was the National Coordinator of Healthy Israel 2020, Israel's health targeting initiative, and Chair of the Healthy Israel Tobacco Control Subcommittee. She is a member of the Israel National Council for Smoking Prevention, and acted as a panel member of the Public Committee for Reduction of Smoking and its

Damages. She is an advisor to the European Advisory Committee on Health Research and is on the external steering Committee of EvipNET Europe. She founded and runs the Tobacco Control Research Forum at Tel Aviv University, and teaches Israel's first academic course in tobacco control.

Dr. Rosen's primary career goal is to contribute to public health at the national and global levels by conducting research, advancing public health research methods and evidence-based health policy, as well as by teaching and mentoring students. She focuses on methodological issues of public health and health promotion research, including understanding and improving the evidence base for public health policy, systematic reviews and rigorous evaluation of health promotion interventions. Dr. Rosen's primary area of research is in tobacco control, particularly in the areas of tobacco smoke exposure and policy, and contributing to the evidence base for a smoke-free society.

Contact Information
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