



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

Workshop on Transforming TQS Data to Action
12 November 2018
Ankara, Turkey





Overview

- Introduction to TQS
- TQS Guide Booklet
- Implementation Guidelines
- Examples of TQS Implementation
- Partnerships & Global Alliance
- Analysis & Reporting
- 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 1st Edition launched in Dublin, Ireland
- 2011: TQS 2nd 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

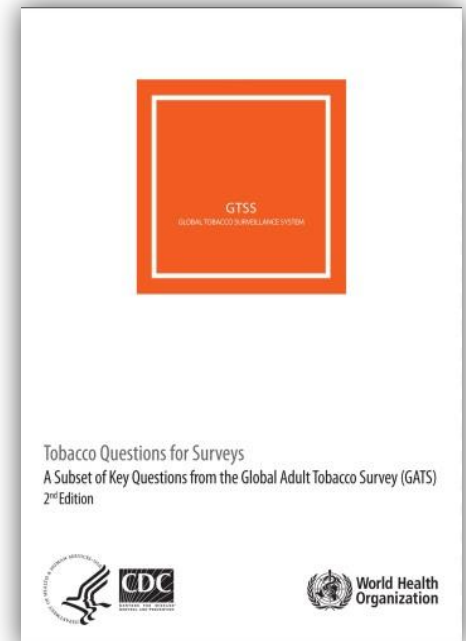
TQS Guide Booklet





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



	Tobacco Topic	Indicator Name and Description
Monitor	<p>Q1. Current tobacco smoking status</p> <p>Q2a. Past daily smoking status (for current less than daily smokers)</p> <p>Q2b. Past smoking status (for current non-smokers)</p>	<p>Current Tobacco Smokers Percentage of respondents who currently smoke tobacco.</p> <p>Current Daily Tobacco Smokers Percentage of respondents who currently smoke tobacco daily.</p> <p>Former Daily Tobacco Smokers (Among All Adults) Percentage of respondents who are ever daily tobacco smokers and currently do not smoke tobacco.</p> <p>Former Daily Tobacco Smokers (Among Ever Daily Smokers) Percentage of ever daily tobacco smokers who currently do not smoke tobacco.</p>



TQS Content – Monitor

	Tobacco Topic	Indicator Name and Description
Monitor	Q3. Number of tobacco products smoked per day	Current [<i>Product</i>] Smokers Percentage of respondents who currently smoke [<i>product</i>]. Cigarettes Smoked per Day Average number of cigarettes smoked per day (of daily cigarette smokers)



TQS Content – Monitor

	Tobacco Topic	Indicator Name and Description
Monitor	<p>Q4. Current smokeless tobacco use</p> <p>Q5a. Past daily smokeless use (for current less than daily users)</p> <p>Q5b. Past smokeless use (for current non-smokeless users)</p>	<p>Current Smokeless Tobacco Users Percentage of respondents who currently use smokeless tobacco.</p> <p>Current Daily Smokeless Tobacco Users Percentage of respondents who currently use smokeless tobacco daily.</p> <p>Former Daily Smokeless Tobacco Users (Among All Adults) Percentage of respondents who are ever daily smokeless tobacco users and currently do not use smokeless tobacco.</p> <p>Former Daily Smokeless Tobacco Users (Among Ever Daily Users) Percentage of ever daily smokeless tobacco users who currently do not use smokeless tobacco.</p>



TQS Content – Protect

Tobacco Topic	Indicator Name and Description
Q6. Frequency of anyone smoking at home	Exposure to Secondhand Smoke at Home Percentage of respondents who report that smoking occurs inside their home.
Q7. Currently work outside home Q8. Work indoor/outdoor Q9. Anyone smoke at work during the past 30 days	Exposure to Secondhand Smoke at Work Percentage of indoor workers who were exposed to tobacco smoke at work in the past 30 days.



TQS Content – Offer

	Tobacco Topic	Indicator Name and Description
Offer	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 Q12. Receiving advice to quit smoking from doctor	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.



TQS Content – Warn

	Tobacco Topic	Indicator Name and Description
Warn	Q13. Noticing anti-cigarette information in newspapers or magazines	Awareness of Anti-Cigarette Information in Newspapers/Magazines 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.
	Q14. Noticing anti-cigarette information on television	Awareness of Anti-Cigarette Information on Television Percentage of respondents who have noticed information about the dangers of smoking cigarettes or that encourages quitting on television in the last 30 days.
	Q15. Noticing health warnings on cigarette packs	Noticing Health Warning Labels on Cigarette Packages Percentage of current smokers who noticed health warnings on cigarette packages in the last 30 days.
	Q16. Thinking about quitting because of health warnings	Thinking of Quitting Because of Health Warning Labels on Cigarette Packages Percentage of current smokers who reported thinking about quitting smoking in the last 30 days because of the warning labels on cigarette packages.



TQS Content – Enforce

	Tobacco Topic	Indicator Name and Description
Enforce	Q17. Noticing cigarette advertisements in stores	<p>Awareness of Cigarette Advertising in Stores Percentage of respondents who have noticed any advertisements or signs promoting cigarettes in stores where cigarettes are sold in the last 30 days.</p>
	Q18. Noticing cigarette promotions	<p>Awareness of Specific Types of Cigarette Promotions Percentage of respondents who noticed [<i>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</i>] in the last 30 days.</p>



TQS Content – Raise

	Tobacco Topic	Indicator Name and Description
Raise	<p>Q19. Last cigarette purchase – quantity</p> <p>Q20. Last cigarette purchase – cost</p>	<p>Cost of Manufactured Cigarettes Average amount spent on a pack of manufactured cigarettes (in local currency).</p> <p>Cigarette Affordability Average cost of 100 packs of manufactured cigarettes as a percentage of Gross Domestic Product (GDP) per capita.</p>



TQS Example: Survey Question

Q1. Current Tobacco Smoking Status

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

DAILY	1
LESS THAN DAILY	2
NOT AT ALL	3
DON'T KNOW	7

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.



TQS Example: Analysis Table Shell

Table 11-1. Detailed Smoking Status by Gender

Smoking Status	Overall	Male	Female
	<i>Percentage (95% CI)</i>		
Current tobacco smoker			
Daily smoker			
Occasional smoker			
Occasional, formerly daily			
Occasional, never daily			
Current non-smoker			
Former smoker			
Former daily smoker			
Former occasional smoker			
Never smoker			

Implementation Guidelines





TQS Technical Package

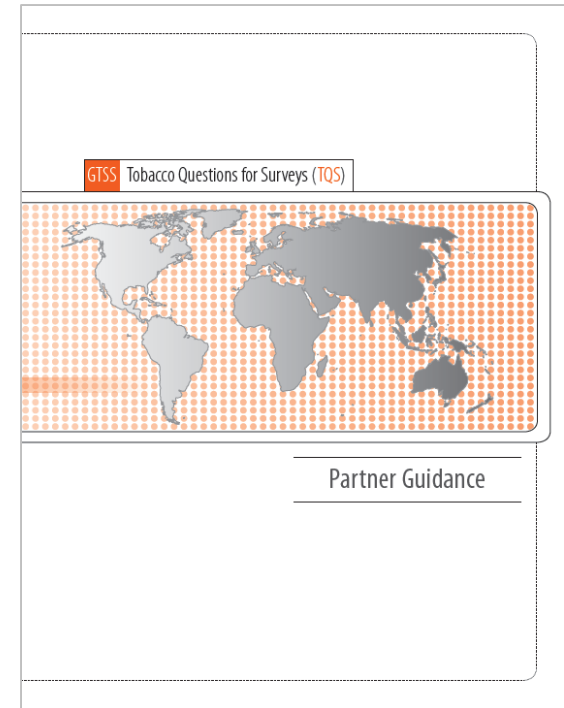
- TQS guide booklet
 - English, Arabic, Chinese, French, Portuguese, Russian, Spanish
- Mini fold-out pocket guide
 - English, Arabic, Chinese, French, Russian, Spanish
- Partner Guidance
- Informational sheet





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
 - Finalizing TQS for surveys of youth
- 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

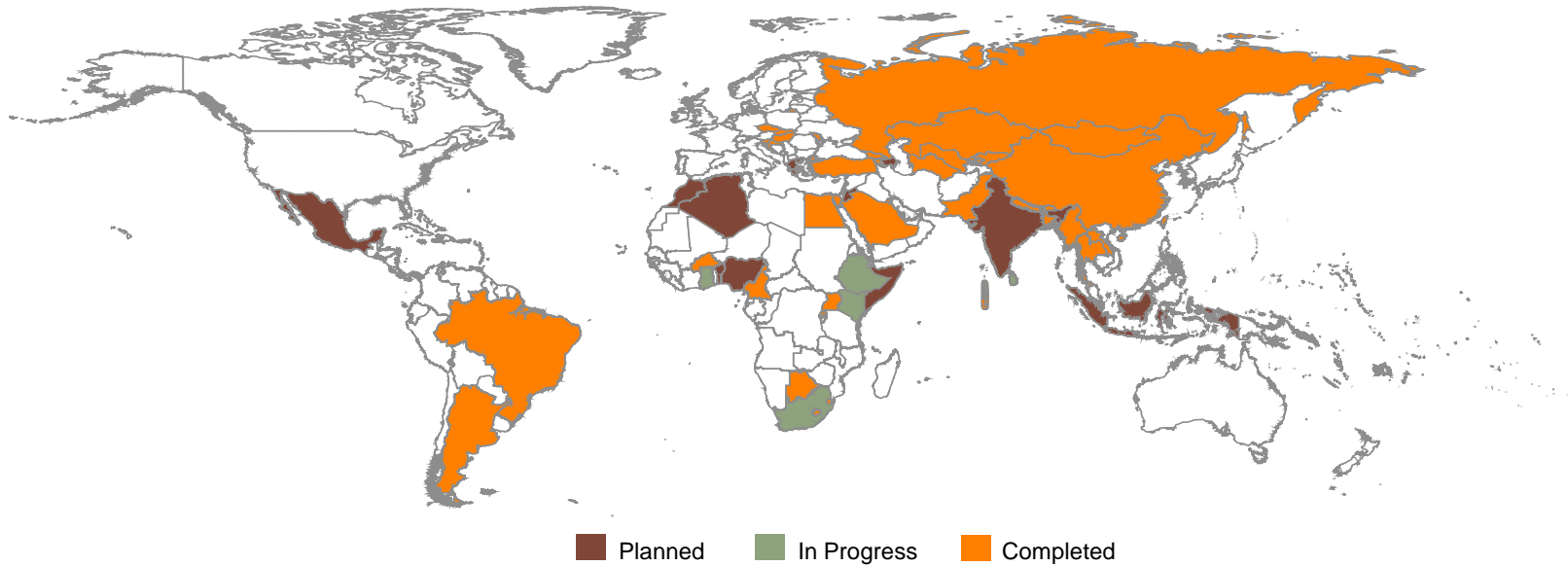
- Health surveys
- TB surveys
- Nutrition and examination surveys
- Household living standards

International

- STEPS
- DHS
- MICS
- EHIS
- Drug use surveys (UNODC/OAS)
- RHS



TQS Implementation 2008-2018



- 82 countries have completed surveys with TQS integration
 - 15 of these countries with > 1 survey



Implementation: Examples from Countries that have Completed GATS

- Argentina: National Risk Factor Survey, 2013
- 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 from Countries that have Completed GATS

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



Implementation: Examples from Countries that have Completed GATS

- 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 multiple rounds every two years from 2008
- Uganda:
 - WHO STEPS, 2014
 - National Tuberculosis Prevalence Survey, 2014-2015



Subnational Monitoring Using TQS: China City Adult Tobacco Survey

Report of China City Adult Tobacco Survey 2013-14

A 14-city experience

REPORT OF CHINA CITY ADULT TOBACCO SURVEY 2013-14

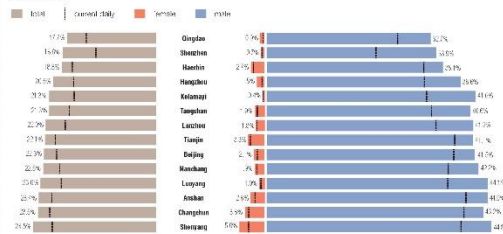
Current Tobacco Smoking

The current tobacco smoking prevalence (including daily and less than daily) in the 14 cities ranged from 17.7% in Qingdao to 24.6% in Shenyang. With the exceptions of Harbin, Qingdao, and Shenzhen, it was above 20.0% in all cities. Among men, the cities with the highest smoking prevalence were Shenyang (44.6%), Luoyang (44.1%), and Anshan (44.0%), while the lowest was in Qingdao at 32.7%. Women's smoking prevalences were far lower than men's in all cities, ranging from 0.4% in Kalamay to 5.0% in Shenyang, with the relatively higher prevalences found in cities from the north and northeastern regions.

Women's smoking rates were far lower than men's in all cities

The proportion of daily smokers among current smokers was high in all cities. With the exception of Shenzhen (64.6%), all cities had proportions higher than 75.0%; the highest was in Tianjin and Changzhou (both above 90.0%).

CURRENT TOBACCO SMOKING PREVALENCE
Percentage of adults age 15 and above
CICAS 2013-14



All 14 cities showed a similar pattern regarding current smoking prevalence in different age groups. The smoking prevalence among those age 15-24 years was relatively low, was highest for those in the 45-64 age groups, and then decreased after age 65.

Cigarettes Smoked per Day

The average number of cigarettes smoked per day among daily smokers in each of the 14 cities exceeded 13.0 cigarettes, with the highest in Qingdao at 15.5, and the lowest in Lanzhou at 13.2. Heavy smokers (those who smoke 20 or more cigarettes per day) made up a large percentage of the current daily smokers, ranging from 40.3% in Qingdao to 32.0% in Lanzhou.

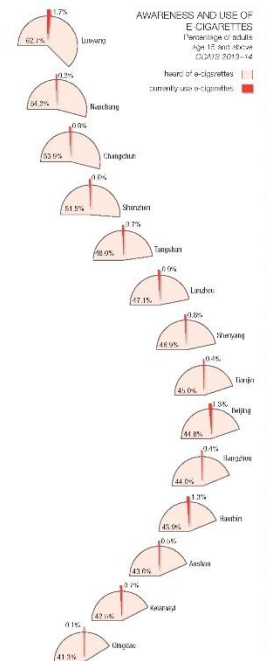


E-Cigarettes

E-cigarettes have become increasingly popular in China and many other countries worldwide in recent years. In the current survey, more than 40.0% of adults reported having heard of e-cigarettes in each 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 Luoyang at 1.7%. The survey shows that the majority of current e-cigarette users were also current cigarette smokers (80.0% or more in all cities). Some e-cigarette users reported that they were not current tobacco smokers, including adults who had never smoked tobacco before.

The majority of e-cigarette users were cigarette smokers



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)

Bhutan STEPS Survey 2014
Tobacco Fact Sheet

The WHO STEPwise approach to surveillance (STEPS) is a simple, standardised method for collecting, analysing and disseminating public health surveillance data on tobacco use. It is an extension of the WHO Behavioural Risk Factor Surveillance System (BRFSS) and provides a standardised method for collecting and analysing data on tobacco use in low- and middle-income countries. The survey was conducted by the National Centre for Disease Control and Prevention (CDC) in partnership with the National Centre for Health Statistics (NCHS) and the National Centre for Immunisation Research and Promotion (NCIRP).

The STEPS survey in Bhutan was conducted from April to June 2014. It was a population-based survey of adults aged 15 years and older. The survey was conducted in 10 districts across the country. The survey was conducted by the National Centre for Disease Control and Prevention (CDC) in partnership with the National Centre for Health Statistics (NCHS) and the National Centre for Immunisation Research and Promotion (NCIRP).

Highlights

Tobacco Use

- Overall 24.3% of adults (25.8% of men and 22.9% of women) were current users of tobacco
- Overall 17.9% of adults (19.1% of men and 16.7% of women) were current users of smokeless tobacco
- Overall 6.4% of adults (7.7% of men and 5.1% of women) were current users of both tobacco and smokeless tobacco

cessation

- 74.8% of current tobacco users had ever quit in the last 12 months
- 23.4% of current tobacco users were currently attempting to quit in the last 12 months

Secondhand smoke

- 11.4% of adults were exposed to secondhand smoke at home
- 11.4% of adults were exposed to secondhand smoke at work

Alcohol

- 6.8% of adults reported drinking alcohol in the last 12 months
- 11.4% of adults reported drinking alcohol in the last 12 months

Physical activity

- Average weekly expenditure on household expenditure was US\$ 13.8 (Bhutanese Ngultrum (Nu))

Additional information, please contact:
WHO STEPS Team (stepteam@who.int)
WHO Regional Office for South-East Asia (sear@who.int)
WHO Regional Office for the Eastern Mediterranean (emro@who.int)
WHO Regional Office for Africa (afr@who.int)
WHO Regional Office for the Americas (amr@who.int)

Kyrgyzstan STEPS Survey 2013
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Uzbekistan STEPS Survey 2014
Tobacco Fact Sheet

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WHO STEPS Team
WHO Regional Office for South-East Asia
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WHO Regional Office for the Americas

THE WORLD BANK
INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT



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
 - Currently 16 countries:
 - 13 countries completed data collection
 - 1 country in progress: Cameroon
 - 2 countries in planning stage: Gabon, Palestine



SESRIC: Fieldwork Completed

- Analysis completed with populated tables:
 - Azerbaijan: National Household Budget Survey
 - Cote d'Ivoire: National Survey on the Situation of Employment and the Informal Sector
 - Egypt: National Labour Force Survey
 - Gambia: Integrated Household Survey
 - Indonesia: National Socioeconomic Survey
 - Mali: Modular and Continuous Household Survey
 - Mauritania: Multiple Indicators Cluster Surveys
 - Niger: National Survey on Behaviors, Attitudes and Practices in Human Trafficking
 - Senegal: Demographic and Health Survey
 - Sierra Leone: Tobacco Use Behavioral Survey
 - Togo: FinScope Consumer Survey



SES RIC: Fieldwork Completed

- Analysis in-progress:
 - Chad: 4th Survey on the Household Living Conditions and Poverty
 - Tajikistan: Household Survey on Standard of Living

Calculating Indicators & Preparing Tables





Monitor: Tobacco Smoking Prevalence

Q1. Do you currently smoke tobacco on a daily basis, less than daily, or not at all?

DAILY	1 > GO TO NEXT SUBSECTION
LESS THAN DAILY	2 > ASK Q2a
NOT AT ALL	3 > ASK Q2b
DON'T KNOW	7 > GO TO NEXT SUBSECTION

Q2a. Have you smoked tobacco daily in the past?

YES	1 > GO TO NEXT SUBSECTION
NO	2 > GO TO NEXT SUBSECTION
DON'T KNOW	7 > GO TO NEXT SUBSECTION

Q2b. In the past, have you smoked tobacco on a daily basis, less than daily, or not at all?

INTERVIEWER: IF RESPONDENT HAS DONE BOTH "DAILY" AND "LESS THAN DAILY" IN THE PAST, CHECK "DAILY"

DAILY	1
LESS THAN DAILY	2
NOT AT ALL	3
DON'T KNOW	7



Smoking Prevalence Indicators

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.

Indicator 3

Former Daily Tobacco Smokers (Among All Adults): Percentage of respondents who are ever daily tobacco smokers and currently do not smoke tobacco.

Numerator: Number of ever daily tobacco smokers who currently do not smoke tobacco.

Denominator: Total number of respondents surveyed. (“Don’t know” responses are excluded.)



Smoking Prevalence Table Shell

Table 11-1. Detailed Smoking Status by Gender

Smoking Status	Overall	Male	Female
<i>Percentage (95% CI)</i>			
Current tobacco smoker			
Daily smoker			
Occasional smoker			
Occasional smoker, formerly daily			
Occasional smoker, never daily			
Current non-smoker			
Former smoker			
Former daily smoker			
Former occasional smoker			
Never smoker			



Monitor: Tobacco Smoking Consumption

Q3. On average, how many of the following products do you currently smoke each (day/week)? Also, let me know if you smoke the product, but not every (day/week).

INTERVIEWER: IF RESPONDENT REPORTS SMOKING THE PRODUCT BUT NOT EVERY (DAY/WEEK), ENTER 888

a. Manufactured cigarettes?				PER DAY/WEEK	
b. Hand-rolled cigarettes?				PER DAY/WEEK	
c. Kreteks?				PER DAY/WEEK	
d. Pipes full of tobacco?				PER DAY/WEEK	
e. Cigars, cheroots, or cigarillos?				PER DAY/WEEK	
f. Number of water pipe sessions?				PER DAY/WEEK	
g. Any others? Specify_____				PER DAY/WEEK	



Smoking Consumption Indicators

Indicator 1

Current [Product] Smokers: Percentage of respondents who currently smoke [product].

Numerator: Number of current daily and less than daily [product] smokers.

Denominator: Total number of respondents surveyed.

Indicator 2

Number of Cigarettes Smoked Per Day (of daily cigarette smokers).

Numerator: Daily cigarette smokers reporting an average of [less than 5, 5-9, 10-14, 15-24, 25+] cigarettes per day.

Denominator: Daily cigarette smokers.



Smoking Consumption Table Shell

Table 11-2. Current Smokers of Various Smoked Tobacco Products

Demographic Characteristics	Any smoked tobacco product	Any cigarette ¹	Type of Cigarette		Other smoked tobacco ²
			Manufactured	Hand-rolled	

Percentage (95% CI)

Overall

Gender

Male

Female

Age (years)

15-24

25-44

45-64

65+

Residence

Urban

Rural

Education Level³

[Category 1

Category 2

Category 3]



Smoking Consumption Table Shell

Table 11-3. Cigarettes Smoked per Day Among Daily Cigarette Smokers

Demographic Characteristics	Number of cigarettes smoked on average per day ¹					Total
	<5	5-9	10-14	15-24	≥25	
	<i>Percentage (95% CI)</i>					
Overall						100.0
<i>Gender</i>						
Male						100.0
Female						100.0
<i>Age (years)</i>						
15-24						100.0
25-44						100.0
45-64						100.0
65+						100.0
<i>Residence</i>						
Urban						100.0
Rural						100.0
<i>Education Level²</i>						
[Category 1						100.0
Category 2						100.0
Category 3]						100.0

¹ Among daily cigarette smokers. Cigarettes include manufactured, hand-rolled, and kreteks.

² Education level is reported only among respondents 25+ years old.



Monitor: Smokeless Tobacco Prevalence

Q4. Do you currently use smokeless tobacco on a daily basis, less than daily, or not at all?

DAILY	1 > GO TO NEXT SUBSECTION
LESS THAN DAILY	2 > ASK Q5a
NOT AT ALL	3 > ASK Q5b
DON'T KNOW	7 > GO TO NEXT SUBSECTION

Q5a. Have you used smokeless tobacco daily in the past?

YES	1 > GO TO NEXT SUBSECTION
NO	2 > GO TO NEXT SUBSECTION
DON'T KNOW	7 > GO TO NEXT SUBSECTION

Q5b. In the past, have you used smokeless tobacco on a daily basis, less than daily, or not at all?

INTERVIEWER: IF RESPONDENT HAS DONE BOTH "DAILY" AND "LESS THAN DAILY" IN THE PAST, CHECK "DAILY"

DAILY	1
LESS THAN DAILY	2
NOT AT ALL	3
DON'T KNOW	7



Smokeless Tobacco Prevalence Indicators

Indicator 1

Current Smokeless Tobacco Users: Percentage of respondents who currently use smokeless tobacco.

Numerator: Number of current daily and less than daily smokeless tobacco users.

Denominator: Total number of respondents surveyed. (“Don’t know” responses are excluded.)

Indicator 2

Current Daily Smokeless Tobacco Users: Percentage of respondents who currently use smokeless tobacco daily.

Numerator: Number of current daily smokeless tobacco users.

Denominator: Total number of respondents surveyed. (“Don’t know” responses are excluded.)

Indicator 3

Former Daily Smokeless Tobacco Users (Among All Adults): Percentage of respondents who are ever daily smokeless tobacco users and currently do not use smokeless tobacco.

Numerator: Number of ever daily smokeless tobacco users who currently do not use smokeless tobacco.

Denominator: Total number of respondents surveyed. (“Don’t know” responses are excluded.)



Smokeless Tobacco Prevalence Table Shell

Table 11-4. Detailed Smokeless Tobacco Use Status by Gender

Smokeless Tobacco Use Status	Overall	Male	Female
	<i>Percentage (95% CI)</i>		
Current smokeless tobacco user			
Daily user			
Occasional user			
Occasional user, formerly daily			
Occasional user, never daily			
Current non-user of smokeless tobacco			
Former user			
Former daily user			
Former occasional user			
Never smokeless user			



Protect: Exposure to Secondhand Smoke at Home

Q6. How often does anyone smoke inside your home? Would you say daily, weekly, monthly, less than monthly, or never?

DAILY	1
WEEKLY	2
MONTHLY	3
LESS THAN MONTHLY	4
NEVER	5
DON'T KNOW	7

Indicator

Exposure to Secondhand Smoke at Home: Percentage of respondents who report that smoking occurs inside their home.

Numerator: Number of respondents who reported that smoking occurs inside their home on daily, weekly, or monthly basis.

Denominator: Total number of respondents surveyed. (“Don’t know” responses are excluded.)



Exposure to Secondhand Smoke at Home Table Shell

Table 11-5. Exposure to Tobacco Smoke at Home, by Smoking Status

Demographic Characteristics	Respondents exposed to tobacco smoke at home ¹	
	Overall	Non-smokers
<i>Percentage (95% CI)</i>		
Overall		
<i>Gender</i>		
Male		
Female		
<i>Age (years)</i>		
15-24		
25-44		
45-59		
65+		
<i>Residence</i>		
Urban		
Rural		
<i>Education Level²</i>		
[Category 1		
Category 2		
Category 3]		

¹ Respondents who reported that smoking inside the home occurs daily, weekly, or monthly.

² Education level is reported only among respondents 25+ years old.



Protect: Exposure to Secondhand Smoke at Work

Q7. Do you currently work outside of your home?

YES 1 > ASK Q8
NO/DON'T WORK 2 > GO TO NEXT SUBSECTION

Q8. Do you usually work indoors or outdoors?

INDOORS 1 > ASK Q9
OUTDOORS 2 > GO TO NEXT SUBSECTION
BOTH 3 > ASK Q9

Q9. During the past 30 days, did anyone smoke in indoor areas where you work?

YES 1
NO 2
DON'T KNOW 7

Indicator

Exposure to Secondhand Smoke at Work: Percentage of indoor workers who were exposed to tobacco smoke at work in the past 30 days.

Numerator: Number of respondents who reported being exposed to smoke in indoor areas at work during the past 30 days.

Denominator: Number of respondents who work outside of the home who usually work indoors or both indoors and outdoors. ("Don't know" responses to Q9 are excluded.)



Exposure to Secondhand Smoke at Work Table Shell

Table 11-6. Exposure to Tobacco Smoke at Indoor Work Areas, by Smoking Status

Demographic Characteristics	Respondents exposed to tobacco smoke at work ¹	
	Overall	Non-smokers
	<i>Percentage (95% CI)</i>	
Overall		
<i>Gender</i>		
Male		
Female		
<i>Age (years)</i>		
15-24		
25-44		
45-59		
65+		
<i>Residence</i>		
Urban		
Rural		
<i>Education Level²</i>		
[Category 1		
Category 2		
Category 3]		

¹ In the past 30 days. Among those respondents who work outside of the home who usually work indoors or both indoors and outdoors.

² Education level is reported only among respondents 25+ years old.



Offer: Quit Attempts

Q10. During the past 12 months, have you tried to stop smoking?

YES	1
NO	2

Indicator

Smoking Quit Attempt in the Past 12 Months: Percentage of current tobacco smokers who have tried to quit during the past 12 months.

Numerator: Current tobacco smokers who tried to quit during the past 12 months.

Denominator: Current tobacco smokers.



Offer: Advice to Quit by Healthcare Provider

Q11. Have you visited a doctor or other health care provider in the past 12 months?

YES 1 > ASK Q12
NO 2 > SKIP Q12

Q12. During any visit to a doctor or health care provider in the past 12 months, were you advised to quit smoking tobacco?

YES 1
NO 2

Indicator

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.

Numerator: Number of current tobacco smokers who were advised to quit smoking during a visit to a healthcare provider within the past 12 months.

Denominator: Number of current tobacco smokers who visited a healthcare provider in the past 12 months.



Smoking Cessation Table Shell

Table 11-7. Current Smokers who Made a Quit Attempt and Received Health Care Provider Assistance in the Past 12 Months

Demographic Characteristics	Smoking cessation and health care seeking behavior		
	Made quit attempt ¹	Visited a HCP ^{1,2}	Advised to quit by HCP ^{2,3}
<i>Percentage (95% CI)</i>			
Overall			
<i>Gender</i>			
Male			
Female			
<i>Age (years)</i>			
15-24			
25-44			
45-64			
65+			
<i>Residence</i>			
Urban			
Rural			
<i>Education Level⁴</i>			
[Category 1			
Category 2			
Category 3]			

¹ Among current smokers.

² HCP = health care provider.

³ Among current smokers who visited a HCP during the past 12 months.

⁴ Education level is reported only among respondents 25+ years old.



Warn: Anti-Cigarette Information

Q13. In the last 30 days, have you noticed information about the dangers of smoking cigarettes or that encourages quitting in newspapers or in magazines?

YES	1
NO	2
NOT APPLICABLE	7

Q14. In the last 30 days, have you noticed information about the dangers of smoking cigarettes or that encourages quitting on television?

YES	1
NO	2
NOT APPLICABLE	7

Indicators

Awareness of Anti-Cigarette Smoking Information in Specific Channels: Percentage of respondents who have noticed information about the dangers of smoking cigarettes or that encourages quitting in (newspapers or magazines/television) in the last 30 days.

Numerator: Number of respondents who have noticed information about the dangers of smoking cigarettes or that encourages quitting in (newspapers or magazines/television) in the last 30 days.

Denominator: Total number of respondents surveyed. (“Not applicable” responses are included.)

Anti-Cigarette Information Table Shell



Table 11-8. Noticing Anti-Cigarette Smoking Information During the Last 30 Days in Newspapers or Magazines and Television, by Smoking Status

Places	Overall	Gender		Age (years)		Residence	
		Male	Female	15-24	≥ 25	Urban	Rural

Percentage (95% CI)

Overall

In newspapers or
in magazines

On television

Current smokers¹

In newspapers or
in magazines

On television

Non-smokers²

In newspapers or
in magazines

On television

¹ Includes daily and occasional (less than daily) smokers.

² Includes former and never smokers.



Warn: Cigarette Package Health Warnings

Q15. In the last 30 days, did you notice any health warnings on cigarette packages?

- | | |
|---|-------------------------------------|
| YES | 1 |
| NO | 2 > GO TO NEXT SUBSECTION |
| DID NOT SEE ANY CIGARETTE PACKAGES | 3 > GO TO NEXT SUBSECTION |

Q16. In the last 30 days, have warning labels on cigarette packages led you to think about quitting?

- | | |
|-------------------|----------|
| YES | 1 |
| NO | 2 |
| DON'T KNOW | 7 |



Cigarette Package Health Warnings Indicators

Indicator 1

Noticing Health Warning Labels on Cigarette Packages: Percentage of current smokers who noticed health warnings on cigarette packages in the last 30 days.

Numerator: Number of current smokers who noticed health warnings on cigarette packages in the last 30 days.

Denominator: Number of current smokers.

Indicator 2

Thinking of Quitting Because of Health Warning Labels on Cigarette Packages: Percentage of current tobacco smokers who reported thinking about quitting smoking in the last 30 days because of the warning labels on cigarette packages.

Numerator: Number of current smokers who thought about quitting smoking in the last 30 days because of the warning labels on cigarette packages.

Denominator: Number of current smokers. (“Don’t know” responses are included.)



Cigarette Package Health Warnings Table Shell

Table 11-9. Current Smokers who Noticed Health Warnings on Cigarette Packages and Considered Quitting Because of the Warnings During the Last 30 Days

Demographic Characteristics	Current smokers ¹ who...	
	Noticed health warnings on cigarette package ²	Thought about quitting because of warning label ²
	<i>Percentage (95% CI)</i>	
Overall		
<i>Gender</i>		
Male		
Female		
<i>Age (years)</i>		
15-24		
25-44		
45-64		
65+		
<i>Residence</i>		
Urban		
Rural		
<i>Education Level³</i>		
[Category 1		
Category 2		
Category 3]		

¹ Includes daily and occasional (less than daily) smokers.
² During the last 30 days.
³ Education level is reported only among respondents 25+ years old.



Enforce: Cigarette Advertisements and Promotions

Q17. In the last 30 days, have you noticed any advertisements or signs promoting cigarettes in stores where cigarettes are sold?

YES	1
NO	2
NOT APPLICABLE	7

Q18. In the last 30 days, have you noticed any of the following types of cigarette promotions?

READ EACH ITEM:	YES	NO	DON'T KNOW
	▼	▼	▼
a. Free samples of cigarettes?	1	2	7
b. Cigarettes at sale prices?	1	2	7
c. Coupons for cigarettes?	1	2	7
d. Free gifts or special discount offers on other products when buying cigarettes?	1	2	7
e. Clothing or other items with a cigarette brand name or logo?	1	2	7
f. Cigarette promotions in the mail?	1	2	7



Cigarette Advertisements and Promotions Indicators

Indicator 1

Awareness of Cigarette Advertising in Specific Channels: Percentage of respondents who have noticed any advertisements or signs promoting cigarettes in stores in the last 30 days.

Numerator: Number of respondents who have noticed any advertisements or signs promoting cigarettes in stores in the last 30 days.

Denominator: Total number of respondents surveyed. (“Not applicable” responses are included.)

Indicator 2

Awareness of Specific Types of Cigarette Promotions: 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.

Numerator: Number 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.

Denominator: Total number of respondents surveyed. (“Don’t know” responses are included.)



Cigarette Advertisements and Promotions Table Shell

Table 11-10. Noticing Cigarette Advertising During the Last 30 Days in Various Places

Places	Overall	Gender		Age (years)		Residence	
		Male	Female	15-24	≥ 25	Urban	Rural
<i>Percentage (95% CI)</i>							
Noticed advertisements in stores							
<i>Noticed cigarette promotions</i>							
Free samples							
Sale prices							
Coupons							
Free gifts/discounts on other products							
Clothing/item with brand name or logo							
Mail promoting cigarettes							



Raise: Cost of Cigarettes

Q19. The last time you bought cigarettes for yourself, how many cigarettes did you buy?

INTERVIEWER: RECORD NUMBER AND CHECK UNIT

CIGARETTES	1
PACKS	2 → How many cigarettes were in each pack?
CARTONS	3 → How many cigarettes were in each carton?
OTHER (SPECIFY)	4 → How many cigarettes were in each [FILL]?
NEVER BOUGHT CIGARETTES	5 → GO TO NEXT SUBSECTION

Q20. In total, how much money did you pay for this purchase?

INTERVIEWER: IF DON'T KNOW, ENTER 999



Cost of Cigarettes Indicators

Indicator 1

Average Cost of a Pack of Manufactured Cigarettes (in local currency).

Calculation:

- 1) Using information on the number and unit of last purchase (e.g., 2 packs) and the number of cigarettes per unit (e.g., 20 cigarettes per pack), calculate the number of manufactured cigarettes bought at last purchase (2 packs x 20 cigarettes per pack = 40 cigarettes).
- 2) Divide the amount paid for the last purchase of manufactured cigarettes by the number of manufactured cigarettes bought at the last purchase to calculate the amount paid per cigarette (e.g., \$10/40 cigarettes = \$.25 per cigarette).
- 3) Multiply the amount paid per cigarette by 20 cigarettes/pack to calculate the amount paid per pack of manufactured cigarettes (e.g., \$.25 x 20 cigarettes/pack = \$5).
- 4) Calculate the number of manufactured cigarettes smoked per day for each individual (using Q3a).
- 5) Generate a new “manufactured cigarette weight”, equal to the product of the individual sampling weight and the number of manufactured cigarettes smoked per day.
- 6) Calculate the average amount paid per pack of manufactured cigarettes across all respondents, weighted by the new “manufactured cigarette weight”.

Indicator 2

Cigarette Affordability: Average cost of 100 packs of manufactured cigarettes as a percentage of Gross Domestic Product (GDP) per capita.

Calculation:

- 1) Use the same approach as described above to calculate the consumption-weighted average cost per pack of 20 manufactured cigarettes.
- 2) Multiply the average cost per pack by 100 to estimate the average cost of 100 packs.
- 3) Divide the average cost of 100 packs by the per capita GDP and multiply by 100.



Cost of Cigarettes Table Shell

Table 11-11. Average Amount Spent on a Pack of Cigarettes and Cost of 100 Packs of Cigarettes as a Percentage of Gross Domestic Product (GDP) per Capita

	Local Currency
Average amount spent on 20 manufactured cigarettes	XX.X
	Overall (%)
Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP)	XX.X



Notes based on reviews

- Report the prevalence of each indicator among all respondents or subgroup
- Do not report the distribution within a subgroup
- For example,
 - Among all males, what percent currently smoke tobacco?
 - Among all females, what percent currently smoke tobacco?
 - NOT: Among current smokers, what percent are male and what percent are female?

Further Analysis & Research





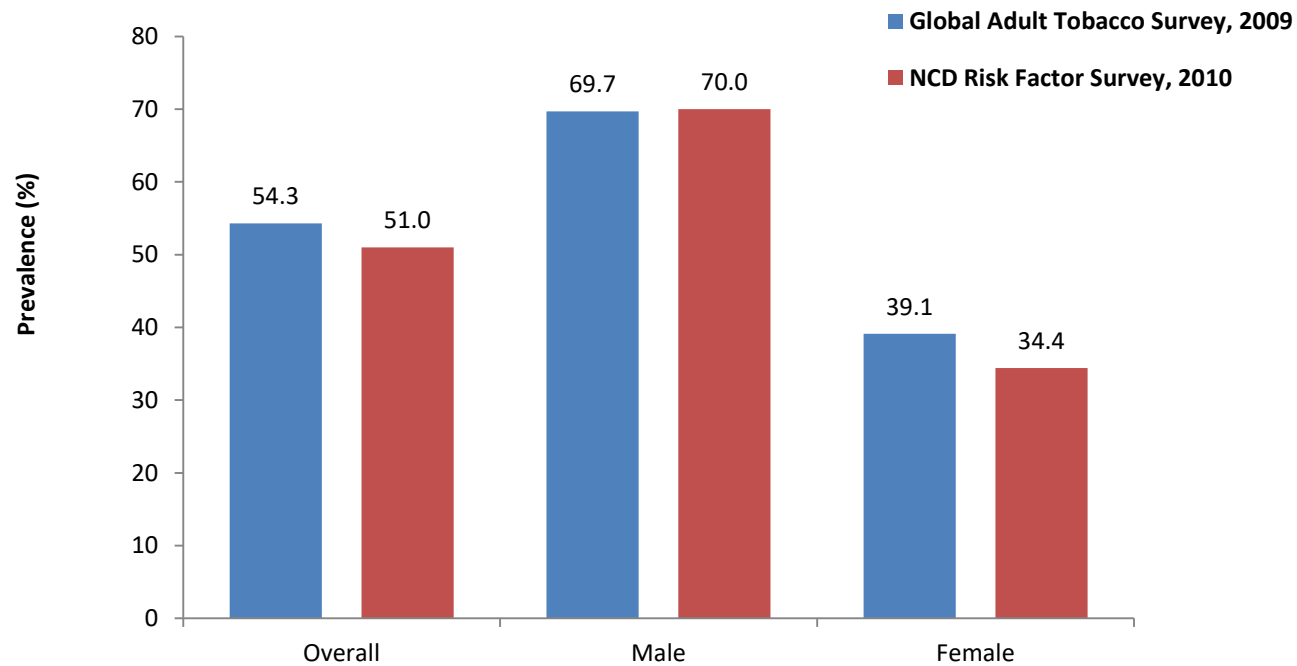
Data Dissemination Materials

- In addition to populated table shells, we encourage development of other materials for data dissemination:
 - Tobacco Report
 - Examples from SESRIC countries
 - Mali: Modular and Continuous Household Survey
 - Cote d'Ivoire: National Survey on the Situation of Employment and the Informal Sector (draft)
 - Tobacco Fact Sheet
 - Tobacco Control Brief
 - Research graphs, publications



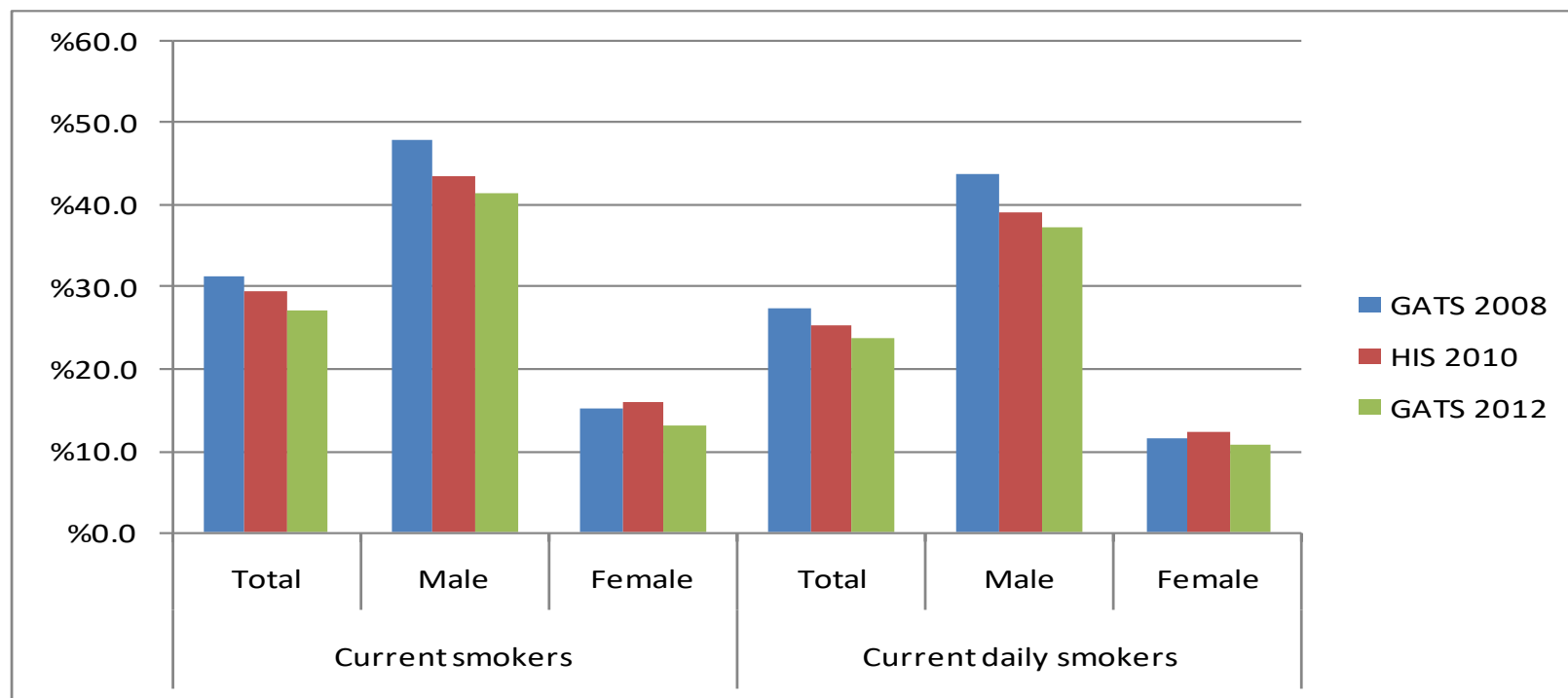
Comparison of GATS to TQS: Bangladesh

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





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)*

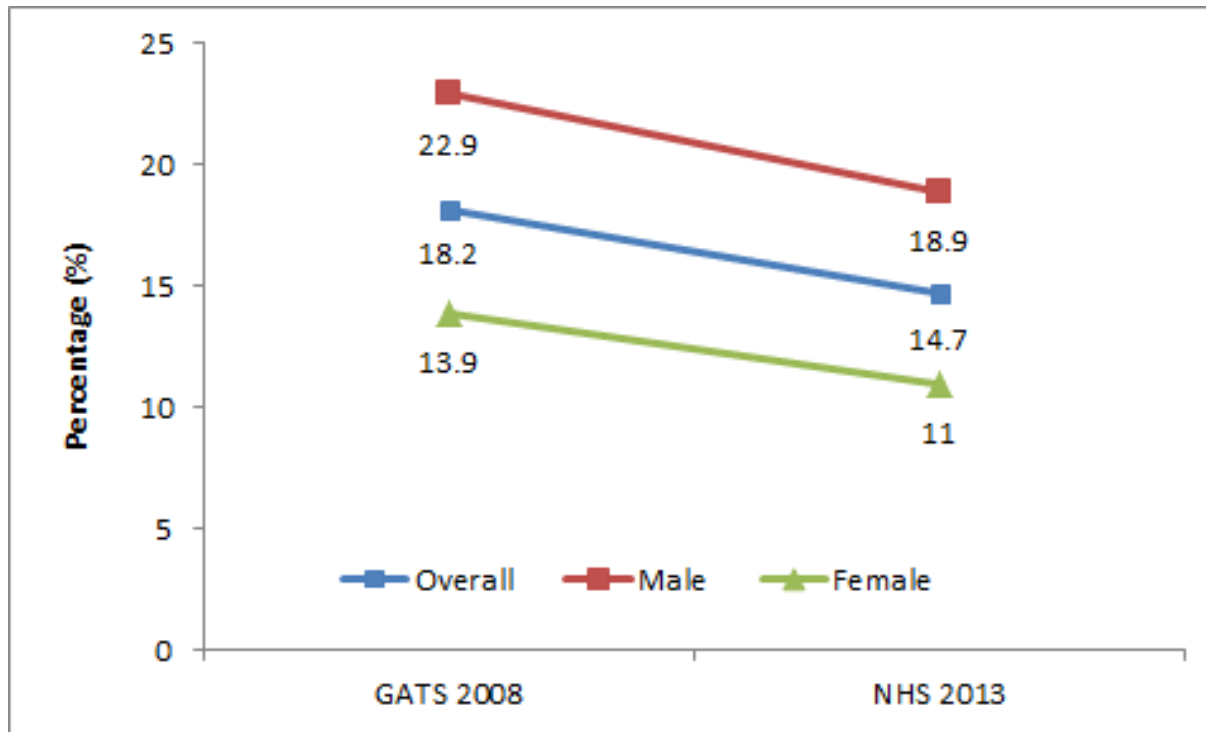
****This indicator shows that we can provide the sustainability and consistency in measuring some indicators on tobacco by means of HIS conducted in every two years.***

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)



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

Workshop on Transforming TQS Data to Action
12 November 2018
Ankara, Turkey

