Overview

- Conceptual models of surveillance/evaluation
- Relevant FCTC (Framework Convention on Tobacco Control) articles
- MPOWER package
Overview

- Resources
  - IARC handbook: *Methods for Evaluating Tobacco Control Policies*
  - *Preventive Medicine* supplement: “Monitoring the Tobacco Use Epidemic”
  - World Health Organization Tobacco Free initiative (WHO TFI)
  - Global Tobacco Surveillance System (GTSS)
  - International Tobacco Control (ITC) Policy Evaluation Project

Purposes of a Tobacco-Related Surveillance System

- To provide timely information from populations on:
  - Prevalence of use of various products (tobacco and pharmaceutical)
  - Factors that influence their use
  - Incidence, prevalence, and mortality from tobacco-attributable diseases
  - Impact of tobacco control programs and policies on relevant outcomes

Source: Giovino et al. (2009). *Preventive Medicine*, 48(Suppl. 1), S4-S10.
Tobacco Surveillance and Evaluation: An Update: Gary A. Giovino, PhD, MS

Model of Tobacco Control and Nicotine Addiction

Factors Influencing Trends in Adolescent Smoking


© 2012 Johns Hopkins Bloomberg School of Public Health
Tobacco Surveillance and Evaluation: An Update: Gary A. Giovino, PhD, MS

What the FCTC Says

- Article 20—Research, Surveillance and Exchange of Information
  - “The Parties shall establish as appropriate, programmes for national, regional and global surveillance of the magnitude, patterns, determinants and consequences of tobacco consumption and exposure to tobacco smoke. Towards this end, the parties should integrate tobacco surveillance programs into national, regional and global health surveillance programmes so that data are comparable and can be analyzed at the regional and international levels, as appropriate.”

Article 20: Each Party Shall Endeavor to:

- Establish a national system for the epidemiological surveillance of consumption and related social, economic and health indicators;
- Cooperate with other organizations in surveillance and exchange of information on key indicators;
- Maintain a database of laws/regulations (enforcement);
- Maintain a database of survey data;
- Collect and disseminate information on tobacco production, manufacture and the activities of the tobacco industry, which impact the Convention or national tobacco control activities.
FCTC—Articles 21 and 22

- Article 21:
  - Requires each ratifying nation to provide periodic updates on surveillance and research as specified in Article 20

- Article 22:
  - Calls for cooperation among the Parties to promote the transfer of technical and scientific expertise on surveillance and evaluation, among other topics

MPOWER

- Six proven policies to reverse the global tobacco epidemic
  - Monitor tobacco use and 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, and sponsorship
  - Raise taxes on tobacco
WHO MPOWER PACKAGE: Monitoring

“Good monitoring systems must track several indicators, including (i) prevalence of tobacco use; (ii) impact of policy interventions; and (iii) tobacco industry marketing, promotion and lobbying. Findings must be effectively disseminated so that governments, country leadership, and civil society can use them to develop tobacco control policies and build capacity for effective policy implementation and enforcement. Data from monitoring become the most important evidence for advocates of stronger policies.”

Source: WHO report on the global tobacco epidemic, 2008—The MPOWER package

MPOWER Measures:

1. Monitor Current Use:
   - Frequency of use (daily versus non-daily)
   - Type of product(s) used
   - Intensity of use (units/day)
   - Brand(s) used
   - Indicators of addiction (time to first smoke/use)

2. Monitor Initiation Patterns:
   - Intention to try
   - Initial trial—age at first use
   - Discontinuation after initial trial
   - Transition to established use
MPOWER Measures:

3. Protect People from Tobacco Smoke:
   - Exposures at home, in cars, at work, elsewhere
   - Policy at home, work
   - Support for prohibiting smoking in public places
   - Health beliefs regarding exposure to tobacco smoke

4. Offer Help With Quitting:
   - Intention/motivation to quit
   - Self-efficacy
   - Quit attempt
   - Dose management (abrupt cessation versus gradual reduction)
   - Methods (assisted/unassisted) (health care provider)
   - Duration of abstinence among former smokers

MPOWER Measures:

5. Warn About the Dangers of Tobacco:
   - Exposure to anti-tobacco media campaigns
   - Package warning labels—multiple indicators
   - School programs (for adolescent students)
   - Health beliefs

6. Enforce Advertising Bans:
   - Exposure to pro-tobacco advertising and promotions
   - Media receptivity

7. Raise Taxes:
   - Size and venue of last purchase
   - Price paid and brand
Important Resources


Image source: [http://apps.who.int/bookorders/anglais/detart1.jsp?sesslan=1&codlan=1&codcol=76&codcch=28](http://apps.who.int/bookorders/anglais/detart1.jsp?sesslan=1&codlan=1&codcol=76&codcch=28)

Important Resources

- Monitoring the tobacco use epidemic. *Preventive Medicine, 2009 Supplement*:
  - Including articles on agent, host, vector, and environmental factors that influence use and dependence

Important Resources

- WHO Tobacco Free Initiative
  - Surveillance and monitoring: [http://www.who.int/tobacco/surveillance/en/](http://www.who.int/tobacco/surveillance/en/)

Standard Tobacco Questions for Surveys

- Set of 22 standard tobacco questions from GATS (Global Adult Tobacco Survey)

- Add as a tobacco module or select questions to add to ongoing national or international surveys

Global Tobacco Surveillance System

Image source: http://www.cdc.gov/tobacco/global/gtss/

© 2012 Johns Hopkins Bloomberg School of Public Health

Global Youth Tobacco Survey (GYTS)


© 2012 Johns Hopkins Bloomberg School of Public Health
Global School Personnel Survey (GSPS)


Global Health Professions Student Survey (GHSPS)

Global Adult Tobacco Survey (GATS)


© 2012 Johns Hopkins Bloomberg School of Public Health

GTSS Data

Image source: [http://apps.nccd.cdc.gov/GTSSData/default/default.aspx](http://apps.nccd.cdc.gov/GTSSData/default/default.aspx)

© 2012 Johns Hopkins Bloomberg School of Public Health
GYTS Findings

- 1 in 10 students currently smoke cigarettes
- 1 in 10 students currently use other tobacco products
- 1 in 4 smokers first tried by age 10
- 2 in 3 smokers want to quit
- 4 in 10 students exposed to SHS in homes and over half exposed to SHS in public places

Current Smoking

Prevalence of Current Smoking Among 15+ Year Olds by Age and Gender—14 CATS Countries, the United Kingdom, and the United States

© 2012 Johns Hopkins Bloomberg School of Public Health
Percentage Who Currently Use Smokeless Tobacco

![Percentage of Adults Ages 15+ Years Who Currently Use Smokeless Tobacco, by Gender—13 GATS Countries and the United States](image)

ITC Policy Evaluation Project

- International Tobacco Control (ITC) Policy Evaluation Project

Image source: www.itcproject.org

© 2012 Johns Hopkins Bloomberg School of Public Health
In each country, the ITC Project is conducting prospective cohort surveys to assess the impact and identify the determinants of effective tobacco control policies in each of the following areas:
- Health warning labels and package descriptors
- Smoke-free legislation
- Pricing and taxation of tobacco products
- Communication and education
- Cessation
- Tobacco advertising and promotion

The ITC Project has established a research platform to guide strong, evidence-based implementation of FCTC policies.

The ITC Project evaluates FCTC policies at the level of the individual smoker, identifies the determinants of effective tobacco control policies, and disseminates its research findings to the global tobacco control community, including researchers, policy makers, and advocates.
Summary

- Conceptual Models of Surveillance/Evaluation
- Relevant FCTC (Framework Convention on Tobacco Control) Articles
- MPOWER Package

Resources

- IARC handbook: *Methods for Evaluating Tobacco Control Policies*
- *Preventive Medicine* supplement: “Monitoring the Tobacco Use Epidemic”
- World Health Organization Tobacco Free initiative (WHO TFI)
- Global Tobacco Surveillance System (GTSS)
- International Tobacco Control (ITC) Policy Evaluation Project
Tobacco Surveillance and Evaluation: An Update: Gary A. Giovino, PhD, MS

Personal Reflections

Image source: © 2012 Johns Hopkins Bloomberg School of Public Health

Gary A. Giovino, PhD, MS

- ggiovino@buffalo.edu

© 2012 Johns Hopkins Bloomberg School of Public Health