

## 09. mCessation

Tuesday, 17 March 2015, 09:00 - 13:00

**Type** Workshop**Track** Demand side: FCTC Art. 6 14, Art. 20**Topic** Cessation**Organised by** World Health Organization (WHO)**Duration** Half-day**Max attendees** 60**Meeting type** Open meeting**Description** A half-day training workshop on how mCessation can be used to reduce national tobacco use rates, and an overview of the process through which a national mCessation programme can be designed and implemented.**Target audience** National governments (Ministers of Health, Ministers of Telecommunications, Ministers of Finance, etc.), healthcare professionals, NGOs and civil society, intergovernmental organisations, private sector, etc.**Objectives**

1. To explain what mCessation is and how it can be used to help combat tobacco usage
2. To demonstrate its effectiveness as a public health tool
3. To show how mobiles can be used and adapted to leverage behavioural change
4. To provide knowledge on how to implement a national mCessation programme
5. To provide knowledge about multisectoral and public/private partnerships to support mcessation programmes

**Expected outcome** Clarity for all participants on how mCessation can be used to effectively reduce national smoking rates, what the process for achieving this looks like, and how this can be achieved.**Keywords** mHealth; mCessation; training**Coordinator(s)** Virginia Arnold (Switzerland)**Chair(s)** Virginia Arnold (Switzerland), Sameer Pujari (Switzerland)**Presentations**

- » mCessation and its role in national tobacco cessation and treatment systems
- » Science, Evidence and examples
- » How to set up an mHealth (mCessation) programme in your country
- » Building the case for a scale-up of mCessation in your country
- » Country perspective: mCessation results and lessons learnt from Costa Rica