

Institute for Global Tobacco Control

Training Healthcare Professionals Building Capacity Online for Key Groups and Encouraging Completion

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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





Completed: 726 users

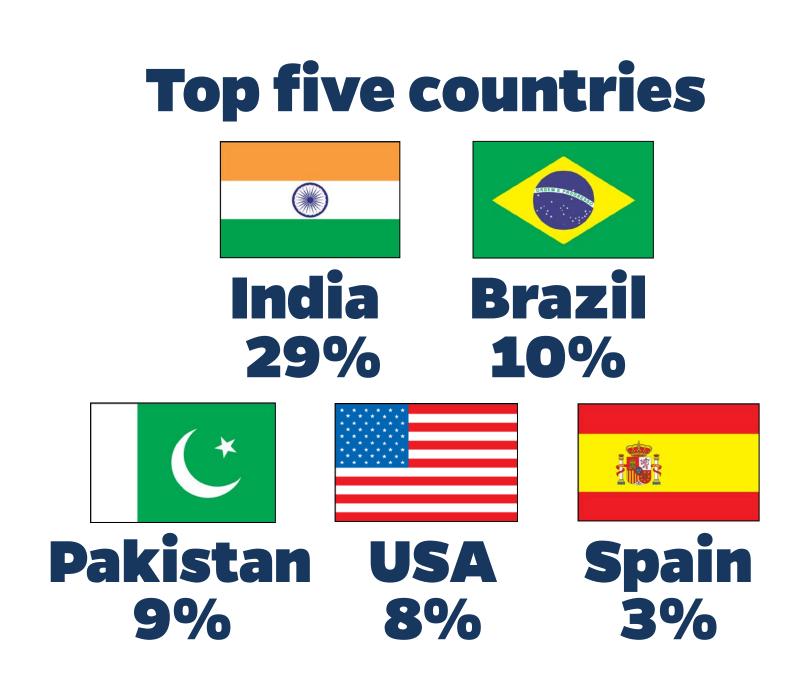




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Certificate Of C	Completion
Rebecca Si	hillenn
Has successfully completed the	tobacco control training
Learning from th	he Experts:
A Course for Healthcare Pr	rofessionals (2 Hours)
on	
MAY 23, 2	013
Janna loken	Your code is: VD1U9
Joanna Cohen, PhD Director, Institute for Global Tobacco Control Johns Hopkins Bloomberg School of Public Health	JOHNS HOPKINS BLOOMBES SCHOOL FUBLIC HEACH
Presented by the Institute for Global Tobacco Control at the Joh	ns Hopkins Bloomberg School of Public Health
at to the same of	00000

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

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