

# ANNEX 4: Content for the program, training and tools for the capacity building workshops – Deliverable 4



<b>Report Name:</b>	Content for the program, training and tools for the capacity building workshops
<b>Contract Name:</b>	TobTaxy – Making Tobacco Taxation Trendy
<b>Contract Number:</b>	2009 12 21

## **Summary**

The following schedule of activities for TobTaxy capacity building workshops was proposed during informal and formal discussions with the Panel of Experts and Florence Berteletti Kemp, Smoke Free Partnership in late 2010 and early 2011.

This schedule was set out to address the knowledge and advocacy needs of TobTaxy trainees, to ultimately achieve the wider aims of the TobTaxy workshop. Draft country specific taxation toolkits were used as a tool to compliment training activities during the training.

## **Overview: Basic order of workshop schedule**

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The Panel of Experts met on 17 and 18 February 2011 in Brussels to discuss, in detail, how information should be provided into the taxation toolkit and how to best organise the capacity building workshops, including a general draft programme for all workshops and appropriate training tools. The experts used SMART objectives to structure the objectives of the training:

### - ***SPECIFIC***

As the training was scheduled for a limited number of hours, the expert advised that the training focused only on the necessary information that needed to be transmitted to trainees (dependant on their level of expertise in the tobacco taxation field). It was decided that 2-3 experts would attend each workshops and present key topics on the basics to tobacco taxation,

It was highlighted that the content of the presentations needed to be changed based on which workshop the trainees attended, as it was generally perceived that the countries involved in the Dublin and Paris workshops would have a higher level of understanding on the topic than the other workshops.

### - ***MEASURABLE***

The project evaluation assessed the level of measurable achievement in taxation knowledge by a pre- and post- workshop questionnaire.

### - ***ACHIEVABLE***

The Experts decided that the information needed to be presented in a simplified and understandable manner to ensure that the knowledge uptake was maximised. Furthermore, the training was specifically timed to ensure that most theoretical knowledge sessions would take place during the morning hours (when trainees are most conducive to learning) and practical role-play sessions would take place in the afternoon. This strategic planning would combat the lethargy of excessive theoretical work and ensure



that participants gained the maximum ability to uptake information, whilst also learning practical lobbying skills.

- **REALISTIC**

The Experts made sure that the learning objectives of the workshops were realistic by simplifying the theoretical content and not placing too much emphasis that the trainees needed to learn complex economics to understand tobacco taxation. Experts advised that trainees would be taught in the way that they would understand the results of economic output, but not necessarily the way it was calculated. To ensure that participants would have good quality data in their advocacy work, the Experts advised that the trainees should seek the help of an economist to provide the necessary calculations and data.

- **TIME BOUND**

*As the workshops were conducted over a two and a half day period, the Experts decided that participants would have achieved increased knowledge by the end of the workshops.*

Based on the above, the Experts formulated the following structural breakdown of how training would be conducted at the workshops.

<b>Activity</b>	<b>Type of Activity</b>	<b>Purpose</b>
Introduction and getting to know each other	Group work	Icebreaker and group cohesion
Basics of tobacco taxation	Presentation	Knowledge transferal
Participant country working groups	Group work	Advocacy and group cohesion
Public health effects of tobacco taxation	Presentation	Knowledge transferal
Illicit Trade: what it consists of and how to counter it	Presentation	Knowledge transferal
Advocacy in tobacco taxation	Presentation	Knowledge transferal and advocacy
Strategy Plan Preparation	Group work	Advocacy and group cohesion
The demand for cigarettes and other products	Presentation	Knowledge transferal
Country case situation – taxation	Presentation	Knowledge transferal
Healthy Life Years Indicator	Presentation	Knowledge transferal
Advocacy Strategy Presentation	Presentations	Advocacy and group cohesion
Role play preparation	Group work	Enhance practical skills
Role play with the “Ministry of Finance”	Role Play	Enhance practical skills

### **Capacity Building Workshop Tools**

To complement the activities during the capacity building workshops, it was proposed that draft country specific toolkits would be printed and used by the trainees. The toolkit would support the development of national strategic plans.

### **Group Cohesion**



To optimize the learning environment at the TobTaxy workshops, it was proposed that team building sessions were paramount to the successful uptake of information and thus, continuation of group work after the workshop.

Firstly, at the beginning of the workshop, participants would be asked to form random pairs, interview and then present each other to the entire group. This activity would serve as an “ice-breaker” for participants and work towards group cohesion during and, eventually, beyond the workshop.

Throughout the workshops, other team building exercises would include group work, preparation of group presentations and role play activities.

### **Knowledge Transferal**

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A number of essential teaching areas were identified to ensure participants gained a rounded and comprehensive knowledge base of tobacco taxation and illicit trade. The following presentations were proposed to take place at each workshop:

- Basics of tobacco taxation
- Public health effects of tobacco taxation
- Illicit trade
- Advocacy in tobacco taxation
- Country case study
- Healthy life years indicator
- The demand for cigarettes and other tobacco products

The presentations would be conducted by experts from the TobTaxy Panel of Experts and would complement the specialist areas of their knowledge. As the same experts would not be used in all the workshops, the presentation content would most likely differ from expert to expert, and workshop to workshop. The Healthy Life Years Indicator presentation would be conducted by invited officials from DG SANCO at the European Commission.

It is expected that the conduction of the presentations would result in the increased understanding of:

- The economics of taxation (i.e. what makes up the price of tobacco products & method to estimate tax as a share of price)
- How price increases of tobacco products impact on their use
- How prices can be increased by means of taxation and how industry manipulates prices
- Different tax structures and their effects and relationship to tobacco tax revenue
- The types, causes and effects of illicit tobacco trade and how they may be countered
- How changes in taxes/prices impact on the prevalence of tobacco use and consumption of tobacco products, deaths and disease for smoking and other national costs
- The impact of tax increases on the poor and the wider economy + Increased understanding of the [Healthy Life Years](#) indicator

### **Advocacy and enhancing practical skills**

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To ensure that the wider outcomes of TobTaxy would be realised, it was proposed that trainees would be trained in advocacy skills and take part in practical lobbying exercises. The following would take place in the schedule:



- A presentation from Florence Berteletti Kemp, which would give participants a basic theoretical knowledge of how to formulate and implement a strategic plan
- Preparation and presentation of strategic plans. Using the presentation from Florence Berteletti Kemp, country group trainees would be asked to assess their own country's taxation environment and identify a route plan to achieve change at national level. Participant would be asked to create the strategies bearing in mind the country group dynamic, the available networks and available resources to use.
- Role play with the "Ministry of Finance". Each country training group will be asked to have a mock discussion with Ministry of Finance officials, who would be played by Experts or invited officials. Participants will be asked to use the knowledge and skills developed during the workshop in this practical setting.

Activities in this area would be organised by the Experts and Smoke Free Partnership, and delivered by the Project team and other externally invited guests.

It is expected that these activities would result in the following:

- Formulation of a strategic plan to support the development and implementation of tobacco taxation legislation for the particular jurisdiction of responsibility
- Identification of the resources and support (technical, human and financial) needed to implement the plan and achieve the goals
- Participants will have learn counter arguments through skilled debate
- Participants will acquire the ability to interact successfully with Ministries of Finance and Parliamentarians interested on tax issues at national level

