

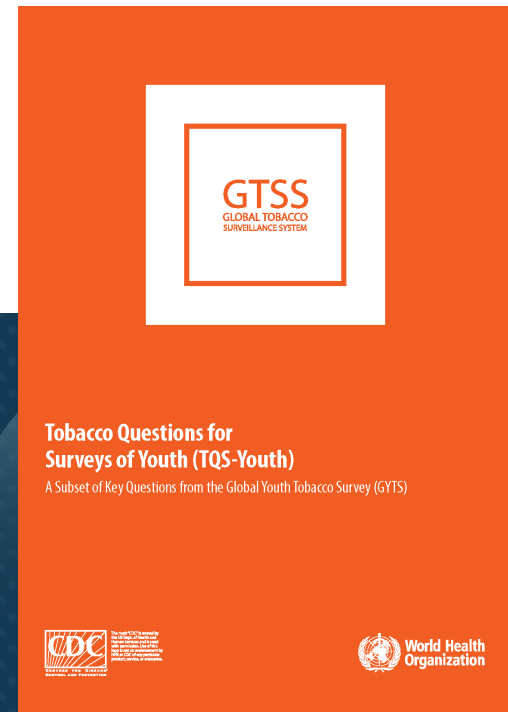
TOBACCO QUESTIONS FOR SURVEYS OF YOUTH (TQS-YOUTH):

A Subset of Key Questions from the Global Youth Tobacco Survey (GYTS)

ORIENTATION WORKSHOP ON TQS-YOUTH

09-10 MAY 2023

ANKARA, TURKEY



Centers for Disease Control and Prevention

National Center for Chronic Disease Prevention and Health Promotion

Office on Smoking and Health, Global Tobacco Control Branch



OVERVIEW

- Introduction
- TQS-Youth Guide Booklet
- TQS-Youth Implementation Guidelines
- Examples & Discussion
 - TQS-Adult Implementation
 - TQS-Adult Partnerships

INTRODUCTION



BACKGROUND

- WHO Framework Convention on Tobacco Control (FCTC) & MPOWER: Calls for efficient and systematic surveillance
- The Global Tobacco Surveillance System (GTSS) developed to generate comparable data within and across countries
 - Standard set of tobacco questions across various surveillance activities
 - Consistency and comparability in monitoring tobacco use

GTSS

- Global Youth Tobacco Survey (GYTS)
 - School based survey of students 13 to 15 years old
 - Launched in 1999
- Global Adult Tobacco Survey (GATS)
 - Household based survey of adults 15+ years old
 - Launched in 2008
- Tobacco Questions for Surveys (TQS)
 - Subset of key questions from GATS for inclusion into adult surveys
 - Launched in 2010
- **Tobacco Questions for Surveys of Youth (TQS-Youth)**
 - **Subset of key questions from GYTS for inclusion into youth surveys**
 - **Launched in 2019**

TQS-YOUTH FEATURES

- Simple, standard, scientific & tested questions
 - GTSS questions have become “Global” standard for systematic monitoring of tobacco use and key tobacco control indicators
- Integration into national and international surveys:
 - National health surveys, multi-risk factor surveys, non-health surveys
- Sustainable monitoring of tobacco use & key policy measures
- Enhancement of capacity for global monitoring, comparability, pool of reliable data

TQS-YOUTH GUIDE BOOKLET





OVERVIEW OF TQS-YOUTH QUESTIONS

- Menu of tobacco survey questions/indicators:
 - Questions on tobacco use prevalence (5 questions)
 - Questions covering key topics from GYTS (16 questions)
- Select questions based on need and tobacco control situations
- Select all or some of questions

TQS-YOUTH CONTENT – KEY PREVALENCE QUESTIONS

	Tobacco Topic	Indicator Name and Description
Tobacco Use	<p>Q1. Ever cigarette smoking</p>	<p>Ever Cigarette Smoking Percentage of youth who ever smoked a cigarette.</p>
	<p>Q2. Age at cigarette smoking initiation</p>	<p>Age at Cigarette Smoking Initiation Percentage of youth who first tried a cigarette at the age of [7 or younger; 8 or 9; 10 or 11; 12 or 13; 14 or 15] years old.</p>
	<p>Q3. Current cigarette smoking</p>	<p>Current Tobacco Smoking Percentage of youth who currently smoke any tobacco products.</p>
	<p>Q4. Current other tobacco smoking</p>	<p>Current Cigarette Smoking Percentage of youth who currently smoke cigarettes.</p>
	<p>Q5. Current smokeless tobacco use</p>	<p>Frequent Cigarette Smoking Percentage of youth who smoked cigarettes on 20 or more days of the past 30 days.</p> <p>Current Smoking of Other Products Percentage of youth who currently smoke tobacco products other than cigarettes.</p> <p>Current Smokeless Tobacco Use Percentage of youth who currently use smokeless tobacco products.</p> <p>Current Tobacco Use Percentage of youth who currently use any tobacco products.</p>

TQS-YOUTH CONTENT – CESSATION

Cessation	Q6. Attempts to quit smoking	Attempt to Stop Smoking in the Past 12 Months Percentage of youth who currently smoke tobacco who tried to stop smoking during the past 12 months.
	Q7. Receiving advice to quit smoking	Received Help to Stop Smoking Percentage of youth who currently smoke tobacco who have received help/advice to stop smoking from a program or professional.

TQS-YOUTH CONTENT – SECONDHAND SMOKE

Secondhand Smoke	Q8. SHS exposure inside the home	Exposure to Secondhand Smoke Inside the Home Percentage of youth who were exposed to tobacco smoke at home in the past 7 days.
	Q9. SHS exposure inside public places	Exposure to Secondhand Smoke in Enclosed Public Places Percentage of youth who were exposed to tobacco smoke in enclosed public places in the past 7 days.
	Q10. SHS exposure at school	Exposure to Secondhand Smoke at School Percentage of youth who saw anyone smoking inside the school building or outside on school property in the past 30 days.

TQS-YOUTH CONTENT – ACCESSIBILITY

Accessibility	Q11. Access to purchasing cigarettes	Minors' Access to Purchasing Cigarettes Percentage of youth who currently smoke cigarettes who were not prevented from buying cigarettes in the past 30 days because of their age.
	Q12. Unit of cigarette purchase	Unit of Purchased Cigarettes Percentage of youth who currently smoke cigarettes who last bought cigarettes as <i>[individual sticks; packs, cartons; loose tobacco for hand-rolled cigarettes]</i> in the past 30 days.

TQS-YOUTH CONTENT – ANTI-TOBACCO INFORMATION

Anti-Tobacco Information	Q13. Anti-tobacco messages in the media	<p>Awareness of Anti-Tobacco Messages in the Media Percentage of youth who saw or heard any anti-tobacco messages in the media in the past 30 days.</p>
	Q14. Cigarette pack health warnings	<p>Noticing Health Warnings on Cigarette Packages Percentage of youth who currently smoke cigarettes who noticed health warnings on cigarette packages in the past 30 days.</p> <p>Thinking of Quitting Because of Health Warnings on Cigarette Packages (Among All Current Cigarette Smokers) Percentage of youth who currently smoke cigarettes who thought about quitting smoking in the past 30 days because of health warnings on cigarette packages.</p> <p>Thinking of Quitting Because of Health Warnings on Cigarette Packages (Among Current Cigarette Smokers who Noticed Health Warnings) Percentage of youth who currently smoke cigarettes who noticed health warnings on cigarette packages in the past 30 days, who thought about quitting smoking because of the health warnings.</p> <p>Thinking of Not Starting Smoking Because of Health Warnings on Cigarette Packages Percentage of youth who never smoked a cigarette who thought about not starting smoking in the past 30 days because of health warnings on cigarette packages.</p>
	Q15. Learning about dangers of tobacco use at school	<p>Learning About Dangers of Tobacco Use at School Percentage of youth who were taught about the dangers of tobacco use in class during the past 12 months.</p>

TQS-YOUTH CONTENT – TOBACCO ADVERTISING, PROMOTION, SPONSORSHIP

Tobacco Advertising & Promotions	Q16. Tobacco marketing at points of sale	Awareness of Tobacco Marketing at Points of Sale (Among the Target Population) Percentage of youth who saw any tobacco marketing at points of sale in the past 30 days. Awareness of Tobacco Marketing at Points of Sale (Among Those who Visited Points of Sale) Percentage of youth who visited points of sale in the past 30 days who saw any tobacco marketing at the points of sale.
	Q17. Owning items with tobacco brand logos	Ownership of an Object with a Tobacco Brand Logo Percentage of youth who have something with a tobacco product brand logo on it.
	Q18. Free tobacco promotion	Exposure to Free Tobacco Promotion Percentage of youth who were ever offered a free tobacco product from a tobacco company representative.

TQS-YOUTH CONTENT – E-CIGARETTES

E-Cigarettes	Q19. Awareness of electronic cigarettes	Ever Heard of Electronic Cigarettes Percentage of youth who have ever heard of electronic cigarettes.
	Q20. Current use of electronic cigarettes	Current Electronic Cigarette Use Percentage of youth who currently use electronic cigarettes.
	Q21. Ever use of electronic cigarettes	Ever Electronic Cigarette Use Percentage of youth who ever used an electronic cigarette.

SURVEY QUESTION EXAMPLE

Q1. Ever Cigarette Smoking

Have you ever tried or experimented with cigarette smoking, even one or two puffs?

- a. Yes
- b. No

Purpose

Determines whether respondents ever smoked a cigarette.

Indicator

Ever Cigarette Smoking: Percentage of youth who ever smoked a cigarette.

Numerator: Number of respondents who tried or experimented with cigarette smoking, even one or two puffs.

Denominator: Total number of respondents to the question.

ANALYSIS TABLE SHELL EXAMPLE

Table 11-1. Detailed tobacco use status, overall and by gender

	Overall	Boys	Girls
	<i>Percentage (95% CI*)</i>		
<i>Smoked Tobacco</i>			
Current tobacco smoking ¹			
Current cigarette smoking ²			
Frequent cigarette smoking ³			
Current smoking of other tobacco ⁴			
Ever cigarette smoking ⁵			
<i>Smokeless Tobacco</i>			
Current smokeless tobacco use ⁶			
<i>Tobacco Use</i>			
Current tobacco use ⁷			

¹ Smoked tobacco anytime during the past 30 days. ² Smoked cigarettes anytime during the past 30 days. ³ Smoked cigarettes on 20 or more days of the past 30 days. ⁴ Smoked tobacco other than cigarettes anytime during the past 30 days. ⁵ Ever smoked cigarettes, even one or two puffs. ⁶ Used smokeless tobacco anytime during the past 30 days. ⁷ Smoked cigarettes and/or other smoked tobacco, and/or used smokeless tobacco anytime during the past 30 days. * 95% Confidence Interval

TQS-YOUTH IMPLEMENTATION GUIDELINES



GUIDELINES: STUDY DESIGN

- TQS-Youth (GYTS) questions developed for and tested in survey populations aged 13 to 15 years, but can be administered to youth outside of this age range (e.g., 12 to 17 years)
- TQS-Youth (GYTS) questions developed for a school-based, self-administered survey
 - Paper and pencil questionnaire using a scannable answer form (“bubble sheet”)
 - No skip logic in GYTS ensures students complete at approximately the same time
- Adaptation may be needed for other modes of administration (e.g., interviewer administered)

GUIDELINES: QUESTIONNAIRE

- Recommend using all 21 TQS-Youth questions for comprehensive evaluation of tobacco use and key tobacco control indicators
- TQS-Youth questions should be placed together
- Placement in a multi-topic survey depends on survey purpose, topics, and length
- Keep question wording the same for purposes of comparability and validity
 - Minor adaptations may be needed (e.g., for interviewer administered mode)

GUIDELINES: USE OF DATA

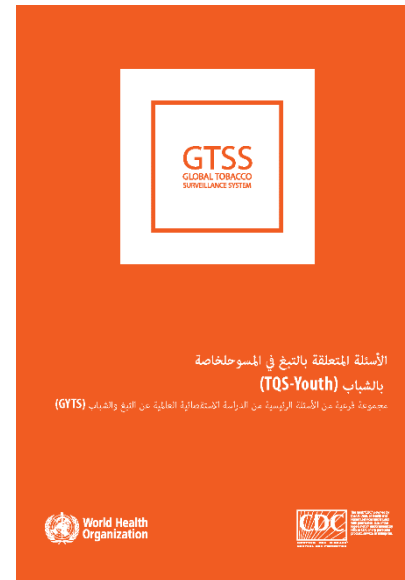
- Evaluation and monitoring of existing tobacco control policies and programs
- Inform development and implementation of new interventions at national and sub-national levels
- Comparison to past and current surveys with tobacco questions
 - Interpret carefully, taking into account differences in survey methods (such as questionnaire wording, context, sample design, target population, mode of administration, etc.)

GUIDELINES: DATA DISSEMINATION MATERIALS

- Populated tables
- Tobacco report
- Tobacco fact sheet
- Tobacco control brief
- Publications, research graphs

GUIDELINES: TECHNICAL ASSISTANCE

- TQS-Youth guide booklet
 - English, Arabic, French, Portuguese, Russian, Spanish
- TQS-Youth is an open-source tool
 - CDC tracks the use globally
- Expert consultation from CDC and WHO
 - Questionnaire: wording, skip logic, placement
 - Study design: sample design, data collection procedures
 - Analysis and reporting: construction of indicators, tables, graphs



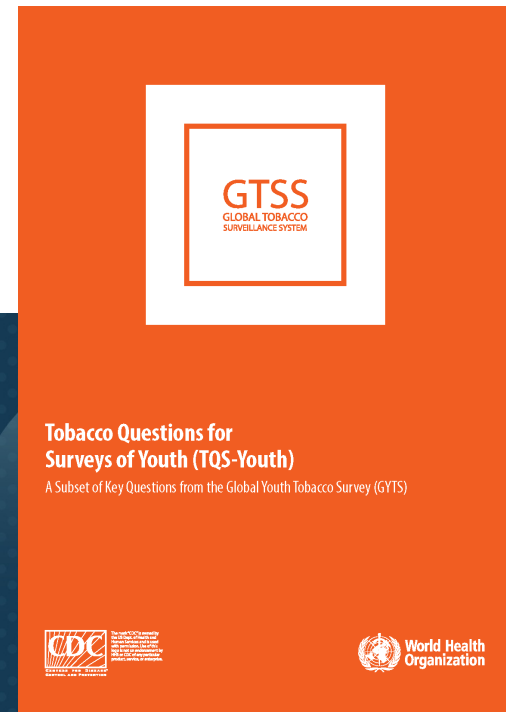
TQS-YOUTH IMPLEMENTATION & PARTNERSHIPS

- OIC Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC)
 - Mali Modular and Permanent Household Survey (EMOP) 2021
 - Niger Harmonised Survey on Living Conditions of Households 2021-2022
 - Continued engagement with other countries
- Global School Health Survey (GSHS): Incorporated TQS-Youth questions into their core questionnaire
- Continued engagement with countries and exploration of new partnerships

THANK YOU

To download the TQS-Youth booklet, go to:
bit.ly/TQSyouth

For more information about the TQS-Youth initiative,
please contact us at GTSSinfo@cdc.gov



Centers for Disease Control and Prevention

National Center for Chronic Disease Prevention and Health Promotion

Office on Smoking and Health, Global Tobacco Control Branch

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

