Tobacco Questions for Surveys (TQS): A Subset of Key Questions from the Global Adult Tobacco Survey (GATS)

Workshop on TQS
16-17 August 2017
Ankara, Turkey
Overview

- Introduction to TQS
- TQS Guide Booklet
- Implementation Guidelines
- Examples of TQS Implementation
- Partnerships & Global Alliance
- Questions/Discussion
Introduction
Background

- WHO FCTC / MPOWER: Efficient and systematic surveillance mechanism
- Standard set of tobacco questions across various surveillance activities
- Consistency and comparability in monitoring tobacco use
- GATS developed to generate comparable data within and across countries
Global Standards

- Various surveys measure tobacco use in different ways
  - Sample design
  - Methodology: e.g., mode of administration
  - Questionnaire

- GATS questions have become “Global” standard for systematic monitoring of tobacco use and key tobacco control indicators
Development of TQS

- 2008: Request to select key questions from GATS to propose for ongoing surveys
- 2009-2010: Development of easy to use guide
- 2010: TQS 1\textsuperscript{st} Edition launched in Dublin, Ireland
- 2011: TQS 2\textsuperscript{nd} Edition
- 2013: TQS translations available in 7 languages
- 2013: Global Launch - Geneva, Switzerland
TQS Features

- Simple, standard, scientific & tested questions
- Include questions into national and international surveys
  - National health surveys, multi-risk factor surveys, demographic health surveys, non-health surveys
- Sustainable monitoring of tobacco use & key policy measures
- Enhancement of capacity for global monitoring, comparability, pool of reliable data
TQS Guide Booklet
Structure of TQS Guide

- Menu of tobacco indicators/survey questions:
  - Questions on smoking prevalence (3 questions)
  - Questions covering key MPOWER topics (19 questions)

- Select indicators and corresponding survey questions based on need and tobacco control situations

- Select all or some of questions
## TQS Content – Key Prevalence Questions

<table>
<thead>
<tr>
<th>Tobacco Topic</th>
<th>Indicator Name and Description</th>
</tr>
</thead>
</table>
| Q1. Current tobacco smoking status | Current Tobacco Smokers  
Percentage of respondents who currently smoke tobacco. |
| Q2a. Past daily smoking status (for current less than daily smokers) | Current Daily Tobacco Smokers  
Percentage of respondents who currently smoke tobacco daily. |
| Q2b. Past smoking status (for current non-smokers) | Former Daily Tobacco Smokers (Among All Adults)  
Percentage of respondents who are ever daily tobacco smokers and currently do not smoke tobacco. |
|               | Former Daily Tobacco Smokers (Among Ever Daily Smokers)  
Percentage of ever daily tobacco smokers who currently do not smoke tobacco. |
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Monitor Q3. Number of tobacco products smoked per daily</td>
<td><strong>Current [Product] Smokers</strong>&lt;br&gt;Percentage of respondents who currently smoke [product].</td>
</tr>
<tr>
<td></td>
<td><strong>Cigarettes Smoked per Day</strong>&lt;br&gt;Average number of cigarettes smoked per day (of daily cigarette smokers)</td>
</tr>
<tr>
<td>Tobacco Topic</td>
<td>Indicator Name and Description</td>
</tr>
<tr>
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<tr>
<td><strong>Q4. Current smokeless tobacco use</strong></td>
<td><strong>Current Smokeless Tobacco Users</strong> Percentage of respondents who currently use smokeless tobacco.</td>
</tr>
<tr>
<td><strong>Q5a. Past daily smokeless use (for current less than daily users)</strong></td>
<td><strong>Current Daily Smokeless Tobacco Users</strong> Percentage of respondents who currently use smokeless tobacco daily.</td>
</tr>
<tr>
<td><strong>Q5b. Past smokeless use (for current non-smokeless users)</strong></td>
<td><strong>Former Daily Smokeless Tobacco Users (Among All Adults)</strong> Percentage of respondents who are ever daily smokeless tobacco users and currently do not use smokeless tobacco. <strong>Former Daily Smokeless Tobacco Users (Among Ever Daily Users)</strong> Percentage of ever daily smokeless tobacco users who currently do not use smokeless tobacco.</td>
</tr>
<tr>
<td>Tobacco Topic</td>
<td>Indicator Name and Description</td>
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<td>-------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Q6. Frequency of anyone smoking at home</td>
<td>Exposure to Secondhand Smoke at Home&lt;br&gt;Percentage of respondents who report that smoking occurs inside their home.</td>
</tr>
<tr>
<td>Q7. Currently work outside home</td>
<td></td>
</tr>
<tr>
<td>Q8. Work indoor/outdoor</td>
<td>Exposure to Secondhand Smoke at Work&lt;br&gt;Percentage of indoor workers who were exposed to tobacco smoke at work in the past 30 days.</td>
</tr>
<tr>
<td>Q9. Anyone smoke at work during the past 30 days</td>
<td></td>
</tr>
<tr>
<td>Tobacco Topic</td>
<td>Indicator Name and Description</td>
</tr>
<tr>
<td>---------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Offer</strong></td>
<td></td>
</tr>
</tbody>
</table>
| Q10. Tried to quit in past 12 months              | **Smoking Quit Attempt in the Past 12 Months**  
Percentage of current tobacco smokers who tried to quit during the past 12 months. |
| Q11. Visiting a doctor in past 12 months          | **Health Care Provider’s Advice to Quit Smoking Tobacco**  
Percentage of current tobacco smokers who visited a doctor or health care provider during the past 12 months and were advised to quit smoking tobacco. |
<p>| Q12. Receiving advice to quit smoking from doctor |                                                                                                                                                                |</p>
<table>
<thead>
<tr>
<th>Tobacco Topic</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Q13. Noticing anti-cigarette information in newspapers or magazines</td>
<td><strong>Awareness of Anti-Cigarette Information in Newspapers/Magazines</strong>&lt;br&gt;Percentage of respondents who have noticed information about the dangers of smoking cigarettes or that encourages quitting in newspapers or magazines in the last 30 days.</td>
</tr>
<tr>
<td>Q14. Noticing anti-cigarette information on television</td>
<td><strong>Awareness of Anti-Cigarette Information on Television</strong>&lt;br&gt;Percentage of respondents who have noticed information about the dangers of smoking cigarettes or that encourages quitting on television in the last 30 days.</td>
</tr>
<tr>
<td>Q15. Noticing health warnings on cigarette packs</td>
<td><strong>Noticing Health Warning Labels on Cigarette Packages</strong>&lt;br&gt;Percentage of current smokers who noticed health warnings on cigarette packages in the last 30 days.</td>
</tr>
<tr>
<td>Q16. Thinking about quitting because of health warnings</td>
<td><strong>Thinking of Quitting Because of Health Warning Labels on Cigarette Packages</strong>&lt;br&gt;Percentage of current smokers who reported thinking about quitting smoking in the last 30 days because of the warning labels on cigarette packages.</td>
</tr>
<tr>
<td>Tobacco Topic</td>
<td>Indicator Name and Description</td>
</tr>
<tr>
<td>--------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Q17. Noticing cigarette advertisements in stores</td>
<td>Awareness of Cigarette Advertising in Stores</td>
</tr>
<tr>
<td></td>
<td>Percentage of respondents who have noticed any advertisements or signs promoting cigarettes in stores where cigarettes are sold in the last 30 days.</td>
</tr>
<tr>
<td>Q18. Noticing cigarette promotions</td>
<td>Awareness of Specific Types of Cigarette Promotions</td>
</tr>
<tr>
<td></td>
<td>Percentage of respondents who noticed [free samples of cigarettes, cigarettes at sales prices, coupons for cigarettes, free gifts or discounts on other products when buying cigarettes, clothing or other items with a cigarette brand name or logo, cigarette promotions in the mail] in the last 30 days.</td>
</tr>
</tbody>
</table>
## Tobacco Topic

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<tr>
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<th>Indicator Name and Description</th>
</tr>
</thead>
</table>
| Q19. Last cigarette purchase – quantity | Cost of Manufactured Cigarettes  
Average amount spent on a pack of manufactured cigarettes (in local currency). |
| Q20. Last cigarette purchase – cost | Cigarette Affordability  
Average cost of 100 packs of manufactured cigarettes as a percentage of Gross Domestic Product (GDP) per capita. |
Q1. Current Tobacco Smoking Status

Do you currently smoke tobacco on a daily basis, less than daily, or not at all?

<table>
<thead>
<tr>
<th>Response</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAILY</td>
<td>1</td>
</tr>
<tr>
<td>LESS THAN DAILY</td>
<td>2</td>
</tr>
<tr>
<td>NOT AT ALL</td>
<td>3</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>7</td>
</tr>
</tbody>
</table>

**Purpose**
Determines the current tobacco smoking status of the respondent.

**Instructions**
Ask question and record only one answer. (DON’T KNOW should not be read to the respondent.)

**Definitions**
Daily means smoking at least one tobacco product every day or nearly every day.

**Indicator 1**
Current Tobacco Smokers: Percentage of respondents who currently smoke tobacco.
Numerator: Number of current daily and less than daily tobacco smokers.
Denominator: Total number of respondents surveyed.

**Indicator 2**
Current Daily Tobacco Smokers: Percentage of respondents who currently smoke tobacco daily.
Numerator: Number of current daily tobacco smokers.
Denominator: Total number of respondents surveyed.
## Table 11-1. Detailed Smoking Status by Gender

<table>
<thead>
<tr>
<th>Smoking Status</th>
<th>Overall</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current tobacco smoker</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Daily smoker</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Occasional smoker</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Occasional, formerly daily</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Occasional, never daily</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Current non-smoker</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Former smoker</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Former daily smoker</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Former occasional smoker</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Never smoker</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Percentage (95% CI)*
Implementation Guidelines
TQS Technical Package

- TQS guide booklet
  - English, Arabic, Chinese, French, Portuguese, Russian, Spanish
- Mini fold-out pocket guide
  - English, Arabic, Chinese, French, Russian, Spanish
- Partner Guidance
- TQS Fact Sheet
Partner Guidance

- Recommended guidance for the integration of TQS into ongoing surveys
- Describes technical assistance available from GTSS partners
Guidelines: Study Design

- TQS questions developed for and tested in survey populations 15 years of age or older
  - Currently developing TQS for youth surveys (release in March 2018)
- TQS questions developed for a face-to-face household survey
  - Adaptation may be needed for other modes of administration (e.g., telephone, mail, internet)
Guidelines: Questionnaire

- Encouraged to use all 22 TQS questions for comprehensive evaluation
- TQS questions should be placed together
- Placement in a multi-topic survey depends on survey purpose, topics, and length
- Keep question wording the same for purposes of comparability and validity
  - Minor adaptations may be needed
Guidelines: Use of TQS Data

- Evaluation and monitoring of existing tobacco control policies and programs
- Inform development and implementation of new interventions at community, sub-national and national levels
- Comparison to past and current surveys with tobacco questions
  - Interpret carefully, taking into account differences in survey methods (such as questionnaire wording, context, sample design, target population, mode of administration, etc.)
Guidelines: Technical Assistance

- TQS is an open-source tool
  - CDC tracks the use of TQS

- Expert consultation from WHO, CDC
  - Questionnaire: wording, skip logic, placement
  - Study design: sample design, data collection procedures
  - Analysis and reporting: construction of indicators, tables, graphs

- Funding opportunities through CDC Foundation
Examples of Implementation
Survey Platforms for TQS Integration

National
- Health surveys
- TB surveys
- Nutrition and examination surveys
- Household living standards

International
- STEPS
- DHS
- MICS
- EHIS
- Drug use surveys (UNODC/OAS)
- RHS
79 countries have completed surveys with TQS integration
Implementation: Examples of GATS Countries

- Bangladesh: WHO STEPS, 2010
- Brazil: National Health Survey (PNS), 2013
- China:
  - Behavioral Risk Factor Surveillance System (BRFSS), 2011
  - Health Literacy Survey, 2012
  - City Adult Tobacco Survey, 2013-2014
  - WHO Study on global AGEing and adult health (SAGE), 2015
Implementation: Examples of GATS Countries

- India: WHO Study on global AGEnring and adult health (SAGE), 2015
- Kazakhstan: Almaty city initiative, 2013
- Kenya: WHO STEPS, 2015
- Mexico: WHO Study on global AGEnring and adult health (SAGE), 2015
- Pakistan:
  - UNODC National Health Behaviour Survey, 2012
  - WHO STEPS, 2014
Implementation: Examples of GATS Countries

- Qatar: WHO STEPS, 2012
- Russian Federation:
  - Reproductive Health Survey (RHS), 2011
  - WHO Study on global AGEing and adult health (SAGE), 2015
- Thailand: Cigarette Smoking and Alcohol Drinking Behavior Survey (CSAD), 2011
- Turkey: National Health Survey (NHS)
  - First country to integrate TQS into a national health survey
  - Completed 4 rounds, 2008-2014
- Uganda:
  - WHO STEPS, 2014
Comparison of GATS to TQS: Bangladesh

Current tobacco users among adults aged 25 years and above by gender in Bangladesh

<table>
<thead>
<tr>
<th></th>
<th>Overall</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Adult Tobacco Survey, 2009</td>
<td>54.3</td>
<td>69.7</td>
<td>39.1</td>
</tr>
<tr>
<td>NCD Risk Factor Survey, 2010</td>
<td>51.0</td>
<td>70.0</td>
<td>34.4</td>
</tr>
</tbody>
</table>
Monitoring Tobacco Use Over Time Using TQS: Turkey

*HIS results on tobacco are not shared with public for the years GATS implemented as well (2008, 2012)

*This indicator shows that we can provide the sustainability and consistency in measuring some indicators on tobacco by means of HIS conducted in every two years.

Source: TurkStat presentation at the 2014 OIC-SESRIC StatCom meeting
Monitoring Tobacco Use Over Time Using TQS: Brazil

Prevalence of current tobacco smoking among adults aged 18 and above in Brazil

Source: Global Adult Tobacco Survey (GATS-2008) & National Health Survey (NHS-2013)
Subnational Monitoring Using TQS: China City Adult Tobacco Survey

Current Tobacco Smoking

The current tobacco smoking prevalence (including daily and less than daily) in the 14 cities ranged from 17.1% in Guangzhou to 24.4% in Sanya. With the exceptions of Harbin, Guangzhou, and Shenzhen, it was above 20% in all cities. Among men, the cities with the highest smoking prevalence were Shenzhen (34.1%), Urumqi (29.4%), and Xi’an (24.4%), while the lowest was in Guangzhou at 20.9%. Women’s smoking prevalence was far lower than men’s in all cities, ranging from 4.4% in Harbin to 5.9% in Shanghai, with the highest reported prevalence found in cities from the northeast and northeastern regions.

Cigarettes smoked per day

The average number of cigarettes smoked per day among daily smokers in each of the 14 cities exceeded 15.4 cigarettes, with the highest in Guangzhou at 20.5, and the lowest in Urumqi at 12.3. Heavy smokers (those who smoke 20 or more cigarettes per day) made up a large percentage of the current daily smokers, ranging from 48.3% in Guangzhou to 32.0% in Lianyungang.

E-Cigarettes

E-cigarettes have become increasingly popular in China and many other countries worldwide in recent years. In the current survey, more than 15% of adults reported having heard of e-cigarettes in cities of the 14 cities. However, in all 14 cities, the percentage of adults who currently used e-cigarettes was low, with the highest found in Urumqi at 1.1% in Harbin. The results show that the habits of women’s smoking rates were lower than current adult smoking rates, while the number of adults who had ever used tobacco e-cigarettes, including adults who had never used tobacco before.

The majority of adults use cigarettes and cigarettes smoke of adults in all cities.

Report of China City Adult Tobacco Survey
2013–14

A 14-city experience
Partnerships & Global Alliance
TQS GLOBAL ALLIANCE AIMS TO PROMOTE THE INTEGRATION OF TQS INTO SURVEYS

THE TARGET IS TO INTEGRATE TQS IN 70 COUNTRIES BY 2016

Achieved!
Formal Partnerships

- WHO STEPwise approach to Surveillance (STEPS)
  - Funding provided for inclusion of TQS
    - Round 1: 10 completed countries
    - Round 2: 11 countries (ongoing)
Formal Partnerships

- OIC Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC)
  - Funding provided for SESRIC engagement with national statistical organizations of OIC countries for TQS inclusion
  - 12 countries have completed data collection
Analysis completed with populated tables:
- Azerbaijan: National Household Budget Survey
- Egypt: National Labour Force Survey
- Indonesia: National Socioeconomic Survey
- Mali: Modular and Continuous Household Survey
- Mauritania: Multiple Indicators Cluster Surveys
- Senegal: Demographic and Health Survey
- Togo: FinScope Consumer Survey
Analysis in-progress:

– Cote d’Ivoire: National Survey on the Situation of Employment and the Informal Sector
– Gambia: Integrated Household Survey
– Sierra Leone: Tobacco Use Behavioral Survey
– Tajikistan: Household Survey on Standard of Living
Tobacco Questions for Surveys (TQS):
A Subset of Key Questions from the
Global Adult Tobacco Survey (GATS)

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