

ZIAUDDIN ISLAM

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A medical doctor specializing in public health, a seasoned public health policy advisor & senior organizational manager. With a 38-year track record of clinical, management, Policy development, leadership, coordination, and working with national and international stakeholders. An in-depth understanding of the essentials of advocacy models and internationally recognized best practices in advocacy and capacity building, predominantly in tobacco control. Worked as Focal and technical person for the Government of Pakistan to Framework Convention on Tobacco Control (F.C.T.C.) & Protocol to Eliminate Illicit Trade in Tobacco Products of W.H.O.s F.C.T.C.

EXPERIENCE

Presently:

Independent Consultant on Public Health

2018 TO 2022

Country Lead Tobacco Control, VITAL STRATEGIES PAKISTAN (20%), ISLAMABAD.

Representing Vital Strategies in Pakistan; working for support in policy goals, such as smoke-free environments and tobacco tax increases to the Government of Pakistan. Also, facilitate the Government and Bloomberg Initiative partners to deliver evidence-based population- level campaigns and build local capacity to raise awareness about the dangers of tobacco.

2009 TO 2021

**DIRECTOR / TECHNICAL HEAD, TOBACCO CONTROL CELL (80%) (T.C.C.), MO
NHSRC, GOVERNMENT OF PAKISTAN, ISLAMABAD**

Worked on Strengthening and creating a competence network through capacity building of all stakeholders, including at Federal and provincial Government and non- Governmental authorities/personals. Training of master trainers for onward cascade training of Government officials from Health, Police, Education, Social Welfare, and N.G.O.s to enable them to act responsibly and add their value addition for Health Promotion. Policy development legislation, Implementation, and monitoring for tobacco control. Coordination with provincial and district governments/departments to develop and implement provincial and community plans of action for tobacco control. Coordinate with the Convention Secretariat of F.C.T.C.

2008 – 2009

DISTRICT PROGRAM MANAGER HEALTH, PUNJAB INTEGRATED PRIMARY HEALTH CARE PROGRAM, (P.I.P.H.C.M.), N.C.H.D., GOVERNMENT OF PUNJAB PAKISTAN, GUJRANWALA

Had worked to create access to basic healthcare services for the rural population by strengthening and restructuring the available healthcare delivery system. The Basic Health Unit's (B.H.U.) catchment area was the implementation unit of the program. This was done by aligning the population's natural health needs and building up health personnel's capacity in "Health management. Empower communities to become active participants in the process of health delivery. Training program through Integration of all the health programs/activities at the Union Council level for improving health behaviors.

2001 – 2004

SENIOR RESIDENT/ MEDICAL OFFICERS UNIVERSITY SAINS MALAYSIA, KOTA BHARU KELANTAN, MALAYSIA

1987 – 2001

SENIOR MEDICAL / MEDICAL OFFICER, HEALTH DEPARTMENT GOVERNMENT OF SINDH PAKISTAN. KARACHI

EDUCATION

JUNE 2007

M.S.C. (HEALTH ECONOMICS), KAROLINSKA INSTITUTE STOCKHOLM, SWEDEN

FEBRUARY 2003

PG INT. COURSE ON MEDICAL EDUCATION, UNIVERSITY OF DUNDEE UK

October 1985

M.B.B.S. (BACHELOR OF MEDICINE & BACHELOR OF SURGERY), UNIVERSITY OF SINDH PAKISTAN, JAMSHORO

JANUARY 2018

Research Scholar, Institute of Global Tobacco Control, Johns Hopkins University Baltimore, MD, USA

COMPUTER LITERACY

Skilled and Knowledge with computer software applications, including Microsoft Word, Excel, Access, PowerPoint, and Outlook.

BLOG WRITING

Blog writing on the tobacco epidemic, tobacco control policy issues, and COVID-19

KEY RESEARCH

Taxes; real means for reducing tobacco consumption; A qualitative and quantitative market-based study to estimate illicit cigarette use in Provincial capitals of Punjab & K.P.K. Pakistan, The International Union Against Tuberculosis and Lung disease. 2020, Principal Investigator.

The burden of illicit trade of cigarettes in Islamabad; A qualitative and quantitative study to estimate the prevalence of illicit cigarette use in Islamabad, The International Union Against Tuberculosis and Lung disease. 2018, Principal Investigator.

Worked as a member of the Project Advisory Panel of the University of York, UK project to oversee and steer to assess the impact of U.K. funded F.C.T.C. (Framework Convention on Tobacco Control) 2030 project to countries for strengthening tobacco control and accelerating the Implementation of WHO FCTC in L.M.I.C.s.

COVID-19 and Tobacco Project, Investigating the psychological, social, and economic impact of the COVID-19 epidemic and its response in a cohort of smokers in Pakistan. May 2020- ongoing. G.C.R.F./Scottish Funding Council, University of Edinburgh. £35,000. Co-Investigator.

Legation:

Worked for the Government of Pakistan as a Technical and Focal Person for the Framework Convention on Tobacco Control (F.C.T.C.) & Protocol to Eliminate Illicit Trade in Tobacco Products.

PUBLICATIONS

1. **2021-March**-Illicit cigarette trade in the cities of Pakistan: comparing findings between the consumer and waste recycle store surveys; Tobacco Control, <http://dx.doi.org/10.1136/tobaccocontrol-2020-056386>
2. **2020** -November Attitudes of smokers towards tobacco control policies: Findings from the Studying Tobacco users Of Pakistan (STOP) survey, Tobacco Control.
3. **2020** -October -The impact of COVID-19 on smoking patterns in Pakistan: findings from a longitudinal survey of smokers; Nicotine & Tobacco Research, ntaa207, <https://doi.org/10.1093/ntr/ntaa207>
4. **2020** October-Big Tobacco's Predictable Pre-Budget Tantrums in Pakistan Nicotine & Tobacco Research, ntaa191, <https://doi.org/10.1093/ntr/ntaa191>
5. **2020**-August Policy Brief on COVID-19 and tobacco use in Pakistan, Usher Institute The University of Edinburgh U.K. & The Initiative; <https://www.ed.ac.uk/usher/research/projects/covid-19-and-tobacco>
6. **2020** June-Economic burden of smoking attributed illnesses in Pakistan; med Rxiv preprint DOI: <https://doi.org/10.1101/2020.06.15.20131425>.
7. **2020**May- Studying Tobacco users Of Pakistan (STOP) - factsheet; Technical report DOI: 10.13140/RG.2.2.34294.22082.
8. **2019** August-Identification of Policy Priorities to Address the Burden of Smokeless Tobacco in Pakistan: A Multimethod Analysis; Nicotine Tob Res. 2019 Aug 29; ntz163. DOI: 10.1093/ntr/ ntz163. Online ahead of print. P.M.I.D.: 31570940.
9. **2012** May- Biomedical Publication in S.A.A.R.C. Countries 1985-2009, J.P.M.A., College of Physician and Surgeon Pakistan.; J Coll Physicians Surg Pak. 2012 Sep;22(9):560-4. PMID: 22980608(<http://www.jcpsp.pk/archive/2012/Sep2012/04.pdf>).