Introduction to Data to Action:
STRATEGIC USE OF GTSS DATA
Outline

- 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
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
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.

GTSS Framework

Data Release & Dissemination

GTSS Framework

Conduct Survey

Data to Action

Implement Programs/Policies

Repeat Survey Every 4-5 Years

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.
Data To Action through Dissemination
What is Dissemination?

“Dissemination is targeting research findings to specific audiences.”


“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)”


TQS-Youth Partners and Roles

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)

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)

www.cdc.gov/tobacco/global
www.GTSSacademy.org
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

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

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

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

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

#Ukraine has strengthened anti-tobacco laws, resulting in 20% in smokers over 7 yrs, new GATS survey results show bit.ly/2gDhu7s

Tobacco users reduced by 81 lakhs: Nadda
Consumption of tobacco among youth sees a decline
GNN Bureau | June 6, 2017

Adult tobacco use across eight countries in the African Region
Data from the Global Adult Tobacco Survey, 2012-18

Adults who currently smoke tobacco:

- Indonesia: 29%
- Egypt: 20%
- Azerbaijan: 18%
- Mauritania: 15%
- Sierra Leone: 11%
- Gambia: 10%
- Côte d'Ivoire: 9%
- Niger: 7%
- Mali: 6%
- Senegal: 6%
- Tajikistan: 6%
- Chad: 5%
- Togo: 3%

Learn more: bit.ly/sesric-tqs-report
Infographics are a **visual representation** of data to tell a story. They combine the following elements:
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:

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indonesia</td>
<td>29%</td>
</tr>
<tr>
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<tr>
<td>Togo</td>
<td>3%</td>
</tr>
</tbody>
</table>

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

- Egypt: 53%
- Sierra Leone: 30%
- Mauritania: 28%
- Azerbaijan: 24%
- Mali: 23%

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

- Tajikistan: 59%
- Mauritania: 49%
- Niger: 56%
- Côte d’Ivoire: 48%

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

Collecting information on tobacco use can help countries inform tobacco control and prevention strategies. [Read full report: bit.ly/3eRic-tqs-report](bit.ly/3eRic-tqs-report)
People are using social media platforms as a source of news.

- Facebook: 46%
- YouTube: 27%
- WhatsApp: 20%
- Instagram: 13%
- Twitter: 11%
Adults who currently smoke tobacco:

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

- Azerbaijan: 24%
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Learn more: bit.ly/sesric-tqs-report

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

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:

59% Tajikistan
49% Mauritania
56% Niger
48% Côte d’Ivoire

Learn more: bit.ly/sesric-tqs-report

Findings from TQS in Selected Member Countries of the Organisation of Islamic Cooperation, 2015-19
Clothing with a cigarette brand name or logo were the **most** noticed form of tobacco promotion in **eight countries**.

**Learn more:**

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

#Smoking #Prevention #GlobalHealth
Country Examples
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 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 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.
**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.
Other examples of using GTSS data

A Policy Brief
Seyselles National Tobacco Control Board - October 2018

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.

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 interventions
- 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

Evidence-based strategies
- Total smoking ban in public places (FCTC Art. 8)
- Effective taxation (implementation of a tobacco-specific or excise duty) of tobacco and tobacco-related products (FCTC, Art. 8)
- Set the minimum age for the purchase of tobacco and tobacco-related products at 21 years of age (FCTC Art. 16, 2012). Prepare a report on youth and tobacco use. DIFFERENTIAL

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

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 impairment
- 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:
- 17.6% of adults aged 15-44 smoke on a daily basis
- 22.6% of young people aged 15-16 smoke on a daily basis

Step smoking

References:
- WHO (2000) - GTSS Mauritania 2000 - Offias J.; Alcohol interventions against the sale of tobacco to minors can be expected to reduce smoking. Tob Control, 2012; 2014; 538-451 - GTSS2000 - 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

- 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
Explore Data by World Map
(Multimedia placeholder)
Explore by MPOWER Stories (Multimedia placeholder)
### Explore Country Comparisons

Select survey and up to 5 countries to compare.

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

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#### Current Tobacco Use

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage of students age 13-15 who used any form of tobacco in the past 30 days (BOYS)</th>
<th>Percentage of students age 13-15 who used any form of tobacco in the past 30 days (GIRLS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bangladesh</td>
<td>[Bangladesh (GYTS 2013)] 9.2%</td>
<td>[Bangladesh (GYTS 2013)] 2.8%</td>
</tr>
<tr>
<td>Turkey</td>
<td>[Turkey (GYTS 2017)] 23.2%</td>
<td>[Turkey (GYTS 2017)] 12.1%</td>
</tr>
</tbody>
</table>

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GTSS Publications

Explore Data

Resources

Learn

About

FEATURED GTSS PUBLICATIONS

Search

All Years

2023 | International Journal of Environmental Research and Public Health


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
Evidence-Based Strategies for Digital Media Messaging
Global Tobacco Control in a Changing Product Landscape
Data to Action
Sign Up to Stay Informed!

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.