Global Tobacco Surveillance System

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Institute of Medicine
Committee on Preventing the Global Epidemic of Cardiovascular Disease: Meeting the Challenges in Developing Countries
Tobacco

- Major preventable cause of premature death disease worldwide

- Its control requires efficient & standard monitoring
Surveillance

- Ongoing, systematic collection, analysis, & interpretation of health-related data essential to the planning, implementation, & evaluation of public health practice, closely integrated with the timely dissemination of these data to those responsible for prevention & control.

- CDC
WHO FCTC monitoring protocol Sec. 20.2

“…integrate tobacco surveillance programs into national, regional, and global health surveillance programs so that data are comparable and can be analyzed at the regional and international levels, as appropriate.”

As of Feb 2009, over 160 WHO member states are parties to the Convention.
MPOWER Package

• Monitor tobacco use
• Protect people from tobacco
• Offer help to quit
• Warn about dangers
• Enforce bans on tobacco advertising, promotion, sponsorship
• Raise taxes on tobacco products
Share of world population covered by tobacco control policies

Source: WHO Global Tobacco Control Report, 2008

5% or less benefit from effective interventions to reduce use
Global Tobacco Surveillance System (GTSS) - Components

• Youth
  – Global Youth Tobacco Survey (GYTS)*

• Adults
  – Global School Personnel Survey (GSPS)*
  – Global Health Professions Students Survey (GHPSS)*
  – Global Adult Tobacco Survey (GATS)+

* School based survey
+ Household survey
Principles

- Multiple partnership & commitment
- Standard protocol
  - Consistent
  - Comparable
  - Customizable
  - Cost-effective (school based surveys)
- Systematic framework
- Strengthening country capability
- Sustainable system (feasibility to repeat)
**GTSS- Systematic Plan**

- **Survey Workshop**
  - sampling procedures
  - survey administration

- **Conduct Survey**

- **Analysis Workshop**
  - training
  - data analysis
  - report writing

- **Reporting & Dissemination**
  - media
  - secondhand smoke
  - economics
  - access/availability
  - school/community

- **Program Workshop**

**Comprehensive National Tobacco Control Interventions**

- **Track, evaluate & modify programs**

- **Repeat Survey every 4-5 Years**
  - *4 years for School based surveys
  - *5 years for Household based surveys

- **Implement programs/policies**

**Agency Selection**

**Political Commitment**
GYTS Purpose

- Establishment of an international tobacco surveillance system for youth
- Monitor WHO-FCTC Articles
- Monitor & evaluate national tobacco control interventions
- Disseminate data for policy action
GYTS Topics

- Prevalence of tobacco use
- Knowledge & attitudes
- Access to availability of tobacco
- Secondhand smoke exposure
- Pro- and anti tobacco media advertising exposure
- Cessation
- School curriculum
- Demographics
GYTS Methodology – matching across all countries

- School-based
- Ages 13-15
- Scientifically selected 2 stage sample design
- Self-administered anonymous data collection
- “Core” questionnaire
- Field procedures
- Data management
Coverage

- Active in 142 WHO Member States
- Over 2 million students in over 11,000 schools
- Over 300 Country Coordinators trained
- More than 30 countries repeating
- Active in 13 other areas:
  - 6 territories (American Samoa, British Virgin Islands, Guam, Montserrat, Puerto Rico, U.S. Virgin Islands)
  - 2 geographic regions (Gaza Strip & West Bank)
  - 2 United Nations administered areas (Kosovo, UNRWA Refugee Camps)
  - 1 Special Administrative Region (Macau)
  - 1 Commonwealth (Northern Mariana Islands)
  - Taiwan
Global Youth Tobacco Survey (GYTS) 1999-2008
Key GYTS Findings

- 1 in 10 students currently smoke cigarettes
- 1 in 10 students currently use other tobacco products
- No difference in cigarette smoking between girls & boys in many countries
- 55% of students exposed to SHS in public places
- 69% of smokers want to stop smoking
- 15% influenced by indirect advertising
Progression of GTSS

- Adults
  - Global School Personnel Survey (GSPS)
  - Global Health Professions Students Survey (GHPSS)
  - Global Adult Tobacco Survey (GATS)
Global School Personnel Survey

Purpose

• To collect information from school personnel concerning their use of tobacco & tobacco related school policies & programs
GSPS Topics

• Prevalence of tobacco use
• Knowledge & attitudes
• School policy
• School curriculum
• Demographics
Key GSPS Findings

- Alarming proportion smoke cigarettes & use other forms of tobacco
- Shortage of anti-tobacco curricula/teaching materials
- Majority agree that they should receive specific training
- Few schools have policies banning smoking in schools
- Majority support for tobacco-free policies on school property
Global Health Professions Students Survey

Purpose

• To collect information from third-year students attending dental, medical, nursing, & pharmacy schools concerning their use of tobacco & their tobacco related school policies & programs
GHPSS Topics

- Prevalence of tobacco use
- Knowledge & attitudes
- Exposure to SHS
- Cessation
- School curriculum & training
- Demographics
Key GHPSS Findings

• Prevalence of cigarette smoking & use of other tobacco products
• Majority believed they have a role in counseling patients to quit tobacco
• Majority believe they should receive tobacco cessation counseling training
• Very few students received formal training in cessation counseling
Global Adult Tobacco Survey (GATS)

Purpose

• Nationally representative household survey of adults 15 years older
GATS Topics

- Cigarette smoking & other tobacco use
- Exposure to secondhand smoke
- Media
- Economics
- Cessation
- Knowledge, attitudes & perceptions
- Demographics
Global Adult Tobacco Survey (GATS) 2008-2009

Completed
In the field
GATS Implementation

- Consistent core questionnaire
- Training & field procedures
- Data management
- Face to face personal interviews
- Electronic data collection
Fieldwork
GTSS Data Dissemination

- Data Coordinating Center at CDC
- Public-Use Datasets
- Fact Sheets
- Country Reports
- Publications
  - GYTS MMWR Surveillance Summary, CDC 2008
  - *Preventive Medicine, 2008*. Series on “data to policy action”
Future tobacco deaths underestimated: Report

HELSINKI (Reuters) - The number of people expected to die globally from smoking could be greater than earlier thought as more girls take up the habit than their mothers a generation ago, a new study released on Thursday showed.

The authors of the Global Youth Tobacco Survey said the basis of World Health Organization (WHO) estimates, that 10-11 million people will die annually from tobacco by 2030, could be flawed.

The study is the largest of its kind ever produced and covered over a million adolescents from over 150 countries. It was put together by a number of organisations including the U.S. Centers For Disease Control and Prevention.

The study found for example that in Africa, for every woman using tobacco there were just over seven men but for girls to boys the ratio was 2.2 to one. The ratio also narrowed in all other global regions.
Linking Global Youth Tobacco Survey (GYTS) Data to the WHO Framework Convention on Tobacco Control (FCTC): The Case for Brazil

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Available online 9 December 2007

Linking Global Youth Tobacco Survey (GYTS) Data to the WHO Framework Convention on Tobacco Control: The Case for Indonesia

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Available online 10 May 2008

Linking Global Youth Tobacco Survey (GYTS) Data to the WHO Framework Convention on Tobacco Control (FCTC): The Case for Mexico

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Available online 30 February 2008

Linking Global Youth Tobacco Survey (GYTS) Data to the WHO Framework Convention on Tobacco Control (FCTC): The Case for the Philippines

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Available online 15 February 2008
Percentage of Current Cigarette Smoking & Current Use of Other Tobacco Products, by WHO Region, GYTS 2000-2007

Source: CDC MMWR, January 2008
Percentage of Students Exposed to Smoke in Home, Exposed Outside Home & Supported Ban on Smoking in Public Places, by WHO region, GYTS 2000-2007

- Exposed in home
- Exposed outside home
- Supported ban on smoking in public places

Source: CDC MMWR, January 2008
Percentage of Students With Exposure to Indirect Tobacco Advertising, by WHO Region, GYTS 2000-2007

Source: CDC MMWR, January 2008
Percentage of Current Smokers Reporting a Desire to Stop, by WHO Region, GYTS 2000-2007

Source: CDC MMWR, January 2008
Summary

• GTSS a “reliable” data source for youth adults
• Current & future burden estimates could be under-estimates:
  – Boys & girls smoking ratio
  – Susceptibility to initiate smoking
  – Exposure to SHS
• Other data sources (WHO STEPS &DHS to be explored)
• Effective dissemination
• Evaluation & policy action