

# GLOBAL TOBACCO CONTROL, CERTIFICATE

## PLEASE NOTE:

The Certificate program in Global Tobacco Control is not accepting applications for new students at this time and no new students will begin the program in AY23-24.

## OVERVIEW

### PLEASE NOTE: THIS PROGRAM CAN ONLY BE COMPLETED VIA FULLY ONLINE COURSES.

The Johns Hopkins Bloomberg School of Public Health offers fully online, part-time master's degree and certificate programs, designed for working professionals. Our Online Programs for Applied Learning (<https://www.jhsph.edu/academics/online-programs-and-learning/online-programs-for-applied-learning/>) (OPAL) focus on emergent industry sectors that have a resounding need for highly skilled professionals, with one of these sectors being tobacco control. Tobacco use is the number one preventable cause of death in the world, and it is projected to kill one billion people in the 21st century unless effective tobacco control measures are implemented. In order to reduce and ultimately end the global burden of tobacco-caused death and disease, researchers and public health professionals need to be equipped with the necessary technical skills to support effective policy development and implementation. The overall aim of the fully online certificate program in Global Tobacco Control is to provide formal education to research scientists and public health professionals that equips them with the technical skills necessary to develop and effectively communicate the evidence that is required to support effective tobacco control policy development and implementation.

This fully online certificate program is offered in collaboration with the Institute for Global Tobacco Control (<https://www.jhsph.edu/research/centers-and-institutes/institute-for-global-tobacco-control/capacity-building/certificate-program/>). Please refer to their website for additional program information, including scholarship eligibility, application requirements and instructions, and deadlines.

## EDUCATIONAL OBJECTIVES

Upon completion of the certificate program in Global Tobacco Control, the individual will acquire skills necessary to:

1. Describe the history of tobacco use and the tobacco epidemic;
2. Identify the types and sources of tobacco control evidence, including surveillance data, epidemiological studies, intervention research, and program and policy evaluation studies;
3. Describe the specific activities, strategies and methods that have been undertaken to reduce tobacco use in countries around the world;
4. Discuss, compare and critique current global tobacco control efforts and strategies;
5. Articulate epidemiological, quantitative and qualitative research and evaluation methods using specific tobacco control examples;
6. Describe applied qualitative research techniques used in tobacco control, including direct observational studies, interviewing and focus groups, and analysis of tobacco industry documents;

7. Discuss theories of change and how they apply to tobacco control at individual, organizational and societal levels;
8. Recognize and describe communication approaches that are effective in educating, informing and persuading individuals, communities and policy decision-makers concerning tobacco control;
9. Apply specific methods and approaches to improve leadership and management of tobacco control interventions;
10. Discuss tobacco industry strategies that undermine tobacco control interventions;
11. Describe tobacco product regulation in the context of the U.S. and abroad;
12. Apply writing skills to communicate confidently and effectively in a variety of professional formats.

## LinkedIn® Group

We have established a LinkedIn group for each of the OPAL program areas in order to strengthen connections between current students, faculty, and alumni of OPAL programs, as well as to facilitate student-to-student peer networking.

Participation is voluntary, but we encourage you to join this professional networking community.

BSPH OPAL Global Tobacco Control (<https://www.linkedin.com/groups/12166025/>)

## Additional Public Health Learning Resources

The Mid-Atlantic Regional Public Health Training Center provides links to many of its online learning resources, as well as external resources, databases and public health organizations. These can be used to supplement learning on a particular topic or provide background material. Many of these resources are available for free via their website ([https://www.jhsph.edu/research/centers-and-institutes/mid-atlantic-public-health-training-center/training\\_events/online\\_training.html](https://www.jhsph.edu/research/centers-and-institutes/mid-atlantic-public-health-training-center/training_events/online_training.html)).

The Welch Medical Library at Johns Hopkins has many resources related to research, writing, and documentation on their YouTube channel (<https://www.youtube.com/c/WelchMedicalLibrary/>).

The School has a number of research and practice-related seminar series (<https://publichealth.jhu.edu/academics/lecture-series/>) that occur throughout the year and contribute to the intellectual community of the School, for students, staff, and faculty. The Bloomberg School has a website (<https://publichealth.jhu.edu/practice/resources-for-practitioners/>) that provides some additional resources for practitioners as well.

Practitioners can also access dozens of courses from Bloomberg School faculty on Coursera (<https://www.coursera.org/jhu/>). Practice-focused offerings include courses on topics such as gun violence, food systems, health equity, biostatistics, and epidemiology, among others.

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## Program Requirements

The certificate program requires a minimum of 25 term credits and successful completion of all courses for a letter grade, as well as a minimum grade point average (GPA) of 2.75. Students must earn a grade of C or better in all certificate courses.

Students who are awarded full funding from the Institute for Global Tobacco Control are still considered part-time but they are required to enroll in at least six credits each term. For a student to be successful, it is important that they are able to spend at least four hours a week, per credit hour on coursework. Even though the program is intended to be taken on a part-time basis, a student can expect to devote at least 24 hours every week to coursework in each term. For students who are fully funded by the IGTC, the certificate program must be completed within 1 year of matriculation. For students who are self-funded, the program length is more flexible; it can be completed in as little as one year and must be completed within three years.

The student should review the section of the website that addresses completion (<https://e-catalogue.jhu.edu/public-health/certificates/#courserequirementstext>) before completing certificate program requirements. The student's transcript will not indicate that the certificate was earned until the Notification of Completion has been submitted, verified by the certificate program, and processed by the Registrar.

## Course of Study

Course	Title	Credits
<b>First Year</b>		
<b>First Term</b>		
PH.550.860	Academic & Research Ethics at BSPH	
PH.605.621	Tobacco Prevention and Control	3
PH.605.651	Strategic Communication Planning	4
<b>Credits</b>		<b>7</b>
<b>Second Term</b>		
PH.605.671	Tobacco Regulatory Science	4
PH.605.701	Leadership in Tobacco Control	2
<b>Credits</b>		<b>6</b>
<b>Third Term</b>		
PH.605.735	Quantitative Methods for Tobacco Control	4
PH.600.612	Professional Development: Writing for Results	2
<b>Credits</b>		<b>6</b>
<b>Fourth Term</b>		
PH.605.745	Qualitative Methods for Tobacco Control	3
PH.605.751	Implementation: Making Change Happen in Tobacco Control	3
<b>Credits</b>		<b>6</b>
<b>Total Credits</b>		<b>25</b>

included in the transcript until the form is submitted and verified by the certificate program.

Certificates will be ordered for students approximately one month after the end of the term in the summer, spring, and fall.

## Notification of Certificate Program Completion

Students in OPAL certificate programs must notify the OPAL program office at [OPAL-Office@jhu.edu](mailto:OPAL-Office@jhu.edu) **before the end of the add/drop period of the term of your last certificate course**; certificate program completions cannot be processed retroactively. The certificate cannot be granted or