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Background

- “Global Tobacco Control: Learning from the Experts”: 40+ online modules to create tobacco control capacity
- Feedback on length of the course (31.5 hours), low completion rate (13%) and requests for profession-specific lectures led to development of a second training: “Learning from the Experts: A Course for Healthcare Professionals” (HCP)
- HCP: online, free 2.5-hour course available in eight languages
- We assessed use, reach and participants’ evaluation of the course

Methods

- At enrollment, participants indicate their country and job title
- Optional survey at end of course assesses participants’ experience on a four-point scale

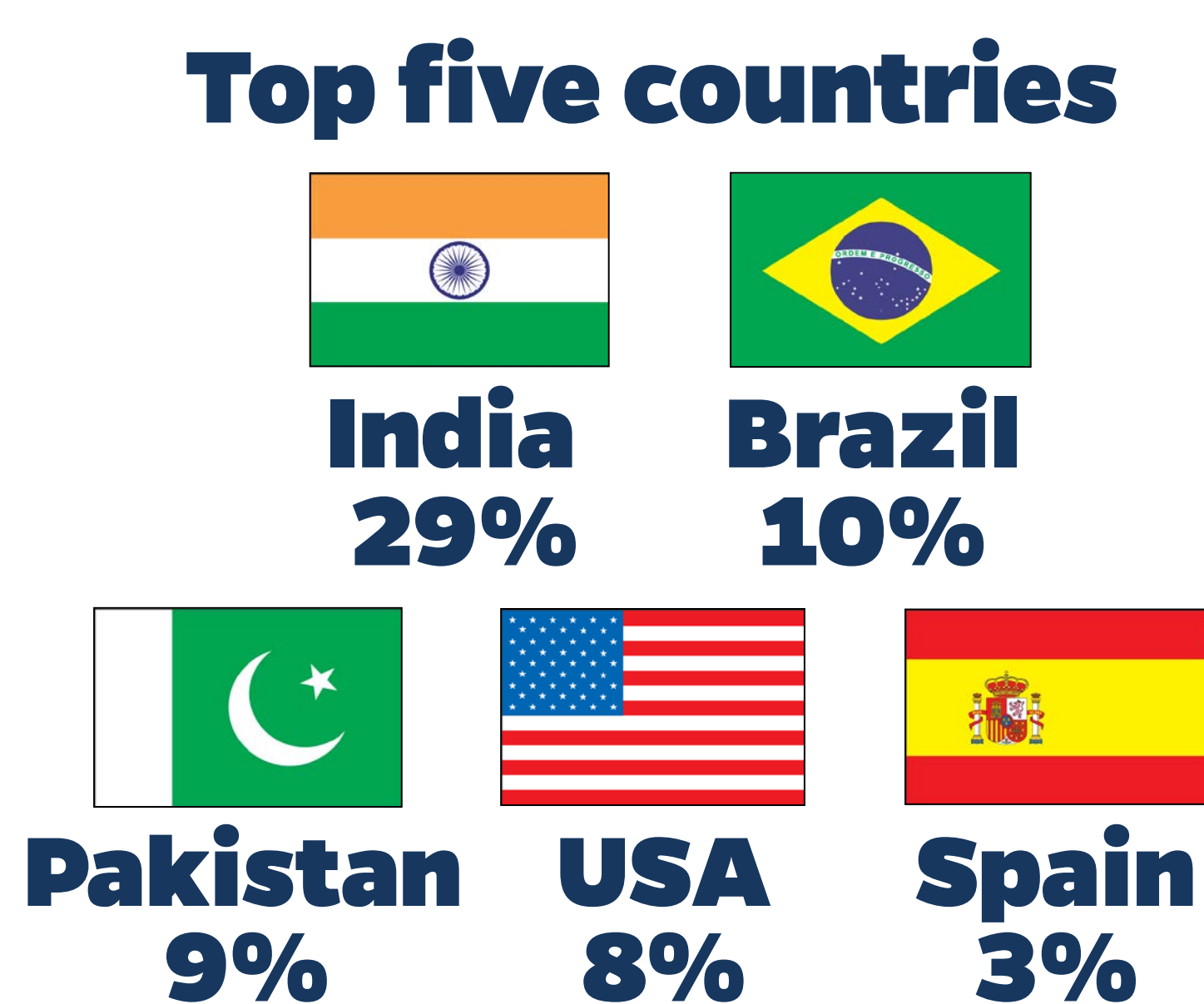
Results



All data from August 1, 2013 to February 28, 2015



55 percent completion rate
(3 percent is the industry average)



Participant evaluation of the training N = 128 (1, poor - 4, excellent)	
Overall rating	3.79
Valuable experience	3.79
Course helps address patient tobacco use	3.80
Participants expect to use information	3.88
Participants will refer course to colleague	3.87

“**Our interactions with the patients have improved a lot [...] we are able to convince more patients to try and ward off the addiction**”

– Dental intern in India

“**[...]There was also a version in Portuguese, so people involved in our support group for tobacco users were able to watch and understand the lectures**”

– Family health physician in Brazil

Conclusions

- Targeting healthcare professionals and creating a shorter course resulted in significant reach of the training as well as course completion, providing health professionals with the knowledge to advocate for tobacco control
- Next steps involve maintaining participation and completion rates, increasing utilization of the course in certain languages, and improving interactivity of the course

Acknowledgements: This work was supported by a grant from the Bloomberg Initiative to Reduce Tobacco Use to the Johns Hopkins Bloomberg School of Public Health