

NOV 07 1990

HARVARD SCHOOL OF PUBLIC HEALTH
COMMITTEE ON EDUCATIONAL POLICY

DETAILED COURSE DESCRIPTION FORM

USE THIS FORM WHEN: (check one option)

PLEASE TYPE

- ☒ proposing a new course for the curriculum.
☐ making significant changes in existing course content or format.
☐ cross-listing a course from another Faculty.
☐ changing a course level (for example, from "100" to "200" level).
☐ expanding a course (for example, from "c" to "cd").

=====

DATE of submission of this proposal: _____

DEPARTMENT SUBMITTING FORM: Population Sciences

PERSON SUBMITTING FORM: Dr. Michael Reich TELEPHONE: 432-0686

PROPOSED (OR EXISTING) COURSE NUMBER: _____
(Leave blank if you prefer the Registrar's Office to assign a number.)

TITLE: Approaches to International Tobacco Control
(Note: The Registrar's Office requests that course titles be 30 characters or less to conform with standard U.S. length for titles on transcripts.)

Dr. Michael Reich
PRINCIPAL INSTRUCTOR: Dr. Gregory N. Connolly TELEPHONE: 432-0686
(Note: See Appendix A for policy on who may be principal instructor.)

OTHER INSTRUCTORS (and affiliation if not HSPH):

1. _____ 3. _____
2. _____ 4. _____

Will teaching assistants be used? ☐ YES ☐ NO Anticipated number: _____

PREREQUISITES:

(check one)

- ☒ Permission of instructor is not required to enroll.
☐ Permission and signature of instructor is required to enroll.
(Note: Where permission is required, signature is now also required.)

If required, the criteria for determining the enrollment will be:

OTHER PREREQUISITE(S): /

None

COURSE READINGS

GENERAL READINGS

- Blum A. The World Cigarette Pandemic Part II. New York State Journal of Medicine. 1985; 85:1-476.
- Chandler WU. Banishing Tobacco. World Watch Paper 1968. Washington, DC: Worldwatch Institute; 1986.
- Chapman S, Wong WL. Tobacco Control in the Third World A Resource Atlas. International Organization of Consumers Unions. Penang, Malaysia. 1990; 1-241.
- Taylor P. The Smoke Ring. New York: Mentor Press; 1988.
- United States Department of Health and Human Services. Reducing the Health Consequences of Smoking: 25 Years of Progress. A Report of the Surgeon General. United States Department of Health and Human Services, Public Health Service, Centers for Disease Control, Office on Smoking and Health. DHHS Publication No. (CDC) 89-8411, January 11, 1989.
- Warner, KE. Selling Smoke: Cigarette Advertising and Public Health. Washington, DC: American Public Health Association, 1986.

Session I

(and VIII)

World Health Organization Smokeless Tobacco Control Report of a WHO Study Group. World Health Organization 1988. Tech. Report Service. 773:1-79.

Session II

Shultz JM, Novotny TE, Rice DR. SAMMEC II. Smoking Attributable Mortality, Morbidity, and Economic Costs. United States Department of Health and Human Services, April 1990.

Session III

Institute for the Study of Smoking Behavior and Policy. Smoking Cessation: The Organization Delivery and Financing of Services. Puritan Press; Hollis, New Hampshire. 1-195.

United States Department of Health and Human Services: How to Help Your Patients Stop Using Tobacco. USDHHS. January 1990.

United States Department of Health and Human Services. The Health Consequences of Smoking: Nicotine Addiction. A Report of the Surgeon General. United States Department of Health and Human Services, Public Health Service, Centers for Disease Control, Office on Smoking and Health. DHHS Publication No. (CDC) 88-8406, 1988. (Chapters 1,2,3).

Session IV

United States Department of Health and Human Services: The Health Consequences of Involuntary Smoking: A Report of the Surgeon General, United States Department of Health and Human Services, Public Health Service, Centers for Disease Control, Office on Smoking and Health, DHHS Publication No. (CDC) 87-8398, 1986. (Chapters 2 and 5).

United States Environmental Protection Agency. Environmental Tobacco Smoke A Guide to Workplace Smoking Policies. United States Environmental Protection Agency, June 1990; 1-73.

Session V

Davis RM. Current trends in cigarette advertising and marketing. New England Journal of Medicine. 1987; 316:725-732.

Session VI

(and VIII)

Connolly GN. The American liberation of the Japanese cigarette market. World Smoking and Health. 1988; 13:20-25.

Food and Agriculture Organization Paper 1986. Tobacco Supply, Demand and Trade Projections 1995 and 2000. Food and Agriculture Organization of the United Nations. Rome, 1990; 1-28.

Shepherd PL. Transnational Corporation and the International Cigarette Industry: Profits, Progress and Poverty. South Bend, Indiana: University of Notre Dame. Press; 1985.

World Smoking and Health, American Cancer Society. 1990; 14:1-21.

World Health Organization Smoking Control. Strategies in Developing Countries Report of a Expert Committee. World Health Organization. Tech. Report Service No. 695. 1983; 1-82.

Session VII

Altman DG, Foster V, Rasenick-Douss L, Tye JB. Reducing illegal sales of cigarettes to minors. JAMA. 1989; 261:80-83.

National Swedish Board for Consumer Policies. Smart Promotions, National Swedish Board for Consumer Policies. Stockholm. 1989; 1-43.

Roemer, R. Recent Development in Legislation to Combat the World Smoking Problem. World Health Organization. Geneva. 1986; 1-44.

Warner KE. Smoking and Health Implications of A Change in the Federal Cigarette Excise Tax. JAMA. 1986; 225:1028-1032.

World Health Organization European Office. Smoke-Free Europe-Series 1-9.
World Health Organization European Office Copenhagen, Denmark 1989.

Session VIII

Association of State and Territorial Health Officials. A Guide for Public Health Tobacco Control Programs. Association of State and Territorial Health Officials. McLean, Virginia. 1990.

Mintz, M. No Ifs, ands or Butts. Washington Monthly, July 1990. 30-32.

United States Department of Health and Human Services. Smoking Control Among Women. USDHHS/CDC.

COURSE CONTENT

The course will be broken into three parts. The first will deal with public health effects of tobacco use and methods for measuring these effects within a defined population. Students will be taught how to conduct smoking prevalence surveys, estimate mortality, morbidity and economic costs. The health effects of environmental tobacco smoke on nonsmokers and nicotine dependence and treatment will be taught. The second part of the course will address global factors that contribute to the expansion in world tobacco use and prevent passage of public health tobacco control policies. This will include lectures on tobacco economics, agriculture, manufacture, marketing and taxation. The political influence of the world's tobacco industry will also be discussed. The final section will deal with public health policies and programs that address the problem and strategies to adopt them. This will include legislation, taxation, education/mass media and cessation programs. Case studies from Canada and California will be used as teaching methods and strategies for implementing effective measures will be taught including planning, advocacy, media relations, coalition building and program administration.

Session I Prevalence of Use

History of Tobacco Use
Tobacco Use in Developed Countries
Tobacco Use in Developing Countries
Adult Smoking Prevalence
Adolescent Smoking Prevalence
Smokeless Tobacco Use

Class Exercise

Population Survey Techniques
Adult Survey Instruments BRFS NHANES
WHO Minimum Data Set
Adolescent NIDA CDC 1990 Adolescent
Other Data sources i.e. Tax Data, Industry Reports, USDA, FAO

Possible Presenters - Dr. Ron Davis, Director Federal Office for
Smoking or Health
Ken Stanley HSPH

Session II Health Effects of Smoking and Economic Costs

Tobacco Constituents

Major Smoking Diseases and Relative Risks Estimates

Maternal Smoking

Economic Costs

Other

Class Exercise

Estimating Mortality using SAMMIC II Software Program

Projecting Future Mortality (PETO WHO)

Developing Comprehensive State and National Reports on
Smoking and Health

Possible Speakers - Dr. Tom Novotny CDC

Federal Office for Smoking and Health

Session III Tobacco and Addiction

Pharmacology Basis of Nicotine Addiction

Tobacco Use as a Form of Drug Dependence

Treatment of Nicotine Addiction

Developing Public Health Cessation Programs

Nicotine Replacement Therapy

Class Exercise

Counseling patients on how to quit

Possible Speakers - Dr. Jack Henningfield NIDA

National Institute of Drug Abuse

Dr. Judy O'Kene

University of Massachusetts

Medical School

Session IV Environmental Tobacco Smoke

Exposure and Constituents

Health Effects Cancer, Respiratory, Cardiovascular and Children

Public Health Measures to Curb Exposure

Class Exercise

Model Legislation. Strategies to enact and administer Clean
Indoor Air Laws

Possible Speakers - Dr. Rigardi, Massachusetts General Hospital

Mr. Ed Sweda, Massachusetts Group Against Smoking
Pollution

Session V Tobacco Economics

Economic History of the Tobacco Industry
Product Modification
Advertising, Promotion and Consumption
Profitability, Pricing, Diversification
Tobacco Industry Political Strategies

Speaker - Dr. Connolly
Dr. John Slade

Class Exercise

Simulated Debate Responding to Industry Experts and Claims

Session VI Worldwide Expansion

World Trade in Leaf and Cigarettes
Competitive and Non-Competitive Cigarette Markets
Market Transformation: Latin American/Asian Markets
Environmental Harm of Tobacco in the Third World
Role of International Agencies and Nongovernmental Bodies
International Trade Policies on Tobacco

Case Study

Thai/US 301 Trade Dispute
Indonesia Tobacco Monopoly

Speaker - Dr. Connolly

Session VII Tobacco Control Policies and Programs

Policies

Taxation and Price Elasticities
Advertising Restrictions
Warning Labels and Tar Content
Regulation of Public Smoking
Sale to Minors
Litigation

Programs

School Health Education
Counteradvertising/Mass Media
Cessation Programs
Clean Air Indoor Acts

Class Exercise

Case Studies of students own programs
California Proposition 99
Malaysian \$5,000 Antismoking program
Counteradvertising

Possible Speakers - Dr. Terry Peackeck, National Cancer Institute
Dr. Alan Blum, D.O.C.

Session VIII Strategies for Change

Developing a Tobacco Control Plan
Advocacy/Coalition Building
Role of the Media/Responding to the Industry
Legislative Action and Advocacy
Program Evaluation

Class Exercise

Case studies of successful programs
Canadian C51 Legislation
NCI ASSIST
Europe Against Cancer Program and the EEC Directives

Possible Speakers - Garfield Mahood, Canadian Council for
Smoking and Health
Michael Perchuck, Advocacy Institute,
Washington, D.C.

COURSE OBJECTIVES

Know the major disease categories and relative estimates risks for cigarette smoking, other forms of tobacco use and involuntary exposure to environmental tobacco smoke

Conduct smoking prevalence surveys, estimate smoking attributable mortality and economic costs and project future smoking mortality for a given population

Understand the pharmacological basis for tobacco dependence and be able to establish professional treatment programs

Understand the effect that tobacco control policies have on consumption including taxation, regulation of advertising and restrictions on public smoking and be able to develop and implement policies for a given population

Know tobacco control interventions including tobacco cessation programs, public education/mass media and school health education and be able to develop and implement interventions within a public health setting

Know the economic, political and global structure of the tobacco industry and understand the differences between a closed and competitive cigarette market

Understand the role of coalition building, advocacy, and media relations in the passage of tobacco control policies

Be able to plan, develop, administer and evaluate comprehensive tobacco control programs within a public health agency

SCHOOL'S CURRICULUM

WHO estimates that 2.5 million persons die each year from smoking attributable diseases of which 400,000 deaths occur in the US. The number of deaths is expected to increase to 25 million per annum by the year 2025. In recent years public health interventions have been developed that can curb tobacco use and sharply reduce the projected mortality. Public health agencies at the state, national and international levels are organizing tobacco control programs that deliver these interventions. Examples include the California Health Department program funded from the recent excise tax increase and the National Cancer Institute's ASSIST project that will provide over \$40 million in contract funds over the next seven years for 20 state tobacco control programs. Trained public health administrators are needed to operate these programs. This course will bring together into a single curriculum the knowledge and skills that are needed to plan, develop and implement public health programs to curb tobacco use and reduce smoking attributable diseases.

It will be the first course on tobacco and health given in a school of public health and a teaching module will be developed for use by other schools. Given the sharp increase in smoking in the developing world and the push of western cigarette manufacturers into those markets, particular attention will be given to training international students. Training of international students will meet the objectives of the Department and the course will do the same for the School. The course will complement other courses such as epidemiology, statistics, policy and administration by giving students the opportunity to apply their training to a comprehensive approach to curb the leading cause of preventable death and disease in the US.

COURSE DESCRIPTION

Prepares students to apply training in epidemiology, statistics, management and policy for development of comprehensive public health programs to curb tobacco use. Concepts and techniques for measuring smoking prevalence, attributable mortality and economic costs are taught. Tobacco industry global structure, marketing, political strategies and world expansion are discussed. Guest speakers describe health policy and program interventions including taxation, marketing restrictions, protection of nonsmokers, public education, litigation and cessation programs.

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DEPARTMENT SUBMITTING FORM: Population Sciences

PERSON SUBMITTING FORM: Dr. Michael Reich TELEPHONE: 432-0686

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Dr. Michael Reich
PRINCIPAL INSTRUCTOR: Dr. Gregory N. Connolly TELEPHONE: 432-0686
(Note: See Appendix A for policy on who may be principal instructor.)

OTHER INSTRUCTORS (and affiliation if not HSPH):

1. _____ 3. _____
2. _____ 4. _____

Will teaching assistants be used? ☐ YES ☐ NO Anticipated number: _____

PREREQUISITES:

(check one)

- ☒ Permission of instructor is not required to enroll.
☐ Permission and signature of instructor is required to enroll.
(Note: Where permission is required, signature is now also required.)

If required, the criteria for determining the enrollment will be:

OTHER PREREQUISITE(S): /

None

Committee on Educational Policy (CEP)
New Course Proposal - Detailed Course Description Form

2

CREDIT UNITS: (check one) 5.0 ☒ 2.5 1.5 other, specify: _____
(Note: See Appendix B for CEP Guidelines for assigning course credits.)

FORMAT: (check one or two formats)
☒ lectures discussions ☒ seminars case study
other, please specify _____

Will the course be offered with a laboratory? YES ☒ NO

CLASS SESSIONS PER WEEK: (check one) 5 4 3 2 ☒ 1
other, please specify _____

LENGTH OF EACH CLASS SESSION: 3 hours

LABORATORY SESSIONS PER WEEK: (check one) n/a 3 2 1
other, please specify _____

LENGTH OF EACH LABORATORY SESSION: NA hours

COMPUTING:

Will this course require time on the Mainframe? YES ☒ NO

If yes, are funds available from the School? YES ☒ NO

Will this course make use of the microlab? YES ☒ NO

OUTSIDE STUDENT EFFORT: 8 hours per week

COURSE LOCATION: ☒ HSPH other, please specify _____

DO YOU WISH THIS COURSE TO BE CROSS-LISTED? YES ☒ NO

School: _____ Course #: _____

School: _____ Course #: _____

WILL BE OFFERED:

Academic year: _____ (check one) fall term ☒ spring term

WILL THIS COURSE BE A PERMANENT PART OF THE CURRICULUM? ☒ YES NO

If not, why not? _____

SCHEDULE:

If taught at HSPH, indicate three options when this class can be scheduled.
(Note: See Appendix C for Guidelines for Scheduling Classes.)

1. _____
2. _____
3. _____

Committee on Educational Policy (CEP)
New Course Proposal - Detailed Course Description Form

3

ENROLLMENT: Anticipated number of students: 15

LIMITS (Note: CEP Guidelines state that an instructor may cancel a class if less than 5 students are enrolled. However, the instructor should inform both the CEP and the Registrar's Office of the cancellation.)

MINIMUM no. of students 5 MAXIMUM no. of students NO LMT.

(Note: If maximum number of students is indicated, signature of instructor is required. See page 1: PREREQUISITES)

COURSE LEVEL/TYPE:

(check one)

☐ basic
☒ intermediate
☐ advanced

(check one)

☐ a required course for students in _____
☐ an elective course for students in _____
☒ a course open to any interested student.

AMOUNT OF MATERIAL TO BE PRESENTED:

30% principal instructor

30% other instructors

35% guest faculty

 % teaching assistants

10% students

TITLE, AUTHOR, AND PUBLISHER OF TEXT(S) FOR THIS COURSE:

Append a list of additional required reading.

(Note: A course syllabus must be submitted with this proposal.)

(See Attachment)

Committee on Educational Policy (CEP)
New Course Proposal - Detailed Course Description Form

4

COURSE CONTENT:

Describe course content in detail. Append specific list of presentations, field trips, laboratory exercises, etc. (Note: This is not the Catalog description; description for Official Register is found on page 5.)

(See Attachments)

COURSE OBJECTIVES:

List the objectives of the course for students in terms of measurable performance. (For example, what will the students know and be able to do at the end of the course that they did not know and were not able to do at the beginning.)

(See Attachments)

EVALUATING STUDENT PERFORMANCE:

(Note: CEP suggests that no more than 25% should be class participation.) Approximate weight given to the following in evaluating student performance and time intervals at which they will be measured. For example, when will quizzes be given? when will research projects or papers be due? are laboratory exercises weekly?

25% classroom participation	_____
30% research projects and papers	_____
0% laboratory exercises	_____
15% mid-term exam	_____
30% final exam	_____
% other, specify	_____

May we have your assurance that your academic expectations of the students will be clearly stated at the beginning of the course? X YES _____ NO

SCHOOL'S CURRICULUM:

Justify the addition or continuation of this course in the School's curriculum. How will it meet the objectives of the program(s) of which it is to be a part? How does it contribute to other programs at the School or in the University? If more space is needed, append a memorandum.

(See Attachments)

SIMILAR COURSES:

Identify similar courses available at:

HSPH NO

Harvard Univ. (what school?) No

Other educational facilities in Boston or Cambridge NO

If similar courses are available at Harvard University, please comment on the distinction between them and this course.

COURSE DESCRIPTION: limited to 7 lines (70 words)

This course description will appear in the HSPH Official Register (Catalog):

Prepares students to apply training in epidemiology, statistics, management
and policy for development of comprehensive public health programs to curb
tobacco use. Concepts and techniques for measuring smoking prevalence,
attributable mortality and economic costs are taught. Tobacco industry
global structure, marketing, political strategies and world expansion are
discussed. Guest speakers describe health policy and program interventions
including taxation, marketing restrictions, protection of nonsmokers, public
education, litigation and cessation programs.

Committee on Educational Policy (CEP)
New Course Proposal - Detailed Course Description Form

6

PROPOSED FUNDING SOURCE: External Sources

Unusual costs (ex. teaching fellow, computer, audio-visual):

No

ESTIMATED COST OF MATERIALS FOR STUDENTS:

books \$ 75 class handouts \$ 0 (Funded Externally)

other, please specify: _____ cost \$ _____

MARKETING:

Is this course suitable for marketing to M.I.T. students? YES X NO

If no, please explain why.

This is the first year for the course.

If yes, please provide descriptive text to be used for marketing purposes:

The course X has _____ has not been discussed by department faculty.

If not, why not? _____

APPROVAL OF DEPARTMENT CHAIRMAN _____ DATE _____