Global Tobacco Surveillance:

*Monitoring the WHO FCTC*
4.9 million die every year
More than 10 million deaths by 2025
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.”
Global Tobacco Surveillance System

- Global School Personnel Survey
- Global Youth Tobacco Survey
- Global Health Professionals Survey

Youth and Adults
Fundamental Principles

- **Partnerships**
- **Consistency & Accuracy**
  - questionnaire content
  - methods & implementation
  - data management
- **Sustainability**
  - Commitment
  - Cost effectiveness
  - Feasibility of repeat surveys
Comprehensive Plan

Conducting Surveys
- Questionnaire
- Sampling procedures
- Survey administration

Data Analysis & Reporting
- Epi Info Training
- Analysis of Data
- Report Writing

Data Dissemination & Program Development
- Media
- ETS
- Cessation
- Access/Availability
- School
- Communities

Evaluate and Modify Programs

Tobacco Control Program

Repeat Survey Every 3 Years

Implement Programs
Global Youth Tobacco Survey

Purpose

- To enhance the capacity of countries to design, implement, and evaluate their comprehensive tobacco control programs
Global Youth Tobacco Survey, 2004
GYTS

- Active in 164 countries
- 1.3 million students have participated
- More than 30 countries are now repeating their surveys
GYTS Topics

- Tobacco use
- Media and advertising exposure
- Secondhand smoke exposure
- Access to tobacco products
- Cessation
- School curriculum
Key GYTS Findings

- 1 in 7 students smoke cigarettes
- 1 in 4 smokers first tried by age 10
- 2 in 3 smokers want to quit immediately
- Half of students exposed to smoke in homes
- 80% saw tobacco ads

Source: Tobacco Control 2002; 11: 252-270
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.

GYTS and FCTC

- **Article 20:** Research, surveillance & exchange of information
- **Article 21:** Reporting & exchange of information
- **Article 8:** Protection from exposure to tobacco smoke
- **Article 12:** Education, communication, training & public awareness
- **Article 13:** Tobacco advertising, promotion & sponsorship
- **Article 14:** Demand reduction measures concerning tobacco dependence and cessation
- **Article 16:** Sales to & by minors
Article 21: Reporting and Exchange of Information
Percent Current Cigarette Smoking and Current Use of Other Tobacco Products, Global Youth Tobacco Survey by WHO Region

Current Smoking
Current Use/Other
Percent Ever Smokers Initiated Smoking Before Age 10, Global Youth Tobacco Survey by WHO Region
Article 13: Tobacco advertising, promotion and sponsorship
Percent Media Exposure, Global Youth Tobacco Survey by WHO Region

- Saw Anti Message
- Saw Pro Message on Billboards
- Saw Pro Message in Newspapers/Magazines

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Percent With Tobacco Logo on Objects or Offered Free Cigarettes, Global Youth Tobacco Survey by WHO Region

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Tobacco Control
Article 14: Demand reduction measures concerning tobacco dependence and cessation
Percent Current Smokers Desire to Stop and Tried to Stop, Global Youth Tobacco Survey by WHO Region
Article 8: Protection from exposure to second hand smoke
Article 12: Education, communication, training and public awareness
Percent Taught in School About Harm of Tobacco, Global Youth Tobacco Survey by WHO Region

Taught Dangers of Tobacco

- Total
- AFRO
- EMRO
- EURO
- PAHO
- SEARO
- WPRO

Discussed Reasons Not to Smoke

- Total
- AFRO
- EMRO
- EURO
- PAHO
- SEARO
- WPRO

Percent
Article 16: Sales to minors
Percent Purchased in a Store and Not Asked Proof of Age, Global Youth Tobacco Survey by WHO Region

Purchased Cigarettes in a Store

- Total
- AFRO
- EMRO
- EURO
- PAHO
- SEARO
- WPRO

Were Not Asked to Show Proof of Age

- Total
- AFRO
- EMRO
- EURO
- PAHO
- SEARO
- WPRO

Percent Purchased in a Store and Not Asked Proof of Age, Global Youth Tobacco Survey by WHO Region
Some examples of GYTS Data Use to influence policy decisions & legislative actions in countries.
Country Use of GYTS Data

- **Media and Advertising**
  - Egypt: 2002 Law - Total ban on ads & sales to minors
  - India: 2003 Law - Total ban on ads & promotion
  - Niger: MOH calling for restrictions on tobacco advertising
  - Philippines: Tobacco Regulatory Act 2003 - Regulates the packaging, use, sales distribution, & ads of tobacco products
  - Poland: Total ban on advertising
Country Use of GYTS Data

• Assessment of School Health Education Programs
  - Cuba
  - Costa Rica
  - Egypt
  - Haiti
  - Jordan
  - Philippines
  - Saudi Arabia
  - Serbia
  - United Arab Emirates
  - Uruguay
Global School Personnel Survey

Purpose

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

- Tobacco use
- Knowledge & attitudes
- School policy
- School curriculum
GSPS

- Active in over 40 countries
- More than 10 countries are now repeating their surveys
Key GSPS Findings

- Teachers in schools with tobacco control policies are less likely to use tobacco than teachers in schools without policies.

- Few schools have teaching materials regarding tobacco prevention and use available to teachers.

- The majority of teachers are in favor of schools enacting tobacco control policies for students and school personnel.

Source: Tobacco Control 11:82-85, 2002
GSPS and FCTC

- **Article 20**: Research, surveillance & exchange of information
- **Article 21**: Reporting & exchange of information
- **Article 12**: Education, communication, training & public awareness
- **Article 14**: Demand reduction measures concerning tobacco dependence & cessation
Global Health Professionals Survey

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

- Tobacco use
- Knowledge & attitudes
- Exposure to second-hand smoke
- Cessation
- School curriculum & training
GHPS and FCTC

- **Article 20:** Research, surveillance & exchange of information
- **Article 21:** Reporting & exchange of information
- **Article 8:** Protection from exposure to tobacco smoke
- **Article 12:** Education, communication, training & public awareness
- **Article 14:** Demand reduction measures concerning tobacco dependence & cessation
GHPS

- Pilot in 1 country in all 6 WHO Regions during 2004
Next Challenge...

- To effectively disseminate and use the surveillance data for tobacco control action and implementation of WHO FCTC in countries, regions and globally.
Website
www.cdc.gov/tobacco/global/gyts