

**EDUCATION, TRAINING  
COMMUNICATION,  
AND PUBLIC AWARENESS  
ON SMOKELESS TOBACCO**

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**WEBINAR SERIES ON  
SMOKELESS TOBACCO**

**24<sup>th</sup> SEPTEMBER 2018**

**KING'S**  
College  
LONDON  
*Founded 1829*



**ICMR- NATIONAL INSTITUTE OF CANCER  
PREVENTION & RESEARCH**

**WHO FCTC Global Knowledge Hub on Smokeless Tobacco (KH-SLT)**

**Smokeless Tobacco Webinar Series 2018**

# The WHO FCTC

A Landmark in Public Health



# Article 12 Guidelines

Education, communication, training and public awareness



## Guiding principles for implementation:

Providing an infrastructure to raise public awareness

Running effective education, communication and training programs

# Objectives- webinar series

Aimed at raising awareness on matters related to smokeless tobacco (SLT) use and control.

To scale up interventions to control SLT.

# **EDUCATION and TRAINING**

Smokeless tobacco causes cancers of the oral cavity, Oesophagus and pancreas.

## EDUCATION AND TRAINING

Medical and Dental School Curricula

Continuing Professional Education: Doctors  
and Dentists

and Allied Health Professionals (Pharmacists)

School Teachers & Adolescents

Special Groups

Customs and Excise Officers

SLT Traders



Medical and dental education research has consistently reported schools only provide basic knowledge-based curricula that rarely incorporate more effective, behaviourally-based components needed to train professionals on tobacco issues.

# Curriculum survey on tobacco education in European dental schools

C. A. Ramseier,<sup>1</sup> P. Aurich,<sup>2</sup> C. Bottini,<sup>3</sup> S. Warnakulasuriya<sup>4</sup> and J. M. Davis<sup>5</sup>

## IN BRIEF

- Reveals that patients are asked about tobacco use in all responding schools.
- Reports a third of all responding schools refer smokers to a counselling clinic.
- Highlights that dental students provide brief intervention counselling in only 16% of responding schools.
- Stresses that further practical training of dental students in tobacco use prevention and cessation skills still needs to be encouraged.

RESEARCH

**68 Dental Schools in 21 European Countries responded in the Survey**

**Only 10% of schools used a specific tobacco use history form to record**

**Patients' tobacco use**

**Dental students provided brief counselling to patients only in 16% of the schools**

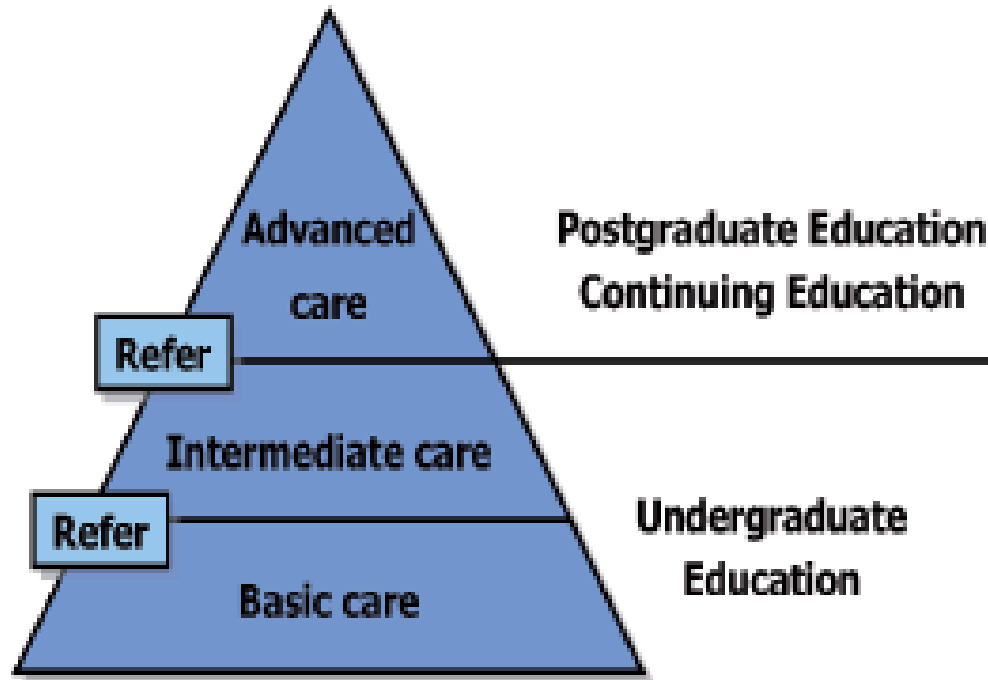
The limited training of dental students, is reflected in practising dental professionals inability to offer tobacco interventions

# Education of tobacco use prevention and cessation for dental professionals - a paradigm shift

Joan M Davis<sup>1</sup>, Christoph A Ramseier<sup>2</sup>, Nikos Mattheos<sup>3</sup>, Meta Schoonheim-Klein<sup>4</sup>, Sharon Compton<sup>5</sup>, Nadia Al-Hazmi<sup>6</sup>, Argy Polychronopoulou<sup>7</sup>, Jean Suvan<sup>8</sup>, Magda E. Antohé<sup>9</sup>, Doriana Forna<sup>9</sup> and Nicki Radley<sup>10</sup>

International Dental Journal (2010) 60, 60-72

# Education and training needed for Health Professionals



Both basic and intermediate interventions could easily be incorporated into the curricula for dentists, dental therapists/hygienists and dental nurses/assistants.

*Figure 1. Levels of Intervention for a Tobacco Cessation Intervention. Adapted from Davis JM, Tobacco Education, In: Harris NR, editor. Primary Preventive Dentistry<sup>26</sup>.*

# Education modules

- **Biological effects of tobacco use**
- **Genetic predisposition for nicotine dependence**
- **Tobacco culture and policy**
- **Psychological aspects of tobacco use**
- **Awareness of target groups**
  - Pregnant, adolescent, low social economic, etc.
- **Diagnosis of clinical effects of tobacco use**
- **Prevention and treatment of tobacco use and dependence**
  - **Building rapport**
    - Interpersonal (social) skills
    - Critically reflecting skills
    - Communication skills
      - Open ended questions, affirming patient, reflective listening, summarizing
    - Key principles of health behavior change interventions
      - Express empathy, develop discrepancy, roll with resistance, support self-efficacy
  - **Levels of care**
    - Basic care
      - Brief intervention
    - Intermediate care
      - Health behavior change support, Pharmacotherapy
    - Advanced care
      - Advanced health behavior change intervention

Knowledge

Clinical competencies

Figure 2. Content Areas for Tobacco Education in Dental Education

## Teaching Methods

- **Knowledge:**
  - Lecture, PBL, e-learning
- **Clinical competence:**
  - Pre-clinical and clinical instruction, peer mentoring
  - Patient care
  - Mentoring
- **Diagnostics:**
  - Case presentations, PBL
- **TUPAC:**
  - Building rapport:
    - Audiovisual demonstration (i.e. video of an interview)
    - Peer-to-peer role play with immediate feedback
  - Levels of care:
    - Basic level: peer-to-peer role play, patient care
    - Intermediate level: peer-to-peer role play, standardized patient role play, patient care
    - Advanced level (elective): CE, graduate training

## Assessment Methods

- **Knowledge:**
  - Multiple choice, other forms of assessments (written or oral exams)
- **Clinical competence:**
  - Portfolio
  - OSCE
  - Performance assessment
  - Clinical competency exam
  - Standardized patient
  - Role play feedback
- **Diagnostics:**
  - Additional: case presentations and portfolio
- **TUPAC:**
  - Building rapport:
    - Additional: assessment of communication skills and student's empathy
  - Levels of care:
    - Assessment in a variety of formats on basic, intermediate, and advanced level to test the increasing complexity

Figure 3. TUPAC Teaching and Assessment methods

# Continuing Professional Education to Doctors and Dentists

- **Courses and Seminars**
- **Journal Publications**
- **WEB based learning**



# Oral health risks of tobacco use and effects of cessation

[Saman Warnakulasuriya](#) , [Thomas Dietrich](#)  
[Michael M. Bornstein](#) et al

2011 [Volume 60, Issue 1](#)

[https://doi.org/10.1922/IDJ\\_2532Warnakulasuriya24](https://doi.org/10.1922/IDJ_2532Warnakulasuriya24)

IJMR\_1793\_17R3

## Review Article

Indian J Med Res 148, July 2018, pp \*\*-\*\*

DOI: 10.4103/ijmr.IJMR\_1793\_17

Quick Response Code:



# Oral health consequences of smokeless tobacco use

Arvind Muthukrishnan<sup>1</sup> & Saman Wamakulasuriya<sup>2,3</sup>

<sup>1</sup>Department of Oral Medicine, Radiology & Special Care Dentistry, Saveetha Dental College, Saveetha University, Chennai, India & <sup>2</sup>WHO Collaborating Centre for Oral Cancer & <sup>3</sup>King's College London, London, UK

[www.tobacco-oralhealth.net](http://www.tobacco-oralhealth.net)



**TOBACCO USE  
PREVENTION AND CESSATION**  
For Oral Health Professionals



# Smoking Cessation Advice

Healthcare professional training



Co-funded by the  
Erasmus+ Programme  
of the European Union

[More facts](#)

## E-LEARNING PROJECT

How smoking cessation advice should be provided by health professionals to European citizens in different countries.

## FOR HEALTHCARE PROFESSIONALS

The e-learning smoking cessation advice project is organized into several modules, designed to be used by healthcare professionals such as nurses, pharmacists, dentists, oral hygienists, dental care professions and doctors.

### Project Details

- [Partners Profiles](#)
  - [Project Meetings](#)
  - [Dissemination and further learning](#)
  - [Feedback Form](#)
  - [Downloadable resources](#)
- Last update: 01/06/2018

### Contents

- [Overview](#)
- [Withdrawal Orientated Approach](#)
- [The Use of the 5 & 3 A's Protocol](#)
- [The Stages of Change Model](#)
- [Smoking Products](#)
- [Smoking in Pregnancy](#)
- [Smoking and Health](#)
- [Nicotine addiction](#)
- [Electronic Cigs](#)
- [Barriers to Quitting](#)
- [Aids to cessation](#)

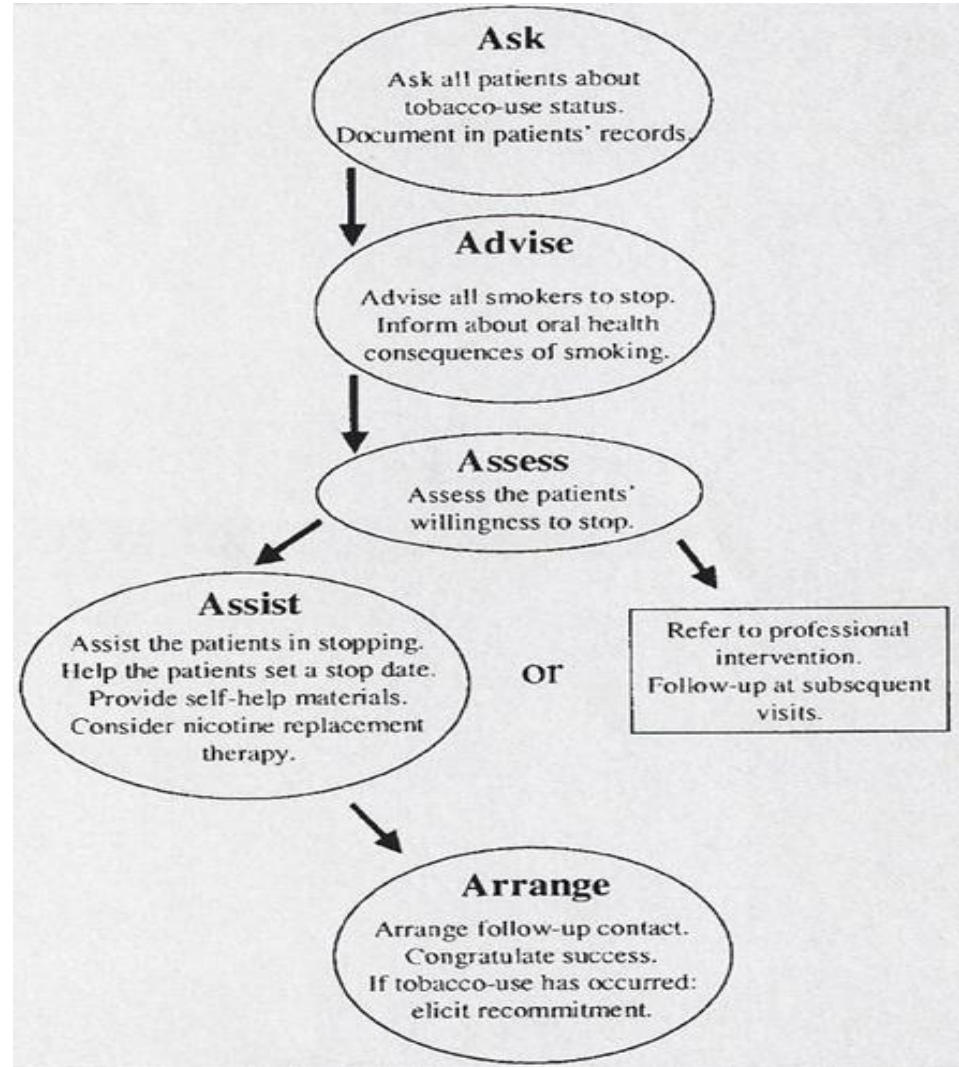
### Partners

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- [UNIVERSIDAD DE SANTIAGO DE COMPOSTELA](#)

### Coordinator

- [UNIVERSITY OF BIRMINGHAM](#)

# Brief Interventions in Medical and Dental Practices





# Young Dental Professionals Training in India Based on John Hopkins Global Tobacco Control Modules with on line Certification.



400 YOUNG DENTAL PROFESSIONALS HAVE COMPLETED.

# **TOBACCO CONTROL PROGRAM FOR YOUNG DENTAL PROFESSIONALS.**

- **Objectives. To train Young Dental Professionals about**
- **MPOWER (WHO POLICY)**
- **Prevalence of Tobacco habits in India.**
- **Early detection of oral precancer & cancer -management and intervention.**
- **Role of Legislation (Cigarettes and Other Smokeless Tobacco Products Act 2003.)**
- **Tobacco cessation Training.**
- **To complete online courses on tobacco cessation & tobacco control (John Hopkins Global Tobacco Control Program.)**
- **Field assignments for community awareness.**

# PHARMACY VIDEO

[http://clients.healthcare-learning.com.s3.amazonaws.com/jandj/module2/v0.01.002\\_module%202/story.html](http://clients.healthcare-learning.com.s3.amazonaws.com/jandj/module2/v0.01.002_module%202/story.html)



# School Teachers & Adolescents

# Mary Anne Charity Trust (MACT)

## NGO in Tamil Nadu state -2013

- to commemorate World No Tobacco Day NGO organised an event to produce art works at the government schools and educate the children about the danger of consuming tobacco.
- exhibitions conducted in schools across the state in an effort to educate the kids on the ill effects of tobacco.



# EDUCATING VENDORS ON THE DANGERS OF ST



**GUTKHA CHEWERS  
BE AWARE**

*Pan Masala/Gutkha Causes Cancer*

**CHHOD' DE!**  
I N D I A

**G.D.C.H. NAGPUR**

The poster features a black background with a central white and yellow graphic. At the top, the text "GUTKHA CHEWERS BE AWARE" is written in bold, orange and green letters. Below this, there are two circular images: on the left, a young child's face with a red circle around their mouth, and on the right, a man's face with a large, bloody, ulcerated lesion on his cheek. Below the images, the text "Pan Masala/Gutkha Causes Cancer" is written in a red, italicized font. At the bottom, the slogan "CHHOD' DE!" is written in large, bold, orange and white letters, with "I N D I A" in smaller white letters below it. The name "G.D.C.H. NAGPUR" is printed in white at the very bottom.



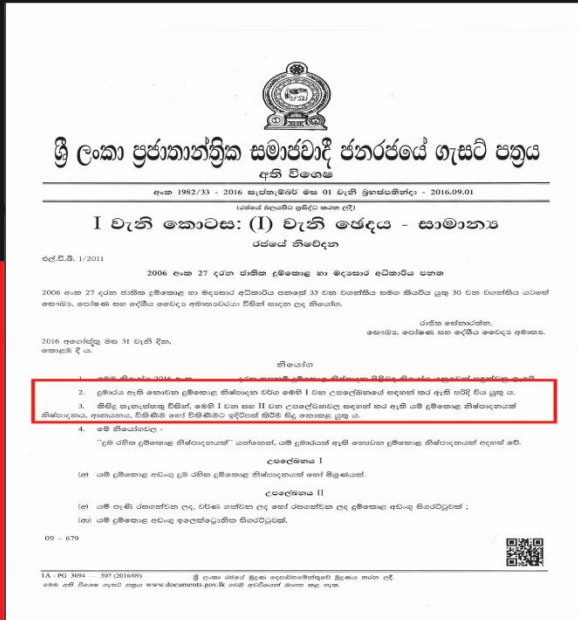
# Educating Vendors About Smokeless Tobacco Products Regulations At Point Of Sale



# මඬ දන්නවාද ?

2006 අංක 27 දරන ජාතික දුම්කොළ හා මද්‍යසාර අධිකාරිය පනතේ 33 වන වගන්තිය සමඟ කියවිය යුතු 30 වන වගන්තිය යටතේ සෞඛ්‍ය, පෝෂණ සහ දේශීය වෛද්‍ය අමාත්‍යවරයා විසින් සාදන ලද නියෝග.

2016.09.01 දින නිකුත් කළ අති විශේෂ ගැසට් පත්‍රයට අනුව



**තහනම්**

**දුම් රහිත දුම්කොළ (හපන දුම්කොළ) අඩංගු නිෂ්පාදන නිෂ්පාදනය / ආනයනය / විකිණීම / විකිණීමට ඉදිරිපත් කිරීම දඬුවම් ලැබිය හැකි වරදක් බව.**

**දුම්කොළ, පුවක් සහ ඒ ආශ්‍රිත නිෂ්පාදන මුඛ පිළිකා ඇති කරයි.**



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# Major interventions against smokeless tobacco in Sri Lanka

- Social marketing campaign to raise public awareness of danger of smokeless tobacco and areca nut
- Advocacy programs for religious leaders
- Established victim group 'Voice of Blue Pea'
- Conduct capacity building and awareness programs Eg: Public, school children, Teachers, Bus drivers, factory workers and Estate sector interventions





Leaflets



Stickers



Posters



T.V Spots



# • Advocacy programs for religious leaders





# Conclusion

Most users are still unaware of the dangers of ST use.

We need to focus our efforts on education and training for facilitating cessation of ST use

**Thank you**

**Ms. Anshika Chandra**  
Project Officer

**Mr. Kumar Chandan**  
Project Technical Officer