

## TOBACCO USE

### Rationale

- Tobacco use is a major risk for premature mortality and a cause of a large disease burden worldwide. The burden due to tobacco use is likely to increase globally with a majority of this burden occurring in less developed countries.
- WHO's framework Convention on Tobacco Control provides member states with guidelines to implement tobacco control strategies. In order to monitor the impact of these policy implementations there is a need to gather baseline data where none is available and to track changes over time in tobacco use prevalence at a minimum. The WHO Global Action Plan on Non-Communicable Diseases calls for a 30% reduction in the prevalence of tobacco use among person aged 15 years and older.

### Experience and evidence

- Experience:
  - Dozens of national surveys have collected, or are collecting, data on tobacco use. These include nationally representative household surveys, such as the Global Adult Tobacco Survey conducted in at least 20 countries<sup>1</sup>, and school surveys (Global Youth Tobacco Survey) in children 13-15 years.<sup>2</sup>
  - The Global Adult Tobacco Survey initiative (and the related initiatives for youth surveys) has developed guidance to measure tobacco use in general population surveys.<sup>3</sup>
- Evidence:
  - The face validity of survey data on tobacco use is good and data are used for comparative purposes.
  - Self-reported smoking status can be validated with measures of cotinine excretion in body fluids (saliva, urine, blood). In general, self-reports underestimate true smoking prevalence in most studies<sup>4</sup>. However, the type of body fluid, and cut-off and sensitivities used affect the results.

### Short/core module

- The short module should focus on tobacco smoking prevalence. The most important indicator is current smoking. Additional questions can be asked about past smoking and frequency of smoking. In countries where smokeless tobacco use is common, corresponding questions should be added.

---

<sup>1</sup> <http://www.who.int/tobacco/surveillance/gats/en/>

<sup>2</sup> <http://www.cdc.gov/Tobacco/global/gtss/index.htm>

<sup>3</sup> Global Adult Tobacco Survey Collaborative Group. *Tobacco Questions for Surveys: A Subset of Key Questions from the Global Adult tobacco Survey (GATS)*. 2<sup>nd</sup> edition. Atlanta, Georgia. CDC, 2011.

<sup>4</sup> Connor Gorber S, Schofield-Hurwitz S, Hardt J, Levasseur G, Tremblay M. The accuracy of self-reported smoking: A systematic review of the relationship between self-reported and cotinine-assessed smoking status *Nicotine Tob Res* (2009) 11 (1): 12-24. ()

- Indicators
  - Proportion of respondents who currently smoke tobacco / use smokeless tobacco
  - Proportion of respondents who currently smoke tobacco daily /use smokeless tobacco daily
  - Proportion of respondents who are ever daily tobacco smokers and currently do not smoke tobacco / ever daily users of smokeless tobacco and currently do not use smokeless tobacco. (Also: Proportion of ever users of tobacco, smoke or smokeless, who currently do not use any form of tobacco).
- Additional Indicators – tobacco consumption:
  - Average number of cigarettes smoked per day (among daily smokers)
  - Average number of times smokeless products used per day

• **Main Indicator definitions**

Name*	Numerator	Denominator
Percentage of respondents who currently smoke [product]	Number of current daily and less than daily tobacco smokers	Total number of respondents surveyed.
Current Daily Tobacco Smokers: Percentage of respondents who currently smoke tobacco daily	Number of current daily tobacco smokers	Total number of respondents surveyed.
Former Daily Tobacco Smokers (Among All Adults): Percentage of respondents who are ever daily tobacco smokers and currently do not smoke tobacco	Number of ever daily tobacco smokers who currently do not smoke tobacco	Total number of respondents surveyed.
Former Daily Tobacco Smokers (Among Ever Daily Smokers): Percentage of ever daily tobacco smokers who currently do not smoke tobacco**	Number of ever daily tobacco smokers who currently do not smoke tobacco	Number of ever daily tobacco smokers.
Number of Cigarettes Smoked Per Day (of daily cigarette smokers)	Daily cigarette smokers reporting an average number of cigarettes per day	Daily cigarette smokers.

\*The smokeless tobacco indicators are the same as the smokers indicators above.

\*\* There will be corresponding indicators for past smokers who are not users of any form of tobacco; and past users of any form of tobacco who are not current users of any form of tobacco.

- Questionnaire

### Section on use of tobacco products excluding smokeless tobacco

NO.	QUESTIONS AND FILTERS	CODING CATEGORIES	SKIP																																
Q1a	Do you <u>currently</u> smoke tobacco?	YES ..... 1 NO ..... 2	→ Q4a																																
Q1b	Do you <u>currently</u> smoke tobacco on a daily basis or less than daily?	DAILY ..... 1 LESS THAN DAILY ..... 2																																	
Q3	<p>CHECK Q1b:</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>DAILY</p> <p>↓</p> <p>On average, how many of the following products do you smoke or use <b>each day</b>? Also let me know if you smoke or use the product, but not <b>every day</b>.</p> </div> <div style="text-align: center;"> <p>LESS THAN DAILY</p> <p>↓</p> <p>On average, how many of the following products do you smoke or use <b>each week</b>? Also let me know if you smoke or use the product, but not <b>every week</b>.</p> </div> </div> <p>IF RESPONDENT REPORTS SMOKING THE PRODUCT BUT NOT EVERY (DAY/WEEK), ENTER 888.</p> <p>a. Manufactured cigarettes?</p> <p>b. Hand-rolled cigarettes?</p> <p>c. Pipefuls of tobacco?</p> <p>d. Cigars, cheroots, cigarrillos?</p> <p>e. Bidis, water pipe sessions?</p> <p>f. Other products excluding smokeless tobacco?</p>	<table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;"></th> <th style="width: 10%; text-align: center;">NUMBER</th> <th style="width: 10%; text-align: center;">PER DAY</th> <th style="width: 10%; text-align: center;">PER WEEK</th> </tr> </thead> <tbody> <tr> <td>MANUFACTURED CIGARETTES .....</td> <td style="text-align: center;"><input type="text"/></td> <td style="text-align: center;"><input type="text"/></td> <td style="text-align: center;"><input type="text"/></td> </tr> <tr> <td>HAND-ROLLED CIGARETTES .....</td> <td style="text-align: center;"><input type="text"/></td> <td style="text-align: center;"><input type="text"/></td> <td style="text-align: center;"><input type="text"/></td> </tr> <tr> <td>PIPEFULS OF TOBACCO .....</td> <td style="text-align: center;"><input type="text"/></td> <td style="text-align: center;"><input type="text"/></td> <td style="text-align: center;"><input type="text"/></td> </tr> <tr> <td>CIGARS, CHEROOTS, CIGARRILLOS .....</td> <td style="text-align: center;"><input type="text"/></td> <td style="text-align: center;"><input type="text"/></td> <td style="text-align: center;"><input type="text"/></td> </tr> <tr> <td>BIDIS, WATER PIPE SESSIONS .....</td> <td style="text-align: center;"><input type="text"/></td> <td style="text-align: center;"><input type="text"/></td> <td style="text-align: center;"><input type="text"/></td> </tr> <tr> <td>OTHER _____</td> <td style="text-align: center;"><input type="text"/></td> <td style="text-align: center;"><input type="text"/></td> <td style="text-align: center;"><input type="text"/></td> </tr> <tr> <td colspan="4" style="text-align: center;">(SPECIFY)</td> </tr> </tbody> </table>		NUMBER	PER DAY	PER WEEK	MANUFACTURED CIGARETTES .....	<input type="text"/>	<input type="text"/>	<input type="text"/>	HAND-ROLLED CIGARETTES .....	<input type="text"/>	<input type="text"/>	<input type="text"/>	PIPEFULS OF TOBACCO .....	<input type="text"/>	<input type="text"/>	<input type="text"/>	CIGARS, CHEROOTS, CIGARRILLOS .....	<input type="text"/>	<input type="text"/>	<input type="text"/>	BIDIS, WATER PIPE SESSIONS .....	<input type="text"/>	<input type="text"/>	<input type="text"/>	OTHER _____	<input type="text"/>	<input type="text"/>	<input type="text"/>	(SPECIFY)				
	NUMBER	PER DAY	PER WEEK																																
MANUFACTURED CIGARETTES .....	<input type="text"/>	<input type="text"/>	<input type="text"/>																																
HAND-ROLLED CIGARETTES .....	<input type="text"/>	<input type="text"/>	<input type="text"/>																																
PIPEFULS OF TOBACCO .....	<input type="text"/>	<input type="text"/>	<input type="text"/>																																
CIGARS, CHEROOTS, CIGARRILLOS .....	<input type="text"/>	<input type="text"/>	<input type="text"/>																																
BIDIS, WATER PIPE SESSIONS .....	<input type="text"/>	<input type="text"/>	<input type="text"/>																																
OTHER _____	<input type="text"/>	<input type="text"/>	<input type="text"/>																																
(SPECIFY)																																			

**Section on use of smokeless tobacco**

Q4a	Do you <u>currently</u> use smokeless tobacco?	YES ..... 1 NO ..... 2	→ Q5d																								
Q4b	Do you <u>currently</u> use smokeless tobacco on a daily basis or less than daily?	DAILY ..... 1 LESS THAN DAILY ..... 2																									
Q5c	<p>CHECK Q4b:</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>DAILY BASIS</p> <p>↓</p> <p>On average, how many of the following smokeless tobacco products do you use <b>each day</b>? Also let me know if you smoke or use the product, but not <b>every day</b>.</p> </div> <div style="text-align: center;"> <p>LESS THAN DAILY</p> <p>↓</p> <p>On average, how many of the following smokeless tobacco products do you use <b>each week</b>? Also let me know if you smoke or use the product, but not <b>every week</b>.</p> </div> </div> <p>IF RESPONDENT REPORTS USING THE PRODUCT BUT NOT EVERY (DAY/WEEK), ENTER 888.</p> <p>a. Snuff by mouth?</p> <p>b. Snuff by nose?</p> <p>c. Chewing tobacco?</p> <p>d. Betel quid with tobacco?</p> <p>e. Other smokeless tobacco products?</p>	<table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;"></th> <th style="width: 10%; text-align: center;">NUMBER</th> <th style="width: 10%; text-align: center;">PER DAY</th> <th style="width: 10%; text-align: center;">PER WEEK</th> </tr> </thead> <tbody> <tr> <td>SNUFF BY MOUTH ...</td> <td style="text-align: center;"><input type="text"/></td> <td style="text-align: center;"><input type="text"/></td> <td style="text-align: center;"><input type="text"/></td> </tr> <tr> <td>SNUFF BY NOSE .....</td> <td style="text-align: center;"><input type="text"/></td> <td style="text-align: center;"><input type="text"/></td> <td style="text-align: center;"><input type="text"/></td> </tr> <tr> <td>CHEWING TOBACCO ..</td> <td style="text-align: center;"><input type="text"/></td> <td style="text-align: center;"><input type="text"/></td> <td style="text-align: center;"><input type="text"/></td> </tr> <tr> <td>BETEL QUID WITH TOBACCO .....</td> <td style="text-align: center;"><input type="text"/></td> <td style="text-align: center;"><input type="text"/></td> <td style="text-align: center;"><input type="text"/></td> </tr> <tr> <td>OTHER SMOKELESS PRODUCTS .....</td> <td style="text-align: center;"><input type="text"/></td> <td style="text-align: center;"><input type="text"/></td> <td style="text-align: center;"><input type="text"/></td> </tr> </tbody> </table> <p>_____ (SPECIFY)</p>		NUMBER	PER DAY	PER WEEK	SNUFF BY MOUTH ...	<input type="text"/>	<input type="text"/>	<input type="text"/>	SNUFF BY NOSE .....	<input type="text"/>	<input type="text"/>	<input type="text"/>	CHEWING TOBACCO ..	<input type="text"/>	<input type="text"/>	<input type="text"/>	BETEL QUID WITH TOBACCO .....	<input type="text"/>	<input type="text"/>	<input type="text"/>	OTHER SMOKELESS PRODUCTS .....	<input type="text"/>	<input type="text"/>	<input type="text"/>	
	NUMBER	PER DAY	PER WEEK																								
SNUFF BY MOUTH ...	<input type="text"/>	<input type="text"/>	<input type="text"/>																								
SNUFF BY NOSE .....	<input type="text"/>	<input type="text"/>	<input type="text"/>																								
CHEWING TOBACCO ..	<input type="text"/>	<input type="text"/>	<input type="text"/>																								
BETEL QUID WITH TOBACCO .....	<input type="text"/>	<input type="text"/>	<input type="text"/>																								
OTHER SMOKELESS PRODUCTS .....	<input type="text"/>	<input type="text"/>	<input type="text"/>																								
Q5d	GO TO NEXT SECTION																										

## Full module

- Where dedicated surveys are planned or opportunities for more detailed data collection exercises exist, detailed questions have been developed for second hand tobacco smoke exposure, attempts at tobacco cessation and awareness related to tobacco products and advertising.<sup>3</sup>
- Additional indicators – exposure to second hand smoke
  - Proportion of respondents who report that smoking occurs inside their home
  - Proportion of indoor workers who were exposed to tobacco smoke at work in the past 30 days
- Additional indicators – cessation
  - Proportion of current tobacco smokers who have tried to quit in the past 12 months
  - Proportion of current tobacco smokers who visited a doctor or health care provider during the past 12 months and were advised to quit smoking tobacco
- Additional indicators – anti-cigarette information
  - Proportion 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
  - Proportion of respondents who have noticed information about the dangers of smoking cigarettes or that encourages quitting on television in the last 30 days
  - Proportion of respondents who have noticed health warnings on cigarette packs in the last 30 days
  - Proportion of current tobacco smokers who reported thinking about quitting smoking in the last 30 days because of warning labels on cigarette packs
- Additional indicators – cigarette advertisements
  - Proportion of respondents who have noticed any advertisements or signs promoting cigarettes in stores where cigarettes are sold in the last 30 days
  - Proportion of respondents who have noticed any specific type of cigarette promotions in the last 30 days
- Questionnaire: see the GATS home page. <http://www.who.int/tobacco/surveillance/guide/en/>  
The questionnaire is divided into seven sections which can be used separately depending on the needs of the country:
  1. Current and Past Use of Tobacco
  2. Current and Past Use of Smokeless Tobacco
  3. Exposure to Second Hand Smoke
  4. Cessation
  5. Anti-cigarette Information and Health Warnings
  6. Cigarette Advertisements and Promotions
  7. Last Cigarette Purchase: Quantity and Cost