Dissemination and Data to Action
SESSRIC TQS workshop
ANKARA, 16-17 AUG 2017
Dr Heba Fouad
WHO, EMRO
This Presentation

• GTSS components and process
• GTSS indicators, guides and resources for survey results dissemination
• Sources of data
• Data dissemination
• Data use for action
• Conclusion and way forward
Surveillance

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

Timely, useful evidence to empower public & policy makers to lead & manage effectively. That’s where public health begins.
GTSS Monitor exposure and exposure determinants

- Tobacco Use
- Knowledge and Attitudes
- Secondhand Smoke Exposure
- Pro- and Anti-tobacco Media and Advertising Exposure
- Cessation
- Access and Availability of Tobacco
- Tobacco economics
MPOWER Polices to Reverse the Global Tobacco Epidemic

• **M**onitor tobacco use and prevention policies
• **P**rotect people from tobacco smoke
• **O**ffer help to quit tobacco use
• **W**arn about the dangers of tobacco
• **E**nforce bans on tobacco advertising, promotion and sponsorship
• **R**aise taxes on tobacco
Global Tobacco Surveillance System is a Dynamic system

Survey Workshop
Introduce guidance and expectations for results dissemination, com. and advocacy

Analysis Workshop
Determine key messages, Identify key audiences, and key partners

Policy & Program Workshop
Conducted in country with key partners to plan for data release and post press conference follow-up activities (e.g. National action planning workshop)

Repeat Every ? Years

Evaluate and Modify Programs
Tobacco Control Program
Health Communication and Advocacy Programs

Implement Programs

Conduct Survey
Report Data
Example of a country with good surveillance data
Another example: very good surveillance

Current smoking

Males

Females

Prevalence %

"prediction range"  "target"  survey data

prevention range  target  survey data
Data dissemination

GATS /TQS

• GATS: 2008-2016
  – Completed in 28 countries
  – 30 country fact (with repeats)
  – 24 country reports
  – 24 public use data sets

• TQS: 2009-2016
  – Completed in 63 countries (3-22 questions)
  – TQS available in 7 languages
Sources of information

• Fact sheets of survey results
• Executive Summaries of survey reports
• Country Reports
• Research Publications
• Data 2 Action (D2A) Workshops
• GATS Atlas
• WHO, MOHs, NSO, and CDC ...webistes
Data dissemination : sources
Sources of information on selected demand reduction measures of the FCTC

2008: Focused on all measures

2009: Protection against SHS

2011: Warning on dangers

2013: Enforcement

2015: Taxation

2017: Monitoring
Other Sources: Monitoring mortality attributable to tobacco

First published by WHO in 2012

2004 mortality information for most countries: by cause of death, by age and sex for almost all countries

Updated publication in Nov 2016: Comparative data for 2000 and 2012
Guides and Resources

Global Adult Tobacco Survey (GATS) Data Dissemination: Guidance for the Initial Release of the Data

Version 1.2
January 2010

Using Global Adult Tobacco Survey (GATS) Data to Strengthen Tobacco Control Efforts: Guidance for Tobacco Control Advocates

February 2010
Use of data

“Power of data”

- To demonstrate seriousness of tobacco as a health and social problem
- To identify major determinants of demand for tobacco
- To plan and design programs and intervention based on evidence
- To promote and inform policy change and to build the case and advocate for policies that work
- To evaluate existing policies
- To monitor change over time especially on achieving target (30% reduction of tobacco use among adults by 2025)
- Generate cross sectional estimates for global level picture and status of the tobacco epidemic
Using Data For Policy Change

“TELL the STORY”

• It requires a clear understanding of the data, as well as the policy context, and the relationship between the findings and key policy issues:
  – Understand the data and policy context
  – Identify target audiences
  – Develop partnerships for use
  – Agree on key messages
  – Package the data
  – Release and Disseminate
Target Audiences

- Policy makers
- Non-government organisations and civil societies
- General public
- Advocacy groups
- Media outlets
TELL the STORY

• Develop the key Messages:
  – Clear and concise
  – Increase the target audiences understanding of the problem
  – Motivate the audience on action needed

• Package the data:
  – Information must be presented in simple, easy to use format, especially for media and policy makers
  – Country reports provide full report
  – Fact sheets and graphical presentations provide picture on key data
Releasing the Data

- Release event (press conference, high level meeting)
- Make data available in easy to use format (fact sheet, briefs)
- develop key messages
- Actively recruit relevant stakeholders and key decision makers as well as the media to attend
- Promote action based on data findings
Examples of Data to Action/use

**Turkey**
Enhanced smoke-free law and increased enforcement

**Mexico**
Raised Tobacco Taxes

**India**
Raised profile of smokeless tobacco problem,
Implemented stronger health warnings on all tobacco packaging
Conclusion

• M&E is a dynamic process
• We need to think beyond table shells and beyond country report and fact sheets, how we get the message out using innovative ideas of communication to keep tobacco on the top of the political agenda and to keep conversation ongoing on the epidemic and status of control
Way forward

• Collaboration between Statistical office and MOH; the end user of information
• Data communication strategy should be part of the survey protocol plan
• Multisectoral collaboration is required at different levels between data production and usage (NGOs, MOHs, NSOs, academia,.. etc)
• Data to action workshops should be part of dissemination plan
• Data use and communication should be an ongoing process to raise awareness and to push for policy making: Create team charged with use of the data
What Gets Measured Gets Done
Thank you for your attention