

# Tobacco 101

## *Online Tutorial*

The Tobacco Technical Assistance Consortium's (TTAC) Tobacco 101 Online Tutorial is a free tool that provides the information and resources necessary to understand problems related to tobacco use and strategies that effectively reduce tobacco use. The user-friendly, self-guided format allows users to complete the training at their own pace and explore external resources as they work through the training.

Topics covered include:

- The history of tobacco use in the United States
- The prevalence and impact of tobacco use
- Obstacles to overcoming tobacco use, including nicotine addiction, engineering of tobacco products, tobacco industry advertising, and social acceptance of tobacco use
- The components of CDC's Best Practices for Comprehensive Tobacco Control Programs
- Models for effective tobacco control interventions
- Essential resources, data, and documents and how to use them in program planning and communication efforts
- The role of tobacco control professionals and others in mobilizing a community to advocate for and develop strategies to reduce tobacco use

The Tobacco 101 Online Tutorial is available on TTAC's website:  
[http://www.ttac.org/services/Tobacco\\_101/introduction.html](http://www.ttac.org/services/Tobacco_101/introduction.html)

## *Tailored In-Person Trainings*

TTAC can also provide tailored on-site Tobacco 101 trainings for organizations wishing to include it in conferences and workshops. The in-person Tobacco 101 training covers topics similar to those in the online tutorial, but in a format that offers a more tailored, dynamic, and interactive experience. Through lecture, group work, facilitated discussions, and individual learning activities, participants will engage in problem solving and creating action plans - the "how to" of achieving best practices.

A TTAC expert trainer will work with you to focus content on priorities, needs, and interests, such as:

- Coalition engagement
- Strategic planning
- Aligning priorities with those of other programs or communities
- Getting comfortable with evidence based interventions and promising practices

The Tobacco 101 in-person training incorporates interactive tools that allow participants to apply the information presented, giving them the focus, resources, and tools necessary to develop a plan for tobacco control and prevention in their communities.



**Tobacco Technical Assistance Consortium**  
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## Contact us for more information

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