

Protect people from tobacco smoke: Smoke-free environments

**Protect people
from tobacco
smoke:
Smoke-free
environments**

Participants' Workbook



**World Health
Organization**



**International Union
Against Tuberculosis
and Lung Disease**

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SESSION 1

Welcome, workshop expectations and issue overview

Exercise: Key messages on protection from second-hand tobacco smoke.

(Follows presentation on "Why smoke-free environments? The problem and how to solve it")

The purpose of this exercise is to give participants the opportunity to present the information that has been provided in a way they think would be effective in influencing their policy-makers.

Scenario:

Your Minister [or mayor or other relevant political leader] is considering developing new legislation to address protection from second-hand tobacco smoke in the workplace. However, he/she also realizes that there may be opposition to strong legislation, and wants to better understand the issues before moving forward.

Your task:

Prepare a brief summary of the issues for the minister, addressing:

- why people need to be protected from second-hand smoke;
- why 100% smoke-free environments are necessary to provide protection;
- the impact of smoke-free environments on health, the economy, and tobacco use;
- any international policy guidelines or recommendations on best practice that could guide strong national [or local] legislation.

You may choose to summarize these issues in writing (bullet points, no more than half a page), OR you may prepare notes for a verbal presentation (no more than five minutes' duration).

Use the workshop presentation, the WHO policy recommendations, and the WHO FCTC Article 8 guidelines as reference documents as necessary.

You have 15 minutes to complete this exercise. You will then have the opportunity to review your work with one of the facilitators.

SESSION 2

Smoke-free in action

No exercises in this session.

SESSION 3

Countering opposition

Exercise: Countering opponents' arguments

The purpose of this exercise is to allow participants to practice using the arguments they have heard to counter opponents. Participants will prepare the exercise in small groups, and present the results in a plenary "role play" exercise.

Task A:

You are asked to give a live radio interview to an interviewer who is very hostile to legislation that will make public places and workplaces smoke-free. Prepare a list of arguments that you expect the interviewer to make, and explain how you can respond effectively. Choose one or more participants to help you act out the interview in role play in the next session.

Task B:

You represent one or more public health organizations making a presentation to municipal politicians considering a 100% smoke-free law. Your presentation follows one by restaurant owners who want separate areas for smokers.

The restaurant owners claim that:

- second-hand smoke is not a health hazard;
- smoke-free restaurants will cause them to lose business;
- the government has no right to interfere in their business.

Develop a three-minute presentation that puts forward your organization's position and counters the impact of the restaurant owners' presentation. Prepare to respond to brief follow-up questions from the councillors. Choose one or more participants to join you in a role play of the presentation in the next session.

This is a strategic exercise as well as a role play. If all participants in each group do not participate in the role play, they should all be involved in the discussion of strategy, including:

- anticipating the arguments;
- preparing the responses;
- identifying which role play group(s) would be the most convincing representatives.

SESSION 4 to 9

Strategic planning exercises

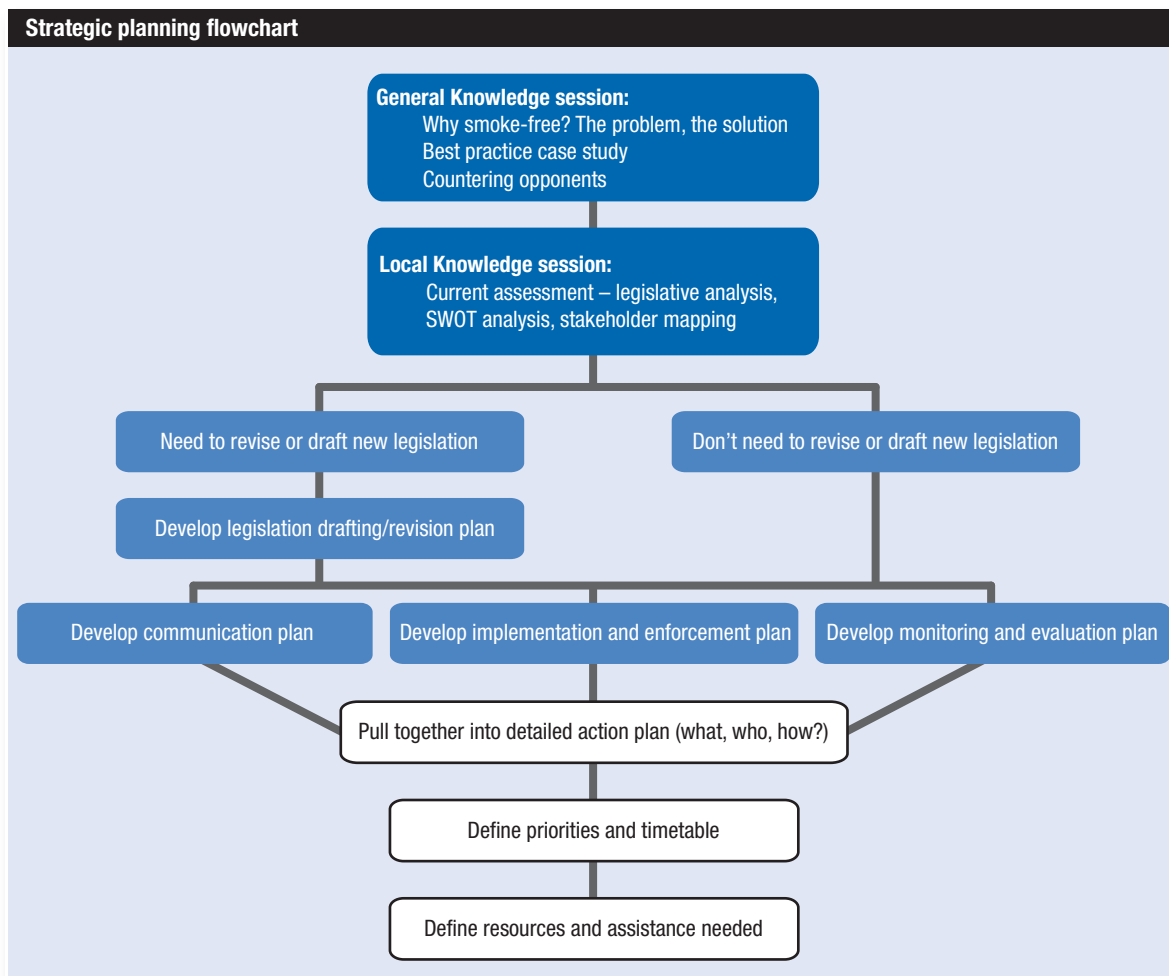
The overall objective of the strategic planning exercises is for participants to develop a plan of action for each jurisdiction. The exercise is divided into smaller components and exercises, each of which comprises tasks designed to take the participants progressively from assessing their current situation through to developing an action plan. This includes setting priorities and fixing a timetable for implementation.

All exercises will be conducted in small groups of 3 – 4 participants from the same jurisdiction. The groups will remain the same throughout the workshop and will work with the same facilitator.

The workshop facilitator will introduce each exercise in plenary session. He/she should highlight the structure and objectives with a brief summary of the main elements of best practice, and should answer any questions that participants may have.

The group facilitator will take the jurisdiction group through the tasks identified under each exercise. The discussions should be focused and strategic, and should lead to best practices as much as possible.

The final outcome of the strategic planning sessions is a cohesive action plan for each jurisdiction. **The Strategic planning flowchart** below summarizes the process and outcome of the strategic planning exercises.



SESSION 4

Assessment of current situation: Activities, SWOT analysis, stakeholders and other factors

 2 hours

Exercise: Assess the current situation, including current activities, stakeholders and gaps

This exercise follows the presentations on the current situation in the participating jurisdictions. It is designed to obtain a clearer picture of participants' perceptions of the current situation.

Expected outcomes are:

- assessment of the relevance of activities that have already been conducted or are planned;
- identification of activities that need to be developed, or broad gaps between best practice and the current situation, for each of the components necessary for a comprehensive strategy;
- a list of areas and activities that need to be developed (strategies to address these will be the focus of subsequent exercises);
- identification of the main strengths, weaknesses, opportunities and threats within the jurisdiction for developing, implementing and enforcing smoke-free legislation/regulation;
- mapping of main stakeholders and their current or potential role/contribution.

The exercise is divided into three tasks:

Task 1: Identify activities to be developed, gaps and relevance of activities planned (1 hour).

Task 2: Identify the main stakeholders in developing, implementing and enforcing smoke-free legislation (30 minutes).

Task 3: Strengths, weaknesses, opportunities, threats (SWOT) analysis (30 minutes).

Task 1: Identify gaps and relevance of activities planned.

 **1 hour**

In your small group, use the tables below to:

- briefly identify activities carried out or planned under each heading;
- quickly assess relevance of the activities;
- identify activities needed or broad gaps in activities;
- pick up any important discussion points that need to be addressed.

If the discussion moves away from the main topic and looks likely to be lengthy, please register the issue under "elements for further discussion". Explain that the issue will be addressed during another session, or one-on-one with a facilitator.

Summarize the identified gaps and elements for further discussion on a flipchart, using the flipchart recording format provided on page 9.

1.a. What has been done or is planned to inform the public at large and mobilize public opinion for the regulation/legislation that is coming into force?

Activities carried out/planned	Details	Relevance/usefulness according to best practice/comments

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