



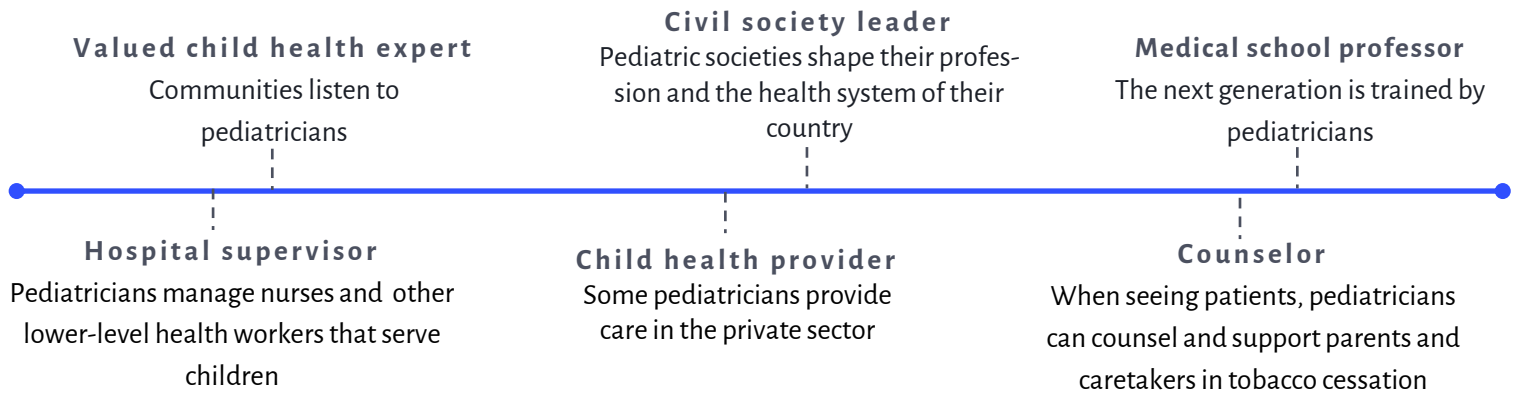
# STRENGTHENING PEDIATRICIANS' CAPACITY FOR GLOBAL TOBACCO CONTROL

Tobacco **kills more than 8 million people** worldwide each year; 1.2 million of these deaths are of non-smokers exposed to secondhand smoke (SHS). If current trends continue, an estimated **1 billion deaths** will result from tobacco use in the 21st century. Most smokers become addicted during adolescence, and children are more highly exposed to SHS than any other age group, leading to low-birthweight, prematurity, respiratory infections, asthma, and sudden infant death syndrome. Each year, 65,000 children die from illnesses attributable to SHS. The emergence of novel tobacco products has further complicated the tobacco epidemic, providing new on-ramps to nicotine addiction for youth and adults.

Through a collaborative agreement with the US Centers for Disease Control and Prevention (CDC), the American Academy of Pediatrics Julius B. Richmond Center of Excellence is engaging pediatric societies in priority countries to mobilize champions to advocate for tobacco control policies and interventions to improve the health and wellness of children and adolescents.

## WHY PEDIATRICIANS?

Pediatricians and pediatric societies are natural advocates in promoting tobacco prevention and control programs in their communities and countries. They reach children and families across the health care system.



## HOW WE WORK TOGETHER

Our approach leverages the Academy's advocacy model with the CDC's global tobacco surveillance to support **country-led** action by our partner societies in:

*Bangladesh, Botswana, Costa Rica, Ethiopia, India, Indonesia, Kenya, Mexico, Nigeria, Pakistan, the Philippines, Romania, Sri Lanka, Tanzania, Uganda, & Zambia.*

- |  |  |   |   |
|--|--|---|---|
| <p><b>ASSESSING</b> the national burden of tobacco via Global Adult and Youth Tobacco Surveys (GATS, GYTS) and national pediatric society engagement</p> | <p><b>DEVELOPING</b> the capacity of pediatricians to champion tobacco control in their practice, communities, and countries</p> | <p><b>IMPLEMENTING</b> an advocacy in action project to promote tobacco prevention and limited exposure to secondhand smoke</p> | <p><b>LEARNING AND SUSTAINING</b> by disseminating project outputs and supporting community of practice</p> |
|--|--|---|---|

**BANGLADESH** The Bangladesh Paediatric Association will create a new subcommittee charged with initiating tobacco and vaping control in children and youth awareness activities; the Association will partner with the Bangladesh Heart Foundation and Tobacco Free Kids as part of building relationships with local stakeholders. This work is on-going.

**INDIA** The Public Health Foundation of India conducted a seminar on tobacco cessation that included leadership from the Indian Academy of Pediatrics; the team is drafting a white paper to guide future tobacco cessation strategies in partnership with the government. This work is on-going.

**KENYA** The Kenya Paediatric Association facilitated a continuing medical education session for 75 pediatric health providers, completed a workshop on tobacco control advocacy for 50 pediatric and mental health providers, and hosted a tobacco exposure in children webinar reaching 500+ learners. The association also held a tobacco control workshop at the 2019 the Kenya International Scientific Lung Conference.

**NIGERIA** The Paediatric Association of Nigeria (PAN) recognized World No Tobacco Day 2019 with a press conference and public lecture to introduce the society's new tobacco-free school initiative. The society held a 2-day advocacy and capacity development workshop for key stakeholders in the Nigerian school system. Additional participants included PAN leadership, government officials from the Ministries of Health and Education, religious leaders, media, youth, and UNICEF staff.

**PHILIPPINES** The Philippines Pediatric Society (PPS) hosted a tobacco control advocacy workshop for 50 pediatricians from across the country and convened a stakeholders meeting with representatives from the society, departments of health and education, WHO, and multiple specialty societies. The PPS-led *Pinoy Kids for Smoke-Free Philippines* campaign, targeting select private and public schools, reached almost 6,300 students and 100 schools.

**SRI LANKA** The Sri Lanka College of Paediatricians conducted an advocacy workshop for 30 pediatricians representing 9 provinces and facilitated 4 regional scientific conferences on tobacco use and exposure, reaching an additional 500 physicians.

**UGANDA** The Uganda Paediatric Association facilitated a sensitization meeting for pediatricians across multiple regions followed by a one-day stakeholders meeting to engage all local stakeholders on the current status and implementation of a national tobacco control act.

**ETHIOPIA** The Ethiopian Pediatrics Society hosted a train the trainer workshop for 20 high school students, enabling them to serve as peer advisors and develop activities for a school-based tobacco awareness campaign. A stakeholder meeting was also held with representatives from the Education Bureau, Drug and Medicine Authority, and tobacco control NGOs.

**INDONESIA** The Indonesian Pediatric Society (IPS) hosted a media conference for 2018 World No Tobacco Day and held a successful infographic/meme competition promoting tobacco control. It also translated CDC's *Treatment and Beyond* module into Indonesian and identified an expert group of pediatricians to develop guidelines and tools promoting tobacco control for IPS members.

**MEXICO** The Asociación Mexicana de Pediatría developed 3 educational videos on the dangers of tobacco use for 3 audiences: children and youth, physicians, and parents. During the society's annual conference, the campaign materials, including the videos, were launched at a plenary lecture on tobacco addiction.

**PAKISTAN** The Paediatric Pulmonary Group of the Pakistan Paediatric Association conducted a tobacco control advocacy workshop for 25 senior pediatricians and consultants focused on tobacco-free hospitals. A press conference was held to raise public awareness of dangers of tobacco use and exposure to secondhand smoke in children. A seminar on tobacco-free hospitals and schools brought together 85 pediatricians, school principals/leadership, government representatives, and reporters.

**ROMANIA** The Romanian Society of Pediatrics (RSPed) hosted an interactive workshop on tobacco smoke and exposure in children during RSPed Summer Schools for 70 participants. A second workshop with 60 attendees targeted counseling children and families who use tobacco. Both sessions were interactive, engaging participants in debate and developing elevator pitches.

**TANZANIA** The Pediatric Association of Tanzania conducted a training of trainers for pediatricians and pediatric health care providers on tobacco control and effects of exposure to SHS. These participants then led a workshop on tobacco control and exposure to SHS for providers. A final workshop for media focused on the long-term effects of exposure to secondhand smoke.

## 2019-2020 PEDIATRIC SOCIETIES

Botswana || Costa Rica || Zambia