

# Introduction to Data to Action:

STRATEGIC USE OF GTSS DATA



*TQS-Youth Orientation Workshop May 2023*  
*Global Tobacco Control Branch Office on Smoking and Health*



**DATA *to*  
ACTION**



# Outline

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- Surveillance and GTSS framework
- Data to Action
- What is Dissemination?
- Examples of Dissemination
- Discussion



# The Global Tobacco Surveillance System (GTSS)

- A set of globally standardized surveys
- Systematically monitors youth & adult tobacco use & key tobacco control indicators (WHO FCTC & MPOWER)
- Monitoring not only tobacco use, but also tobacco control solutions
- Enhance capacity to design, implement, monitor and evaluate tobacco control policies



**FCTC**  
WHO FRAMEWORK CONVENTION  
ON TOBACCO CONTROL



**DATA *to*  
ACTION**

# Global Tobacco Surveillance System

**GYTS** | Global Youth Tobacco Survey

**GATS** | Global Adult Tobacco Survey

**TQS** | Tobacco Questions For Surveys

**TQS-Youth** | Tobacco Questions For Surveys of Youth



**DATA** *to*  
**ACTION**



# Surveillance

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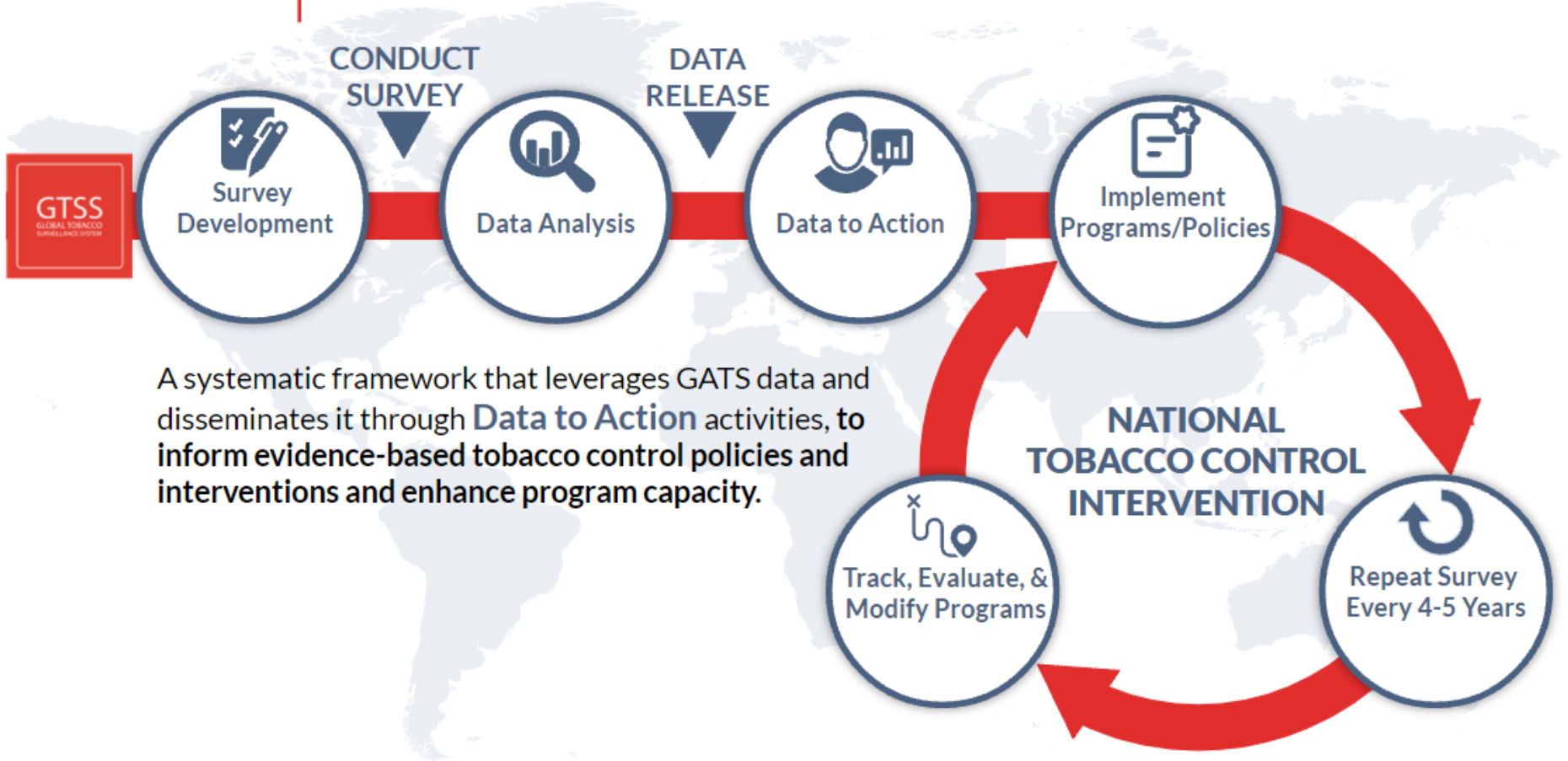
*Ongoing, systematic collection, analysis, & interpretation of data essential to planning, implementation, & evaluation of public health practice, integrated with **timely dissemination** to those responsible for prevention & control.*



# GTSS Framework

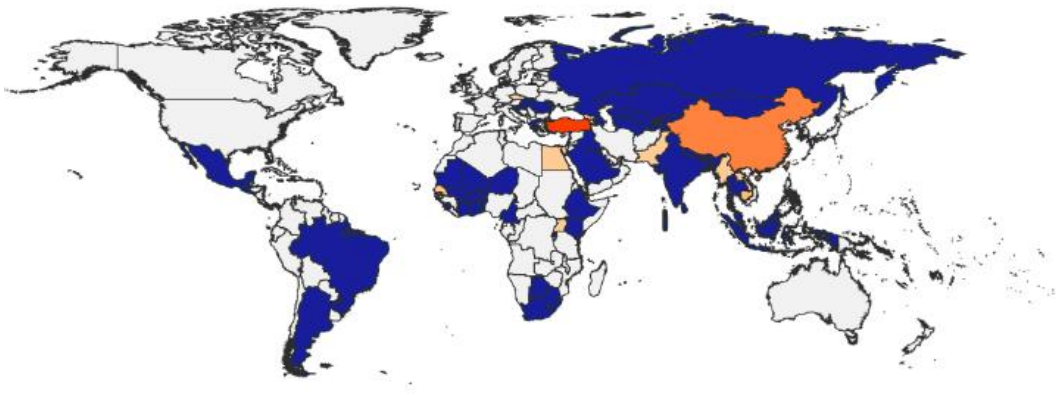
Data Release & Dissemination

GTSS Framework



A systematic framework that leverages GATS data and disseminates it through **Data to Action** activities, to inform evidence-based tobacco control policies and interventions and enhance program capacity.

# TQS | 2009–2023: Active in over 100 countries



- 3 to 22 questions
- TQS booklet available in 7 languages

During 2009-2023: 105 countries completed surveys with TQS integration, and 2 countries completed TQS-Youth.

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

# Data To Action through Dissemination

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**DATA** *to*  
**ACTION**





# What is Dissemination?

*“Dissemination is targeting research findings to specific audiences.”*

*Gagnon M. Moving knowledge to action through dissemination and exchange. Am J Clin Epid. 64(1):25 [10.1016/j.jclinepi.2009.08.013](https://doi.org/10.1016/j.jclinepi.2009.08.013)*

*“The process of communicating information (research, guidelines) through defined channels (media, websites, journals, conferences, word of mouth, press) in order to reach various target groups (decision makers, researchers, health professionals, or consumers)”*

Bauman AE, Nelson DE, Pratt M, Matsudo V, Schoeppe S. Dissemination of physical activity evidence, programs, policies, and surveillance in the international public health arena. Am J Prev Med. 2006 Oct;31(4 Suppl):S57-65. doi: [10.1016/j.amepre.2006.06.026](https://doi.org/10.1016/j.amepre.2006.06.026).



# Data Release and Dissemination Manuals



Global Adult Tobacco Survey Collaborative Group. Global Adult Tobacco Survey (GATS): Data Release Policy. Atlanta, GA: Centers for Disease Control and Prevention, 2020.

Campaign for Tobacco-Free Kids. Global Adult Tobacco Survey (GATS): Data Dissemination: Guidance for the Initial Release of the Data. September 2020.



# TQS-Youth Partners and Roles

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TQS-Youth functions as a multi-partner initiative where each partner plays a unique role and contributes towards the implementation of all aspects of the TQS-Youth Process. The partners MAY include:

- WHO Headquarters
- WHO Regional Offices
- WHO Country Offices
- CDC
- National Governments
- TQS Implementing Agency
- Associate Partners
- CDC Foundation
- Johns Hopkins Bloomberg School of Public Health (JHSPH)
- RTI International
- Data Coordinating Center (DCC)



# Data Release Materials

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## **Publications MAY Include:**

- Country Fact Sheet
- Country Comparison Fact Sheet
- Executive Summary
- Country Report
- Articles
- Presentations



## **Public Use Data MAY Include:**

- Datasets (SAS, STATA, and SPSS)
- Codebook



# Data Release Materials (Examples)

**GATS | Global Adult Tobacco Survey** INDONESIA 2011

**GATS Objectives**  
The Global Adult Tobacco Survey (GATS) is a global initiative to monitor and reduce tobacco use and its consequences. GATS provides information on tobacco use, including prevalence and risk factors, and helps countries to develop and implement tobacco control policies. GATS also provides information on tobacco advertising, promotion, and sponsorship.

**GATS Highlights**  
• 27.1% of men, 23.8% of women, and 25.7% overall are current tobacco smokers.  
• 23.1% of men, 20.4% of women, and 21.8% overall are former tobacco smokers.  
• 50.8% of men, 44.2% of women, and 47.5% overall are never tobacco smokers.

**Global Adult Tobacco Survey (GATS) Fact Sheet China, 2010**

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**Global Adult Tobacco Survey (GATS) Fact Sheet Singapore, 2009**

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**Global Adult Tobacco Survey (GATS) Fact Sheet Russian Federation, 2009**

**Tobacco Use**

**Economics**

**Media**

**Knowledge, Attitudes and Beliefs**

**Cessation**

**Second-hand Smoke**

**Explore GTSSData by Location**

WHO Region: [Select WHO Region] Country: [Select Country] Survey Site: [Select Survey Site] **GO**

**Explore GTSSData by Indicator**

Population (Survey): [Youth Data (GYTS)]

**View By**

Topic: [POWER] Prevalence: [Prevalence] **GO**

**Create Custom Reports and Visualizations**

Need to work with GTSS data directly?  
Go to the Tobacco Use Data Portal to create your own filtered GTSS dataset, customize visualizations, download data, and more.

[Tobacco Use Data Portal](#)

**Survey Resources**

- Fact Sheets
- Country Reports
- Datasets
- Survey Documents
- Publications
- Partners

**About GTSS**

The Global Tobacco Surveillance System (GTSS) consists of four surveys:

- Global Youth Tobacco Survey (GYTS)
- Global School Personnel Survey (GSPS)
- Global Health Professions Student Survey (GHPS)
- Global Adult Tobacco Survey (GATS)

[More About G](#)

**GTSSDATA**  
GLOBAL TOBACCO SURVEILLANCE SYSTEM DATA

**GATS | Philippines**

**GATS | INDONESIA**

**INDIA 2016-2017 | REPORT**

**GLOBAL ADULT TOBACCO SURVEY**  
SECOND ROUND

**GTSS**  
GLOBAL TOBACCO SURVEILLANCE SYSTEM

The Global Tobacco Surveillance System (GTSS)

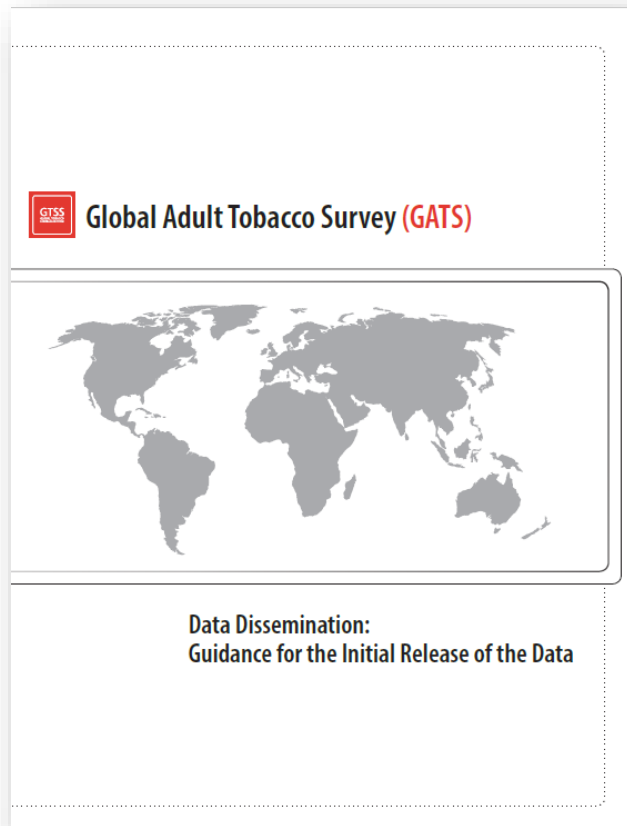
**AFRICAN REGION ATLAS**

CDC Foundation  
CDC

[www.cdc.gov/tobacco/global](http://www.cdc.gov/tobacco/global)  
[www.GTSSacademy.org](http://www.GTSSacademy.org)  
[www.who.int/tobacco/en/](http://www.who.int/tobacco/en/)



# Planning the Release of GTSS Data



The purpose of the **Data Dissemination** manual is to provide guidance on planning for the release of TQS-Youth Data.

- Step 1: Map out overall goal of GATS data dissemination
- Step 2: Establish partnerships
- Step 3: Officially release data



# Step 1: Map out Overall Goal of Data Dissemination

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The dissemination of data should educate target audience(s) about tobacco use and key tobacco control measures and/or inform tobacco control and prevention strategies.

## **Develop a dissemination plan:**

- Identify your target audience and tailor messaging for that audience.
- Consider developing a dissemination plan that covers a 12- to 24-month period and includes phased releases of data.

# Identify and understand your target audience

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## Potential audience(s):

- Decision makers
- Media
- Health care professionals, including school and community health workers
- General public



## Get to know your audience:

- Age, education level, gender, occupation
- Technical vs non-technical
- What do they know? What do they need to learn?
- What is important to them?
- How can they be reached?

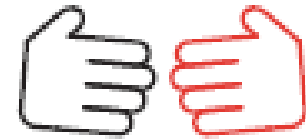




## Step 2: Establish Partnerships

Partners can engage their own constituents and leverage their existing relationships and reputation to support the dissemination of TQS data.

- Identify and establish partnerships with groups that share the same or similar goals.
- Clarify the roles of each partner.



### Potential Partners

- Ministry of Health
- Ministries of Education, Finance, Youth, Women, etc.
- Healthcare and patient advocacy groups
- Civil society groups that focus on health, women, youth and child welfare issues



# Step 3: Officially Release TQS-Youth Data

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Potential dissemination channels for TQS-Youth release:

- Press conference
- Press release
- Paid advertisement
- Opinion editorial in newspaper
- Blog post
- Media roundtable
- Radio and/or TV talk show
- Social media
- SMS-outreach



# Data to Action

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**Surveillance and research help inform national and local tobacco prevention and control strategies and public health priorities.**





# Data to Action Workshops

Since 2016, CDC and partners have conducted seven **Data to Action (D2A)** workshops for more than 40 countries across five regions.

**Purpose:** To train professionals to interpret and use GTSS data to develop evidence-based messaging that informs tobacco control programs and policies.

**D2A Workshops have been conducted for various audiences, including:**

- Tobacco control professionals
- Academics/researchers
- Government officials
- Civil societies
- Journalists
- Health care providers





# Dissemination Examples

# News, Social media, Infographics



**WHO/Europe** @WHO\_Europe  
 #Ukraine has strengthened anti-tobacco laws, resulting in 20% ↓ in smokers over 7 yrs, new GATS survey results show [bit.ly/2gDhu7s](http://bit.ly/2gDhu7s)



## Tobacco users reduced by 81 lakhs: Nadda

Consumption of tobacco among youth sees a decline

GN Bureau | June 8, 2017

#JP Nadda (<http://www.governancenow.com/category/tags/JP-Nadda>) #health ministry (<http://www.governancenow.com/category/tags/health-ministry>) #Tobacco (<http://www.governancenow.com/category/tags/Tobacco>) #WHO (<http://www.governancenow.com/category/tags/WHO>)



Tobacco users have gone down by 81 lakhs and youth consuming tobacco has also seen a marked decrease, said union health minister JP Nadda at the National Consultation on Accelerating Implementation of WHO Framework Convention on Tobacco Control (FCTC) on Thursday.

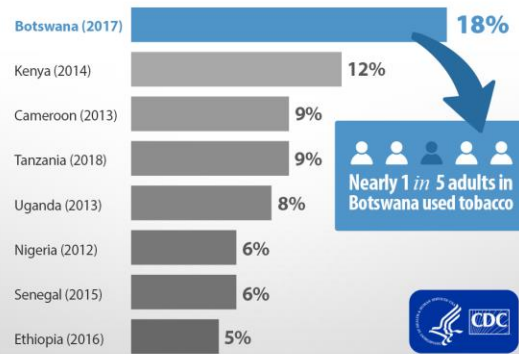
### Findings from the Global Adult Tobacco Survey - India

Category	2009-10	2016-17
Secondhand smoke in homes decreased	52.3%	38.7%
Adults who noticed health warning labels on packages of cigarettes increased	70.8%	83.0%
Adults who noticed any promotion of smokeless tobacco products decreased	8.8%	5.7%

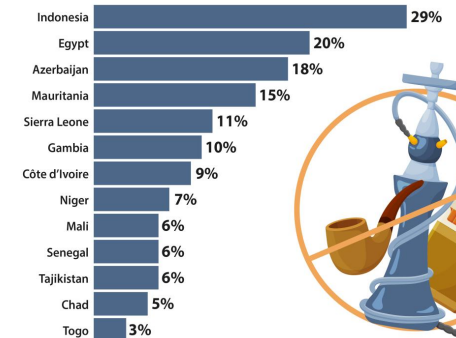
[cdc.gov/tobacco/global](http://cdc.gov/tobacco/global)

## Adult tobacco use across eight countries in the African Region

Data from the Global Adult Tobacco Survey, 2012-18



## Adults who currently smoke tobacco:



Learn more:  
[bit.ly/sesric-tqs-report](http://bit.ly/sesric-tqs-report)

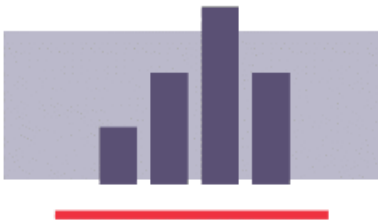
Findings from TQS in Selected Member Countries of the Organisation of Islamic Cooperation, 2015-19



# Disseminating Key Messages with Infographics

Infographics are a **visual representation** of data to tell a story. They combine the following elements:

**Data  
Visualization**



**Illustration**



**Text**



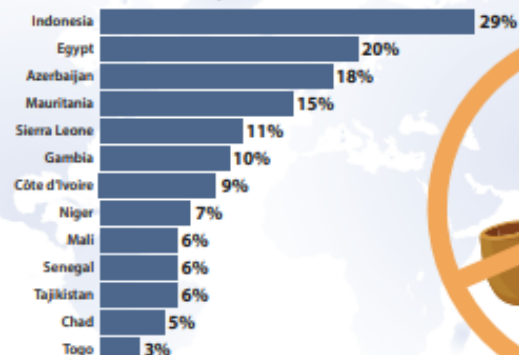
**Images**



# TOBACCO QUESTIONS FOR SURVEYS (TQS) CAN PROVIDE IMPORTANT INFORMATION ABOUT ADULT TOBACCO USE

Findings from TQS in Selected Member Countries of  
the Organisation of Islamic Cooperation, 2015-19

## Adults who currently smoke tobacco:



## At least 1 in 5 adults were exposed to secondhand smoke at home:

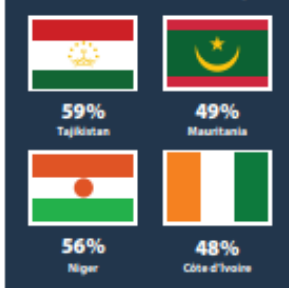


At least 1 in 3 adults who smoked thought about quitting because of graphic health warning labels in eight countries.

Clothing with a cigarette brand name or logo were the most noticed form of tobacco promotion in eight countries.



About half of adults who smoked tobacco tried to quit:



Collecting information on tobacco use can help countries inform tobacco control and prevention strategies. [Read full report: bit.ly/sesric-tqs-report](http://bit.ly/sesric-tqs-report)





# The Power of Social Media

People are using **social media** platforms as a **source of news**.



**46%**  
FACEBOOK



**27%**  
YOUTUBE



**20%**  
WHATSAPP



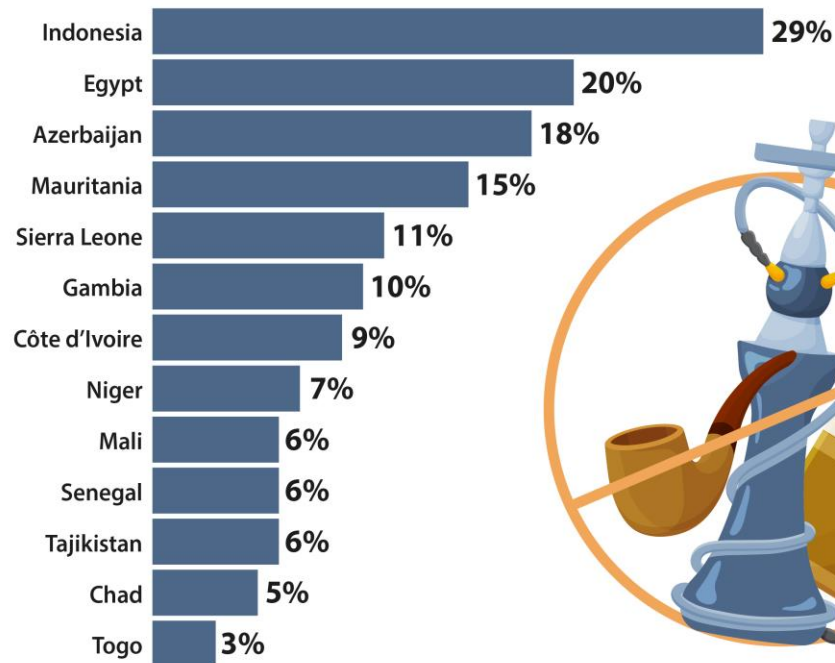
**13%**  
INSTAGRAM



**11%**  
TWITTER

# News, Social media, Infographics

## Adults who currently smoke tobacco:



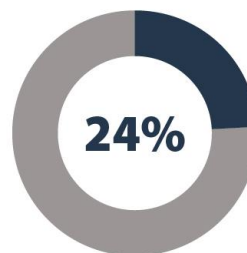
Learn more:  
[bit.ly/sesric-tqs-report](https://bit.ly/sesric-tqs-report)

Findings from TQS in Selected Member Countries of  
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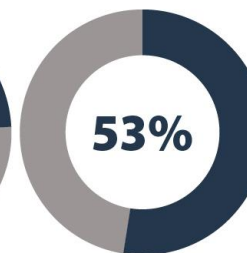


# News, Social Media, Infographics

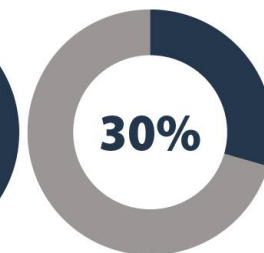
At least **1 in 5 adults** were exposed to **secondhand smoke** at home:



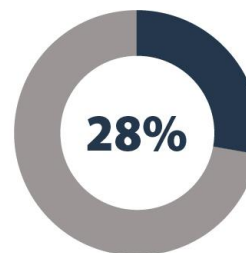
Azerbaijan



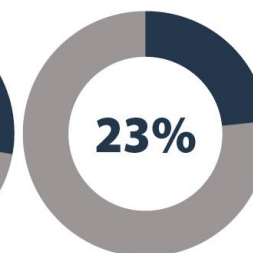
Egypt



Sierra Leone



Mauritania



Mali

Learn more:

[bit.ly/sesric-tqs-report](https://bit.ly/sesric-tqs-report)

Findings from TQS in Selected Member Countries of the Organisation of Islamic Cooperation, 2015-19



# News, Social media, Infographics

At least **1 in 3 adults** who smoked thought about quitting because of graphic **health warning labels** in eight countries.



Learn more:

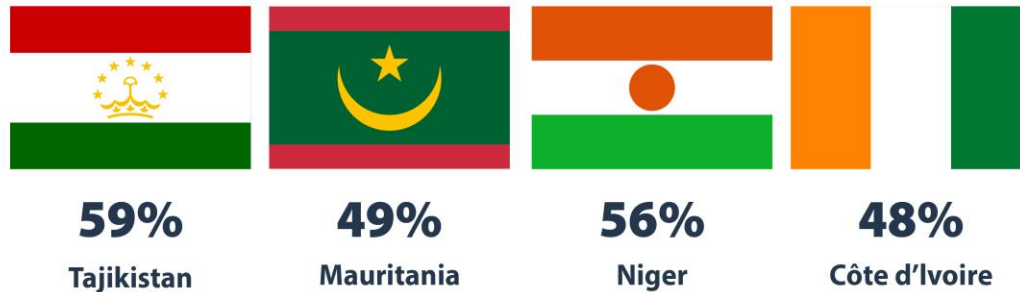
[bit.ly/sesric-tqs-report](https://bit.ly/sesric-tqs-report)

Findings from TQS in Selected Member Countries of  
the Organisation of Islamic Cooperation, 2015-19



# News, Social media, Infographics

**About half** of adults who smoked tobacco **tried to quit:**



Learn more:  
[bit.ly/sesric-tqs-report](https://bit.ly/sesric-tqs-report)

Findings from TQS in Selected Member Countries of the Organisation of Islamic Cooperation, 2015-19



# News, Social media, Infographics

**Clothing** with a cigarette brand name or logo were the **most** noticed form of tobacco promotion in **eight** countries.



Free  
Gifts



Mail  
Promo



Sale  
Prices



Free  
Samples



Coupons

Learn more:

[bit.ly/sesric-tqs-report](https://bit.ly/sesric-tqs-report)

Findings from TQS in Selected Member Countries of  
the Organisation of Islamic Cooperation, 2015-19



# News, Social media, Infographics

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07.03.2022 | Romania | GATS

## The Importance of Including Questions on the Use of Electronic Cigarettes and Heated Tobacco Products in Tobacco Surveys

Romania implemented the first round of the Global Adult Tobacco Survey (GATS) in 2011 and then the second round in 2018. GATS Romania 2018 was conducted by the National Institute of Public Health and TOTEM Communication under the coordination of Romanian Ministry of Health and World Health Organization (WHO) Romania office, and WHO Regional Office for Europe. To prepare for GATS, the Romanian implementing agencies attended a GATS orientation workshop in Atlanta, Georgia, USA during 23-27 April 2018. The workshop was hosted and facilitated by the GATS collaborating organizations including the Centers for Disease Control and Prevention (CDC), CDC Foundation, RTI International, and WHO. During the workshop, the Romanian team presented and their GATS proposal, including the questionnaire and sample design that would be used to collect information on tobacco use and key tobacco control measures.

[VIEW STORY →](#)



# News, Social media, Infographics

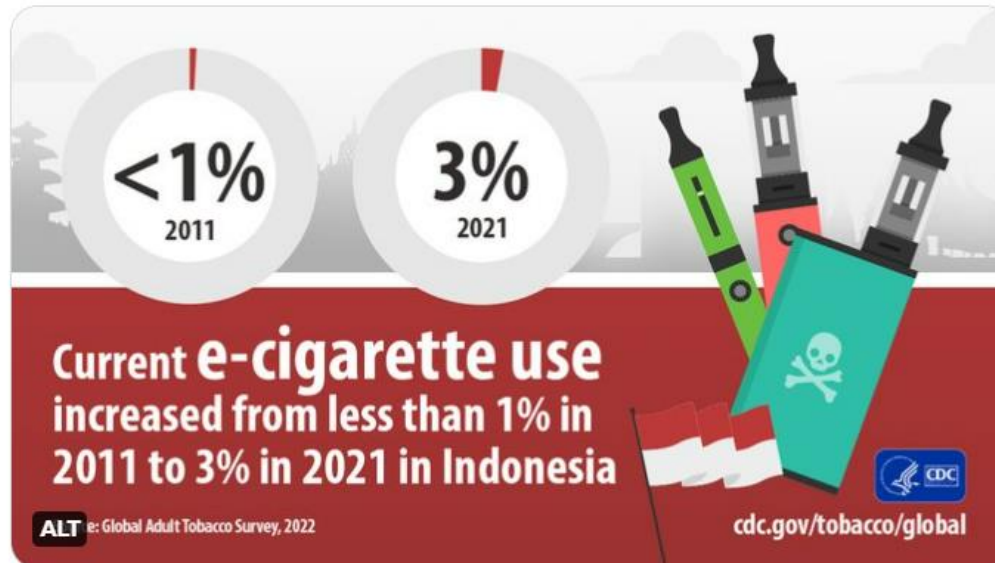


CDC Global Health   
@CDCGlobal



New data from [#GlobalAdultTobaccoSurvey](#) in [#Indonesia](#) shows an increase in prevalence of adult e-cigarette use from 2011 to 2021. Learn more about this worrisome trend: [bit.ly/3na6WeY](https://bit.ly/3na6WeY)

[#Smoking](#) [#Prevention](#) [#GlobalHealth](#)







# Country Examples



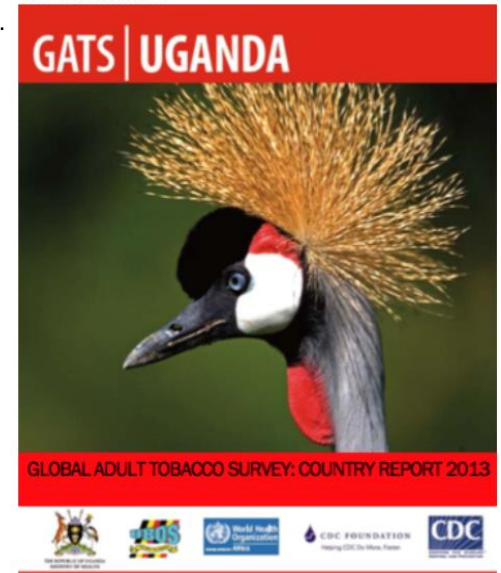
# Uganda Dissemination

Uganda conducted GATS in 2013.

## Successful dissemination:

Overall goal was to leverage media to increase public engagement.

- Uganda released GATS results in 2014.
- Leveraged GYTS data in key messages.
- GATS release event was attended by 150 participants, including government officials.
- Media outreach and public engagement efforts increased attendance.





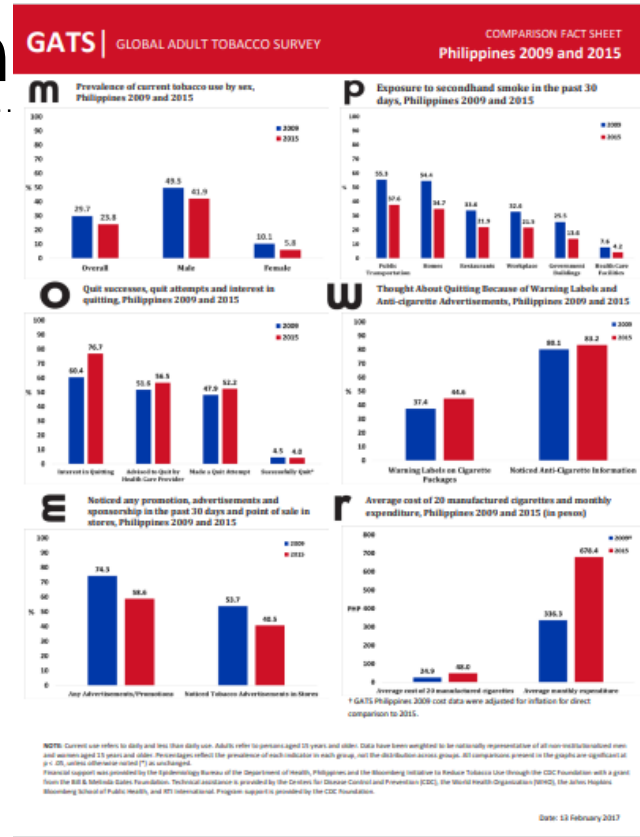
# Philippines Dissemination

Philippines conducted a GATS in 2009, 2015 and 2022.

## Successful dissemination:

Overall goal was to leverage data to show a reduction in the affordability of cigarettes and an impact on smoking prevalence.

- Philippines passed the Sin Tax Reform Act in 2012.
- Findings from the two rounds of GATS highlighted the impact of the Sin Tax Reform Act:
  - The proportion of adults who use tobacco decreased by nearly 20% between 2009 and 2015.





# India Dissemination

India conducted a GATS in 2009-10 and in 2016-17.

## Successful dissemination:

Overall goal was to strengthen the national and sub-national governments' tobacco control policies and programs.

- Leadership from the Ministry of Health & Family Welfare with and World Health Organization Country Office for India.
- Unique partnerships with State Tobacco Control advocates, local civil society organizations and the implementing agency.
- Staggered release events staggered over appropriate timelines across the states.

DRAFT NOT TO BE QUOTED

## GATS 2 | Global Adult Tobacco Survey

FACT SHEET | KERALA 2016-17

### Percent distribution of adults by tobacco use, Kerala 2016-17

Category	Percentage
Daily Smokers	21.4%
Daily Smokeless tobacco users	12.7%
Share of both types of tobacco	3.6%
Non-users	61.9%

### GATS 2 Highlights

- 19.6% of men, 0.2% of women and 9.3% of all adults currently smoke tobacco.
- 7.4% of men, 3.6% of women and 5.4% of all adults currently use smokeless tobacco.
- 22.9% of men, 3.6% of women and 12.7% of all adults either smoke tobacco and / or use smokeless tobacco.
- From GATS 1 to GATS 2, there has been significant decrease in the prevalence of smoking by 4.1 percentage points and smokeless tobacco by 5.3 percentage points. The prevalence of any tobacco use has also significantly decreased by 8.7 percentage points from 21.4% in GATS 1 to 12.7% in GATS 2.
- Cigarette and betel quid with tobacco are the two most commonly used tobacco products; 6.7% of adults smoke cigarette and 4.4% of adults use betel quid with tobacco.
- The prevalence of tobacco use among persons aged 15-17 has increased marginally from 3.1% in GATS 1 to 3.7% in GATS 2.
- The mean age at initiation of tobacco use has increased from 18.6 years in GATS 1 to 20.8 years in GATS 2.
- 60.5% of smokers were advised by a health care provider to quit smoking and 36.4% of smokeless tobacco users were advised by a health care provider to quit smokeless tobacco use.
- 20.8% of all adults who worked indoors were exposed to second-hand smoke at their workplace.
- 13.7% of all adults were exposed to second-hand smoke at any public place.
- 59.8% of cigarette smokers and 32.6% of *bidhi* smokers thought of quitting smoking because of warning label. 22.1% of smokeless tobacco users thought of quitting smokeless tobacco use because of warning label.

### About GATS

The Global Adult Tobacco Survey (GATS) is a global standard for systematically monitoring adult tobacco use (smoking and smokeless) and tracking key tobacco control indicators.

GATS is a household survey of persons 15 years of age and older conducted in all 30 states of India and two Union Territories. The first round of GATS was conducted between June 2009 and January 2010. The second round of GATS was conducted between August 2016 to February 2017 by Tata Institute of Social Sciences (TISS), Mumbai for Ministry of Health & Family Welfare (MoHFW), Government of India. A multi-stage sample design was used for both rounds of GATS. From each of the sampled households, one household member, 15 years of age and older was randomly selected for individual interview. In Kerala, a total of 783 males and 1403 females were interviewed during August - September 2016.

#### Prevalence of current tobacco use, GATS Kerala, 2009-10 and 2016-17 (Figures in Percentages)

Category	2009-10 (%)	2016-17 (%)
Tobacco use	21.4	12.7
Smoking	19.6	7.4
Smokeless tobacco use	22.9	5.4



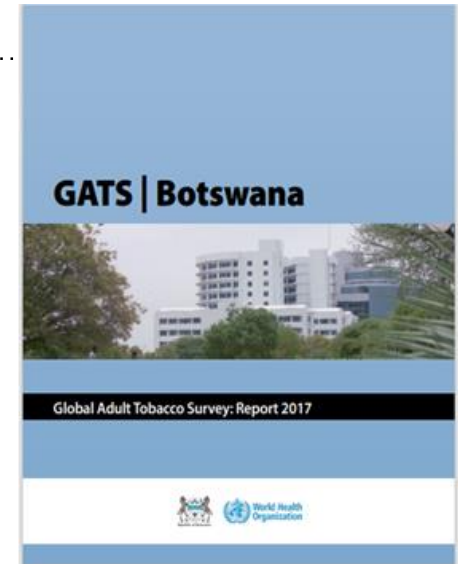
# Botswana Dissemination

Botswana completed their first GATS survey in 2017.

## Successful Dissemination:

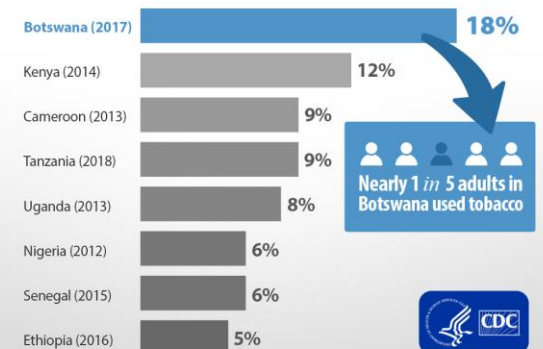
Due to the ongoing COVID-19 Pandemic at the time, Botswana hosted a **virtual press release event** to promote the release of the **GATS Botswana 2017 Country Report** on **17 December 2020**.

- Botswana Ministry of Health and Wellness (MOHW) collaborated with CTFK to prepare for release event and develop key messages.
- MOHW Deputy Permanent Secretary gave opening remarks for the event; speakers from MOHW, WHO Country Office and Regional Office for Africa, CDC Foundation, and CDC were also in attendance.
- Media organizations were invited to report on the event and GATS findings.
- The report was promoted with a press release and social media messages following the release event.



## Adult tobacco use across eight countries in the African Region

Data from the Global Adult Tobacco Survey, 2012-18



[cdc.gov/tobacco/global](http://cdc.gov/tobacco/global)

# Other examples of using GTSS data

## A Policy Brief

Seychelles National Tobacco Control Board - October 2016

### Tobacco control- United to Win

Promoting collaboration against the scourge of tobacco

**The Key Issue:** Coordination of the implementation of tobacco control programs and enforcement of regulations. The objective is to create an enabling environment for the authorities to control and the public to put into practice the recommended actions and behaviors needed to reduce access, use and health consequences of tobacco among the population of Seychelles.

#### Background

The Seychelles became a Party to the WHO Framework Convention on Tobacco Control on February 27, 2005.

**Smoke Free Places:** Smoking is prohibited on all public transportation, and in all enclosed public places and workplaces, with the one limited exception of hotel guestrooms.

**Tobacco Advertising, Promotion and Sponsorship:** Nearly all forms of tobacco advertising and promotion are prohibited, except that point of sale product display is permitted only to the extent that products may be displayed behind the counter and may not be accessible to customers. In addition, the law restricts, but does not prohibit, promotional features that may appear on tobacco product packaging.

All forms of financial or other tobacco sponsorship are prohibited. Tobacco Packaging and Labeling: Rotating combined text and picture health warnings covering 50 percent of the main surface of tobacco product packaging are required. Misleading packaging and labeling, including terms such as "light" and "low tar," is prohibited.

**Tobacco Taxation and Price:** The World Health Organization recommends raising tobacco excise taxes so that they account for at least 70 percent of retail prices. Tobacco excise taxes in the Seychelles are below these recommendations.

#### Policy Option

We recommend that the Parliament and Cabinet members take the action to create and finance a sustainable national tobacco control secretariat. This secretariat will

- coordinate stakeholder activities including the implementation, monitoring and evaluation of tobacco control programs and enforcement of regulations.
- Serve as the focal point to identify and disseminate best practices and model regulations to support the implementation and enforcement of the national law for consideration and approval by the Board.
- This body would be responsible for reporting to the National Tobacco Control Board on progress made by stakeholder groups, holding stakeholders accountable for achieving program goals, objectives and improve subsequent health outcomes.

#### Impact of not taking the actions will result in:

- Loss of revenue from taxation and penalties
- Ineffective legislations
- Loss credibility for the government and stakeholders
- Loss of respect and recognition as a leader in tobacco control
- Increased adverse health outcomes due to tobacco use
- Loss of progress in curbing the impact of the tobacco epidemic

#### Supporting Factors

This is the next logical step in tobacco control efforts. Many of the needed supports are already in place including:


- Political will already exists for implementation of many tobacco initiatives
- Data available to support the positive impact of many tobacco initiatives
- National tobacco control law in place
- Effective national tobacco control board with stakeholders' participation has broad representation
- Industry/commercial sectors are already engaged and involved in programs and initiatives
- Active participation of implementing stakeholders including MOF who is responsible for tax collection
- The formation of the secretariat will reduce duplication of activities and promote effective use of resources

**There is an urgent need to coordinate activities in support of implementation and enforcement of the national tobacco control law.**

Developed with the support of the World Health Organization, the Centers for Disease Control and Prevention (CDC) and the CDC Foundation

## Passing a strong tobacco-control law in Mauritania that complies with the provisions of the FCTC:

A MATTER OF OVERWHELMING URGENCY



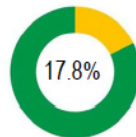
### Introduction

Tobacco-related diseases are one of the greatest threats for public health that the world and our country must face.

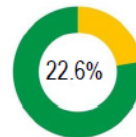
- Tobacco is one of the leading causes of death, disease and impoverishment
- Second-hand smoke kills
- Worldwide, tobacco kills one person every 6 seconds
- Tobacco kills half of its users

**Tobacco consumption prevalence is extremely high in our country**

- 17.8% of adults aged 15-64 smoke on a daily basis
- 22.6% of young people aged 13-15 smoke on a daily basis

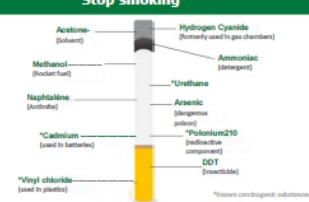


17.8%



22.6%

#### Stop smoking



\*Never combusted substances

#### Tobacco is inexpensive and not highly taxed

- The taxation system used is subject to customs declarations (products are taxed based on the declared value)
- Tobacco is inexpensive
- Tobacco is sold everywhere to anyone (available for purchase for young people and adults)

#### The population is exposed to tobacco smoke

- No total or partial bans of smoking in public places exist
- Non-smokers are exposed to the harmful effects of tobacco despite their non-smoker status

**Let's pass and implement a tobacco control law that complies with the provisions set forth in the FCTC**

*This law must:*

- Protect the population from tobacco smoke
- Make tobacco more expensive and therefore less available for adults and inaccessible for young people
- Fight smuggling
- Ban the advertisement, promotion or sponsorship favoring tobacco and tobacco-related products
- Help individuals who wish to give up smoking

#### Evidence-based strategies

- Total smoking ban in public spaces (FCTC Art. 8)
- Effective taxation (implementation of a tobacco-specific mixed levy) of tobacco and tobacco-related products (FCTC, Art. 6)
- Set the minimum age for the purchase of tobacco and tobacco-related products at 21 years of age (FCTC Art. 16, 2012 surgeon general report on youth and tobacco use; DiFranza)

#### REFERENCES:

STEP-WISE Mauritania 2008 • GYTS Mauritania 2009 • DiFranza JR, Which interventions against the sale of tobacco to minors can be expected to reduce smoking. Tob control, 2012; 20(4): 436-442 • MPOWER • FCTC



# Dissemination is Storytelling

There are **three**  
**elements** to  
tell a story with  
your data:



## **Introduction**

The introduction tells the audience the topic of the infographic or can state the problem.



## **Key Message**

The key message is what you want your audience to know or learn for your data.



## **Call to Action**

The call-to-action is a conclusion or what you want the audience to do after seeing your message.



# Discussion





# TQS-Youth Dissemination Plan

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- Who is your audience?
- How will you reach your audience?
  - What are your key messages? How will you present the data?
  - Who will you partner with?
  - What channels will you use?
- Post-release:
  - 3 months
  - 6 months
  - 1 year

# GTSS Academy Walk-Through

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**GTSS** | Academy  
GLOBAL TOBACCO SURVEILLANCE SYSTEM



**DATA** *to*  
**ACTION**

# Scan Me!

Or search:  
[gtssacademy.org](https://gtssacademy.org)  
g



**DATA** *to*  
**ACTION**



# Explore Data by World Map (Multimedia placeholder)

World Map

List of Countries

Country Comparisons

MPOWER Stories

Surveys

Datasets and Fact Sheets

YOUTH ADULT

Current Tobacco Use

### Current Tobacco Use

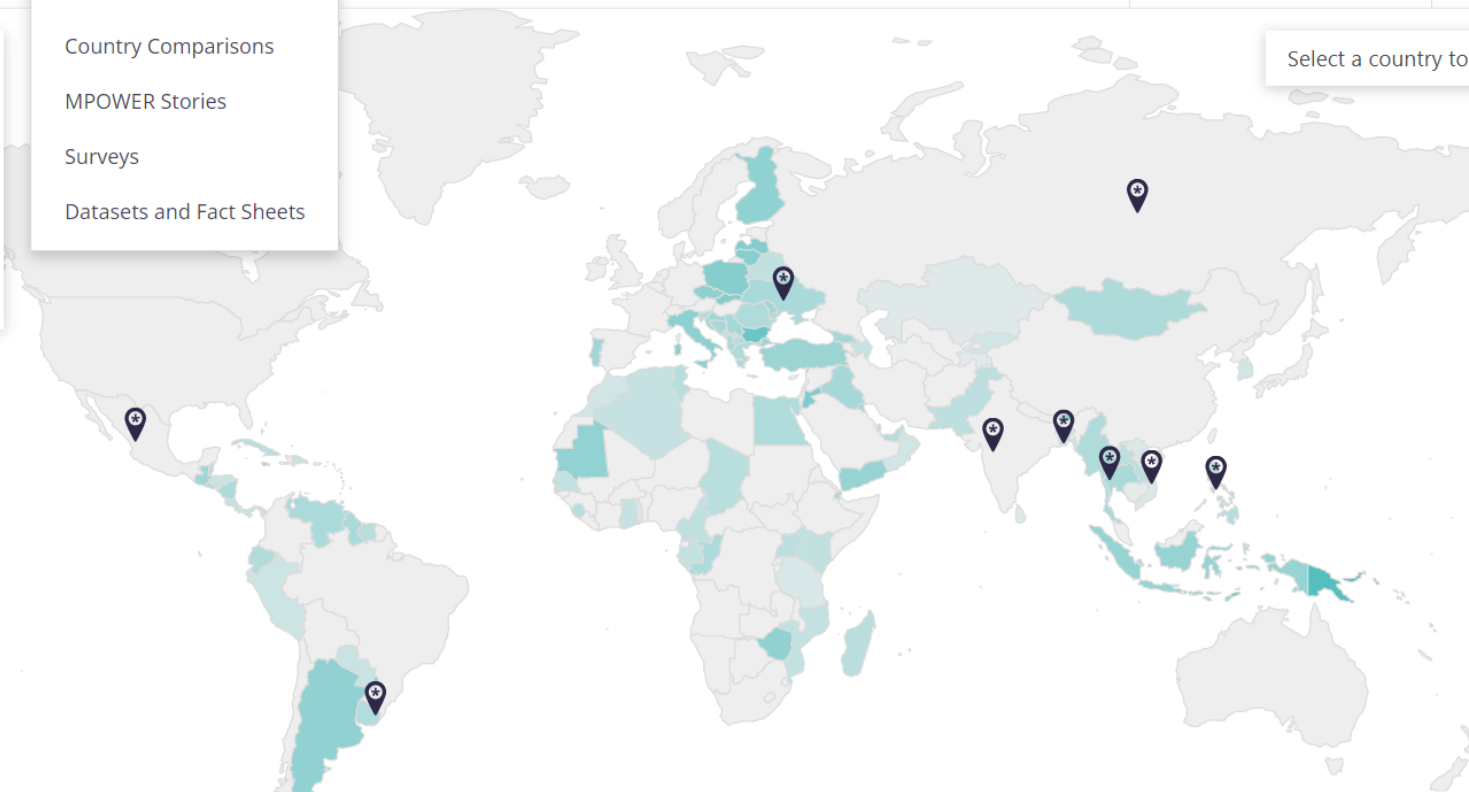
Percentage of students age 13-15 who used any form of tobacco in the past 30 days



[Disclaimer](#)

All  Boys  Girls

Select a country to





# Explore by MPOWER Stories (Multimedia placeholder)

- World Map
- List of Countries
- Country Comparisons
- MPOWER Stories**
- Surveys
- Datasets and Fact Sheets

The World Health Organization (WHO) has released a new report on tobacco-related death and disease. The report highlights the impact of tobacco on global health and lists countries below.

R package consists of six evidence-based tobacco control strategies to reduce tobacco-related death and disease. It shows how some countries are implementing MPOWER strategies by clicking on each of the



## Bangladesh

First country to sign the World Health Organization Framework Convention on Tobacco Control (WHO FCTC) in 2003

[VIEW STORY →](#)



## India

There was a 17.3 percent relative decrease in tobacco use among adults in India from 2010 to 2017

[VIEW STORY →](#)



# Explore Country Comparisons (Multimedia placeholder)

## Compare Countries

Select survey and up to 5 countries to compare

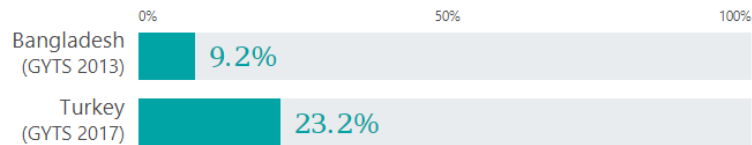
Youth Survey ▾ Bangladesh × Turkey × × | ▾

If the country you search for is not included in the list, its data is from before 2012.

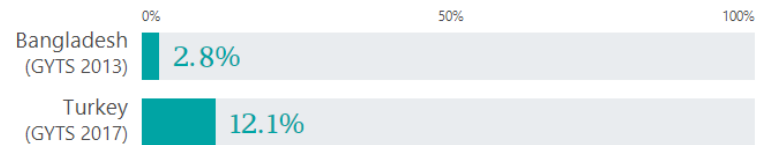
### Current Tobacco Use

PRINT

Percentage of students age 13-15 who used any form of tobacco in the past 30 days (BOYS)



Percentage of students age 13-15 who used any form of tobacco in the past 30 days (GIRLS)





# GTSS Publications

Blog Posts

Featured GTSS Publications

Survey Tools

## FEATURED GTSS PUBLICATIONS

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All Years



2023 | International Journal of Environmental Research and Public Health

Decrease in Secondhand Smoke Exposure in Work and Public Places among Adults in the Philippines: An Analysis of the Global Adult Tobacco Survey, 2009 and 2015

2022 | Tobacco Prevention & Cessation

Demographic characteristics associated with awareness of cigarette health warnings and thinking about quitting among current adult cigarette smokers in Zambia, 2017

2022 | Tobacco Prevention & Cessation

Factors associated with quit attempt and successful quitting among adults who smoke tobacco in Ethiopia: Global Adult Tobacco Survey (GATS) 2016

By Henok S. Demissie, Tenecia Smith, Isabel G.

# eLearning Courses

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**DATA** *to*  
**ACTION**





# Evidence-Based Strategies for Digital Media Messaging





# Global Tobacco Control in a Changing Product Landscape



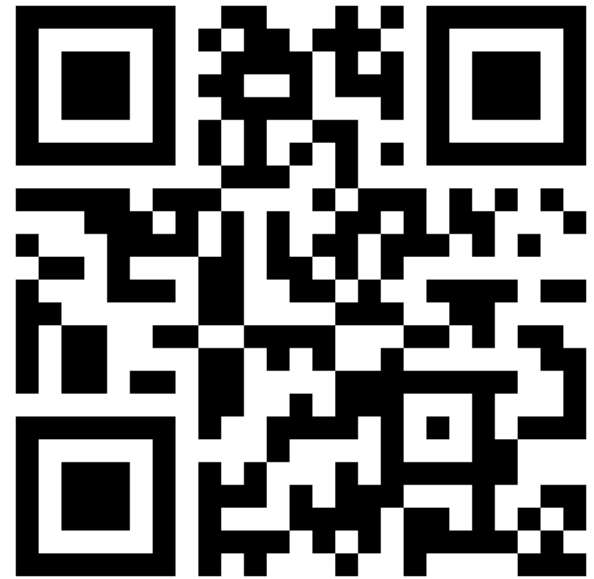


## Data to Action



# Sign Up to Stay Informed!

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<https://bit.ly/gtss-email>



**DATA** *to*  
**ACTION**



# Thank You!

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.