Fourth Session of OIC Statistical Commission

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Opportunities to Monitor Tobacco Control in OIC Countries

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Centers for Disease Control and Prevention
- Tobacco: Leading Cause of Death
- Monitor to Manage
- Role of STATCOM in OIC Countries
- Efficient Integration by NSOs
  - Tobacco Questions for Surveys (TQS)
Tobacco is responsible for 6 of the 10 leading causes of deaths.

### Leading Causes of Deaths

<table>
<thead>
<tr>
<th>1</th>
<th>Ischemic heart disease</th>
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<tbody>
<tr>
<td>2</td>
<td>Stroke</td>
</tr>
<tr>
<td>3</td>
<td>Lower respiratory infections (including influenza and pneumonia)</td>
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<tr>
<td>4</td>
<td>Chronic lower respiratory diseases</td>
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<tr>
<td>5</td>
<td>Diarrheal diseases</td>
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<tr>
<td>6</td>
<td>HIV/AIDS</td>
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<td>7</td>
<td>Lung cancers</td>
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<tr>
<td>8</td>
<td>Tuberculosis</td>
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<tr>
<td>9</td>
<td>Road traffic crashes</td>
</tr>
<tr>
<td>10</td>
<td>Hypertensive heart disease</td>
</tr>
</tbody>
</table>
Tobacco Epidemic

Number Smokers
1.4 b -> 1.6b
By 2030

Projected Deaths
Caused by Tobacco Use During the 21st Century
Total 1 Billion

21st Century

One Billion Deaths

2000 2025 2050 2075 2100

Projected number of deaths

over 500,000,000
approx. 300,000,000
approx. 150,000,000

Global Cigarette Consumption
Billions of sticks, 1800-2020

Low, medium, and high cigarette consumption projections for 2020 are based on low, medium, and high variant population projections provided by the United Nations World Population Prospects (2000 revision).
Increased tobacco deaths in low/mid-income countries through 2030

“...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.”

FCTC Monitoring Protocol 20.2
Monitor tobacco use & prevention policies

Protect people from tobacco smoke

Offer help to quit tobacco use

Warn about the dangers of tobacco

Enforce bans on tobacco advertising, promotion & sponsorship

Raise taxes on tobacco
This requires a clear understanding of the GYTS data, the policy context, and policy goals specific to a country and the relationship between GYTS data findings and key policy issues.

Global Tobacco Surveillance System (GTSS)

GYTS | GLOBAL YOUTH TOBACCO SURVEY

GATS | GLOBAL ADULT TOBACCO SURVEY

TQS | TOBACCO QUESTIONS FOR SURVEYS
School-based surveys of students aged 13-15 years
Self administered using global standard protocol
76 countries implementing using revised standard protocol in 2012-2014
Nationally representative household surveys of adults aged 15+
Face-to-face surveys using standard protocol

**2008-2014: Active in 31 Countries**

**Phase 1**
Bangladesh, Brazil, China, Egypt, India, Mexico, Philippines, Poland, Russian Federation, Thailand, Turkey, Ukraine, Uruguay, Viet Nam

**Phase 2**
Argentina, Indonesia, Malaysia, Nigeria, Panama, Qatar, Romania

**Phase 3**
Cameroon, Colombia, Greece, Kazakhstan, Kenya, Pakistan, Senegal, South Africa, Sri Lanka, Uganda

**Repeats**
Thailand, Turkey
Current Adult Tobacco Use

Source: Global Adult Tobacco Survey, 2008-2013
Data to action: turkey

2 million fewer smokers following MPOWER

- Highlight Turkey as an example for the world
- Support efforts to ensure implementation
- Explore strategic approaches to new tobacco control measures

2008-2012: Turkish government adopted comprehensive MPOWER measures
- Set of standard questions (3-22) from GATS for integration into surveys
- Promotes standardization, comparability & sustainability
- Cost efficient
GTSS Features

- Globally standardized protocols
- Durable for country adaptations
- Consistent and comparable
- Efficiency
  - Electronic data collection
  - Streamlined technical exchange
  - Sustainable
- Policy driven indicators
- Open data
45th Session of the UN Statistical Commission: UNODC on Drug Statistics

WHO/CDC Global Tobacco Surveillance System

22. The Global Tobacco Surveillance System (GTSS) initiated by WHO and the CDC in 1999, systematically tracks tobacco use and key tobacco control policy measures using globally standardized protocols. The GTSS comprises three survey tools: the Global Youth Tobacco Survey (GYTS); the Global Adult Tobacco Survey (GATS); and the Tobacco Questions for Surveys (TQS). GTSS enhances countries’ capacity to design, implement and evaluate tobacco control interventions. GTSS assist countries to address selected demand-related articles of the WHO FCTC. The system also provides data for systematic monitoring and tracking of the progress of the WHO MPOWER11 policy package. Surveys are repeated every 4-5 years.

23. GYTS is a nationally representative school-based survey of students in grades associated with ages 13 to 15 years and is designed to produce cross-sectional estimates for each country. GATS is a nationally representative household survey of adults 15 years of age or older. Both GYTS and GATS use a standard core questionnaire, sample design, data collection and management protocols12. The TQS questions are a subset of the core

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Source: UN Economic and Social Council, March 4-7, 2014
TQS GLOBAL ALLIANCE AIMS TO PROMOTE THE INTEGRATION OF TQS INTO SURVEYS
TQS Global Alliance

THE TARGET IS TO INTEGRATE TQS IN 70 COUNTRIES BY 2016
TURKEY IS THE FIRST COUNTRY TO INTEGRATE TQS INTO THE NATIONAL HEALTH SURVEYS-
TURKSTAT COMPLETED 4 ROUNDS, 2008-2014

- 3-22 MPOWER focused questions
- 10 OIC countries integrating TQS
TQS Content

Smoking prevalence = *Key questions*
Smokeless prevalence
Exposure to secondhand smoke (home, work)
Cessation (quit attempts, healthcare provider advice)
Health warnings (in media, on packs)
Exposure to advertisements and promotions
Cigarette cost (measure affordability)
Current tobacco users among adults aged 25 years and above by gender in Bangladesh

- **Overall**: 54.3% (Global Adult Tobacco Survey, 2009) - 51.0% (NCD Risk Factor Survey, 2010)
- **Male**: 69.7% (Global Adult Tobacco Survey, 2009) - 70.0% (NCD Risk Factor Survey, 2010)
- **Female**: 39.1% (Global Adult Tobacco Survey, 2009) - 34.4% (NCD Risk Factor Survey, 2010)
Current tobacco smoking among adults aged 15 years and above by gender in Turkey

- **Overall:**
  - **Global Adult Tobacco Survey, 2008:** 31.2%
  - **Health Survey, 2010:** 29.5%

- **Male:**
  - **Global Adult Tobacco Survey, 2008:** 47.9%
  - **Health Survey, 2010:** 43.5%

- **Female:**
  - **Global Adult Tobacco Survey, 2008:** 15.2%
  - **Health Survey, 2010:** 16.0%
TQS Technical Package

- Expert consultations
  - Protocol
  - Analysis and reporting

- Technical assistance and capacity building
UN Statistical Commission

- Add TQS on the agenda for 2015
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