

第六届“医疗、人文与媒介”国际学术研讨会关注控烟研究

陈瑜¹，张金香²

1 北京大学新闻与传播学院

2 三明学院文化传播学院

北京，2023年11月4日 - 由北京大学新闻与传播学院主办的第六届“医疗、人文与媒介”国际学术研讨会于2023年11月4日成功召开。来自国内外三十余所高校的近百名参与者汇聚一堂，围绕“数字化进程下的健康传播”主题展开富有建设性的讨论。

本次会议的重要焦点之一是“控烟研究专题工作坊”，由北京大学全球健康发展研究院助理研究员林昊翔主持。工作坊邀请到北京大学人口研究所助理教授杨帆和中国人民大学新闻学院副教授潘文静进行评议。在此分会场上，里斯本大学学院的程成博士，北京大学新闻与传播学院的博士生陈瑜，北京大学医学部本科生陈新斗以及北京大学医学部本科生王子良共同分享了各自控烟研究的最新成果。

北京大学新闻与传播学院积极响应“健康中国”战略和“健康中国行动”，致力于推动控烟倡导实践和控烟研究。以下是学院取得的一些成果：

(1) 与国际国内控烟伙伴密切合作，为中国控烟事业做出贡献。自2021年起，与美国约翰霍普金斯大学全球控烟研究所合作，共同开发了首个控烟中文慕课，并成功在“学习强国”和“好医生”平台上线。截至目前，各平台控烟课程注册人数已超过万人。北京大学中文控烟慕课与地方卫生机构合作，为地方控烟能力建设提供支持。

(2) 借助北京大学生健康传播协会成立的控烟研究小组，积极开展多方面的控烟研究，包括电子烟青少年的预防与干预实验、烟农问题、烟草捐赠、青少年控烟核心信息设计、青少年烟草（包括电子烟）认知与行为、社交媒体上的控烟与烟草营销内容分析、宣传效果研究、青少年健康倡导等。此外，学院连续多年举办控烟学术研讨会，推动中国控烟学术共同体建设。

(3) 发起成立“高校控烟联盟”，联合各高校共同举办“世界无烟日”校园主题活动。

(4) 自2022年起首次举办高校控烟辩论大赛，获得了社会积极反响。

(5) 持续组织线上线下控烟科普讲座，通过社交媒体和大众媒体传播控烟知识。

The 6th International Academic Conference of "Medicine, Humanity, and Media" Spotlights Workshop on Tobacco Control Research

Chen Yu¹, Zhang Jinxiang²

1 School of Journalism and Communication, Peking University

2 School of Cultural and Communication, Sanming College

Beijing, November 4, 2023 – The 6th International Academic Conference of

"Medicine, Humanity, and Media," hosted by the School of Journalism and Communication, Peking University, successfully convened. Drawing nearly a hundred participants from over thirty domestic and international universities, the conference delved into constructive discussions revolving around the theme of "Health Communication in the Process of Digitalization".

A particular focus of attention was the "Tobacco Control Research Workshop," led by Assistant Professor Lin Haoxiang from the Institute of Global Health and Development, Peking University. The workshop featured review from Assistant Professor Yang Fan of the Institute of Population Research, Peking University and Associate Professor Pan Wenjing of the School of Journalism and Communication at Renmin University of China. Dr. Cheng Cheng from the University of Lisbon, Yu Chen, a Ph.D. student at the School of Journalism and Communication, Peking University, Xindou Chen, an undergraduate student at respective, and Ziliang Wang, an undergraduate student at the Public Health School of Health Science Center, Peking University, respectively presented their latest research on tobacco control. Actively responding to the "Healthy China" strategy and "Health China Action," the School of Journalism and Communication, Peking University is dedicated to promoting tobacco control advocacy and research. Some noteworthy achievements include:

- Collaborating closely with international and domestic tobacco control partners. Since 2021, in partnership with the Global Tobacco control Research Institute at Johns Hopkins University, the school has developed the first Chinese-language tobacco control MOOC (Massive Open Online Course) in China. The course is successfully available on platforms such as "Learning Power" and "Good Doctor," with over tens of thousands of registered participants. Peking University's Chinese-language tobacco control MOOC collaborates with local health institutions to support local tobacco control capacity building.
- Leveraging the tobacco control research group established by the Peking University Student Health Communication Association to actively engage in multifaceted tobacco control research. This includes RCT of youth vaping prevention, issues related to tobacco farmers, tobacco donations, youth-targeted message development for anti-tobacco campaign, youth perception and behavior towards tobacco (including e-cigarettes), content analysis of tobacco control message and tobacco marketing on social media, communication impact evaluation, and youth health advocacy. Additionally, the school has been organizing tobacco control academic seminars for several consecutive years, promoting the construction of China's tobacco control academic community.
- Initiating the establishment of the "College Tobacco control Alliance" to jointly organize campus WNTD event.
- Since 2022, hosting the inaugural University Tobacco control Debate, which has received positive societal feedback.
- Continuously organizing online and offline tobacco control lectures, and

promoted the lectures through social media and mass media.