

## Project Goals and Objectives are...

- **Form** an Internet-based network of professionals from the Czech District Hygiene Stations (*DIT's*) & NGO's
- **Train & Enhance Capacity** of these organizations and individuals
- **Establish** a new NGO for cardiovascular disease prevention and tobacco control advocacy

A Czech Tobacco-Control Training and Communications Demonstration Program is being established at IKEM. Health professionals from the DIT's and other tobacco-control professionals and NGO's will learn to apply contemporary information technology for public policy advocacy and tobacco control.

The project's international partners include: UICC-GLOBALink of Geneva—for training in internet and tobacco control communications; Campaign for Tobacco-Free Kids and the Advocacy Institute, both in Washington, D.C.—for training in advocacy and policy reform; and the American Heart Association in Dallas—for training in grass roots action.

In addition to creating an electronic network of Czech health professionals and NGOs, the project will ultimately lead to the establishment of a Czech Heart Association — the first grassroots membership organization dedicated to smoking and cardiovascular disease prevention. This association will be patterned after and assisted by the American Heart Association, one of the oldest NGO's engaged in health promotion and tobacco control in the United States.

The experience in the Czech Republic will be evaluated for wide scale applicability in the CEE-NIS region and elsewhere.

## Current & Upcoming Events...

**Internet Training Workshop at NIPH:** DIT's, NGO's and other professionals convened at a workshop in Prague in October 1999 for training in using the Internet-- with all its infrastructure and resources--and the role of communication in health promotion and tobacco control networking in the Czech Republic.

**UICC-Globalink's Czech List-Serve:** Project partner UICC-GLOBALink of Geneva has initiated a special Czech List-serve and will soon host the project's website and bulletin board.

**Tobacco Control Communications Center at IKEM:** The center will serve as a hub for further training in communications, tobacco control, and grass roots advocacy.

**WHO Healthy Cities Link-Up:** WHO's Healthy Cities will link up with the project at a joint press conference in January 2000, just in time for the Czech Parliament's new legislation to address concerns about increased youth smoking.

**Media Advocacy Workshop:** Aimed at enhancing skills and coverage of tobacco issues, this media workshop in April 2000 will serve as a forum for exchange between health professionals and journalists from radio, television and print media on enhanced, accurate media coverage. US-based Centers for Disease Control and Prevention and Campaign For Tobacco-Free Kids may participate.

**International "Quit & Win" Campaign:** Project will participate in the renowned International "Quit & Win 2000" campaign in May 2000.

**Policy Reform Workshop:** A June 2000 workshop on training in policy advocacy may include US-based Advocacy Institute and the Campaign For Tobacco-Free Kids.

**11th World Conference on Tobacco or Health:** Partners will visit Chicago for this landmark conference in August 2000.

**Tobacco-Control Conference:** A tobacco-control conference in Fall 2000 will bring together Czech DIT's, NGO's and international authorities, especially the American Heart Association to form a Czech NGO devoted to control of cardiovascular disease, with tobacco control as its central theme.

## The Partners Hope to Create...

- A self-sustaining **Tobacco-Control Training and Communications Program** with excellence in communications technology, and regional, national and international linkage and outreach.
- A **demand-based Internet resource service** on tobacco control issues.
- A comprehensive **data collection system** to support program operations.
- **Pre- and post-surveys of knowledge**, skills and applications among trainees to assess program impact.
- Continuous **electronic-media tobacco-control campaigns** to engage more segments of Czech society in tobacco control.
- A WWW **web site with an electronic bulletin board**, resource directory, What's New listing.
- **Monthly electronic bulletins** with nationwide and international circulation.
- A **non-government Czech Heart Association**

**This newly formed Czech Heart Association** will be introduced to effective application of communications technology, exposed to international, sustainable models such as the

the American Heart Association and the American Cancer Society, specializing in public health, especially tobacco control.

The Czech, American and European partners are working together to make this model program a reality for the Czech Republic and to apply the lessons learned to address the need for tobacco control throughout the world.

## CECHE & ITS BOARD OF DIRECTORS

CECHE is a non-profit organization based in Washington, DC. It is devoted to health promotion and disease prevention in underserved regions throughout the world.

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### PROGRAM STAFF AND CONSULTANTS

#### CECHE

Dr. Sushma Palmer, Project Director  
 Dr. Beverly Jensen, Program Coordinator & Media Consultant  
 Kathy Lewis, Administrative Consultant

#### IKEM

Director: Dr. Karel Filip  
 Program Director: Dr. Rudolf Poledne  
 Prague, Czech Republic

#### NIPH

Director: Dr. Jaroslav Kriz  
 Program Director: Dr. Hana Sovinova  
 Prague, Czech Republic



*Ruben Israel of UICC-Globalink in Geneva trains Czech health professionals at "Internet Workshop" in Prague*



### CONTACT INFORMATION

#### NIPH

Address: Srobarova 48  
 Prague 10, Czech Republic  
 Tel.: 420 2 6708 2481  
 Fax: 420 2 737450  
 Email: sovonova@szu.anet.cz

#### IKEM

Address: Videnska 1958/9,  
 140 21 Prague 4, Czech Republic  
 Tel./Fax: 420 2 472 1574  
 E-mail: rupo@medicon.cz



#### CECHE

4437 Reservoir Road, NW  
 Washington, D.C. 20007; USA  
 tel: (202) 965-5990  
 fax: (202) 965-5996  
 Email: ceche@igc.org  
 Website: <http://www.ceche.org>



## Utilizing the Internet to promote tobacco control in the Czech Republic

*Teen smoking--one major target of tobacco control in the Czech Republic*

Cardiovascular disease is among the leading causes of death in the Czech Republic. And, the chief culprit is tobacco use. To counteract this alarming fact, the Center for Communications, Health and the Environment in Washington, DC (CECHE) and the Institute of Clinical and Experimental Medicine (IKEM) and the National Institute of Public Health (NIPH)--both in Prague-- recently launched a tobacco control program with the Internet as its main communications tool. This program is supported in part by the World Bank's InfoDev program.

*"...every 10 seconds, someone, somewhere in the world, dies of cigarette smoking"  
 (WHO, Geneva)*

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