

The value of national household surveys for tobacco control policy

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Aim of tobacco control policy

- To reduce the burden of disease and premature death on societies caused by tobacco use
 1. Reducing the rate at which young people take up smoking
 2. Increasing the rate at which smokers stop
 - Increasing the rate at which they try to stop
 - Increasing the success rate
 3. Reducing the harm to smokers and non-smokers caused by continued tobacco use

**FCTC**WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

WHO Framework Convention on Tobacco Control

- The first global healthy treaty
- Sets out a blueprint for tobacco control nationally and regionally
 - Monitor tobacco use
 - Protect people from tobacco smoke
 - Offer help to quit
 - Warn about dangers of tobacco use
 - Enforce bans on tobacco promotion
 - Raise taxes on tobacco

FCTC Article 20.2

2. 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 programmes into national, regional and global health surveillance programmes so that data are comparable and can be analysed at the regional and international levels, as appropriate.

The value of surveillance

- Essential in order to:
 - Assess the extent of the problem and track progress in addressing it to prioritise resource allocation
 - Evaluate and understand the impact of policies and events to inform intervention development

What needs to be tracked at least annually

- Tobacco use prevalence for all relevant forms of tobacco use
- Amount of use among users
- Take-up of tobacco use in young people
- Quit attempt rate
- Quit success rate
- Overall quit rate
- Use of different methods of quitting
- Factors that may influence take-up and quitting

Surveys in the UK

- **Annual Population Survey (APS)**
 - N=300,000
 - Data on current, ever and ex-smokers
- **Health Survey for England**
 - N=8,000
 - Annual data on all main health behaviours, including tobacco use
- **Smoking Toolkit Study**
 - N=20,000
 - Detailed monthly data on tobacco use and cessation

Great Britain prevalence by country and age (APS)

Figure 1: Proportion of current smokers, all persons aged 18 and over
UK, 2010 to 2016

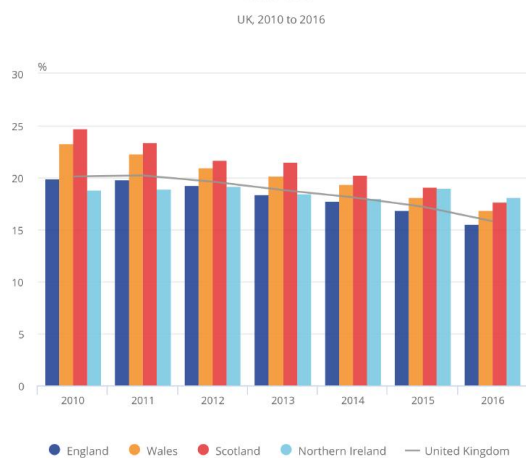


Figure 2: Proportion of current smokers, all persons by age group
UK, 2010 to 2016



Cigarette consumption and quitting (APS)

Figure 3: Average daily consumption of cigarettes among current smokers for men and women aged 16 and over

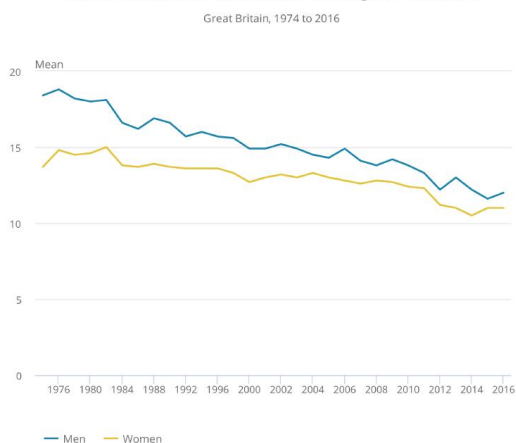
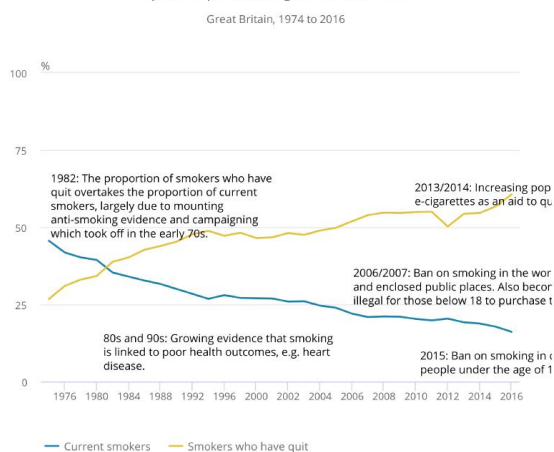
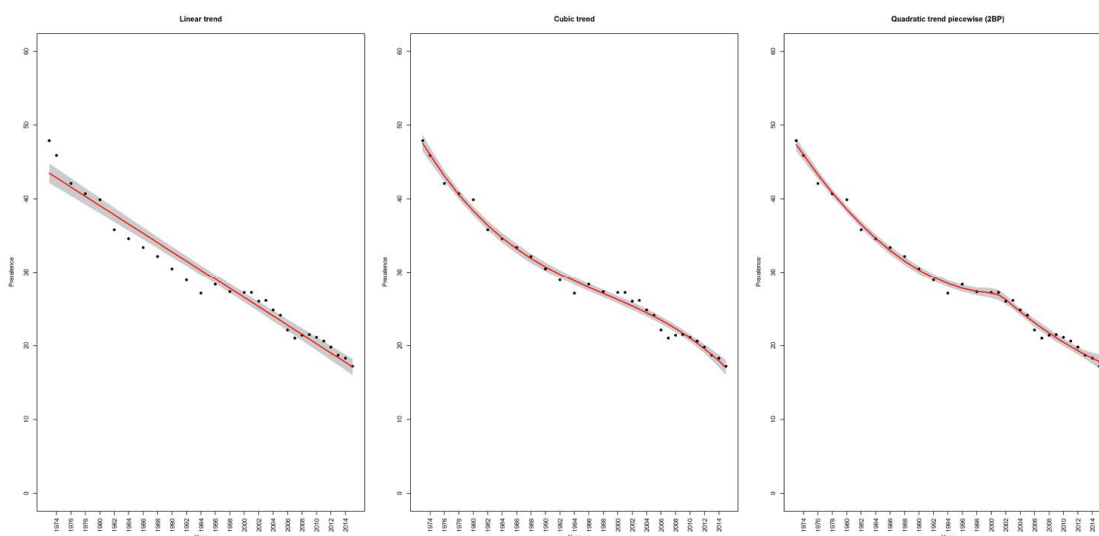


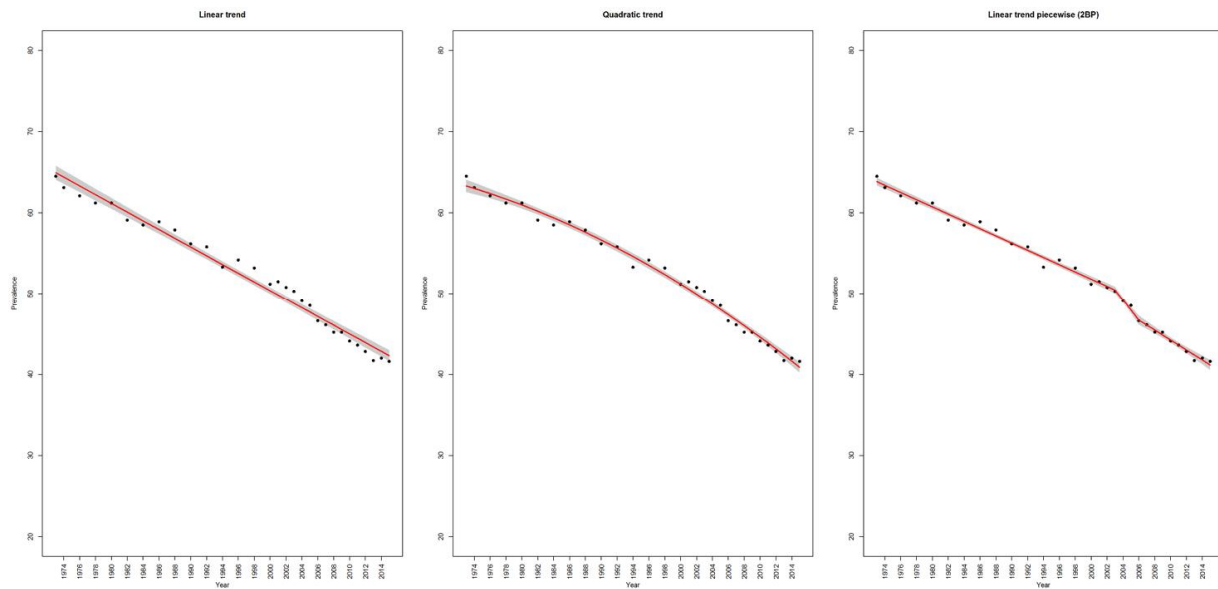
Figure 4: Proportion of current smokers and smokers who have quit, all persons aged 16 and over



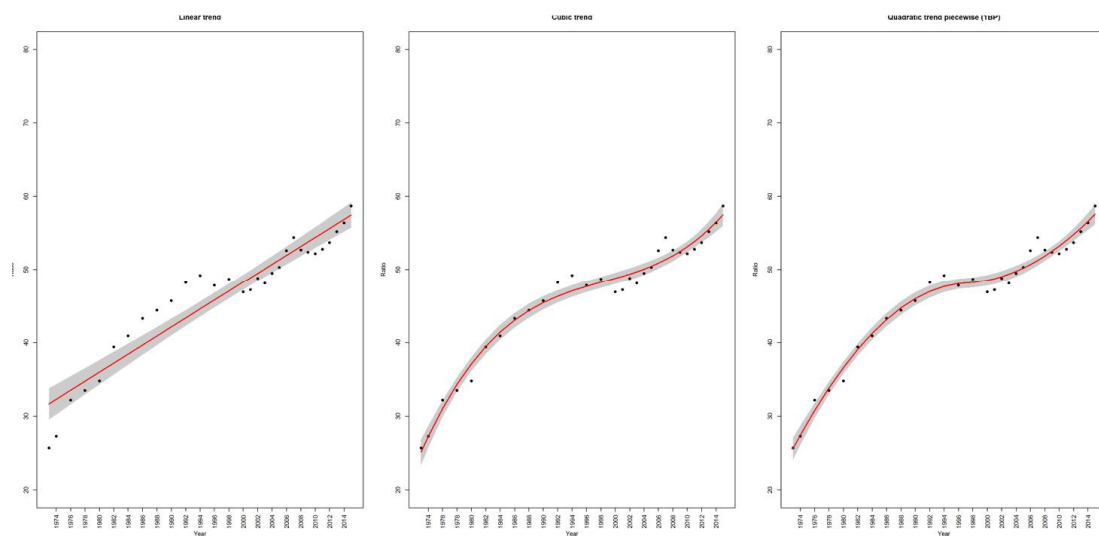
Understanding long-term trends using APS data: smoking prevalence



Understanding long-term trends using APS data: smoking ever smoking



Understanding long-term trends using APS data: smoking quit ratio



Examples of research from the STS



Brown J, Kotz D, Michie S, Stapleton J, Walmsley M, West R (2013) How effective and cost-effective was the national mass media smoking cessation campaign 'Stoptober'? *Drug and Alcohol Dependence*, 135, 52-8.



Hackshaw L, McEwen A, West R & Bauld L (2010) Quit attempts in response to smokefree legislation in England, *Tobacco Control*, 19 (2), pp. 160-164.



Kotz, D., Brown, J. and West, R. (2014), 'Real-world' effectiveness of smoking cessation treatments: a population study. *Addiction*, 109: 491-499



Kuipers M, Beard E, Hitchman S, Brown J, Stronks K, Kunst A, McNeill A, West R (2016) Impact on smoking of England's 2012 partial tobacco point of sale display ban: a repeated cross-sectional national study. *Tobacco Control*.



Fidler, J. A. & West, R. (2010), Changes in smoking prevalence in 16-17-year-old versus older adults following a rise in legal age of sale: findings from an English population study. *Addiction*, 105: 1984-1988.

Key points

- Any country that is serious about tobacco control should be conducting at least annual surveys of representative samples of the population
- All relevant forms of tobacco use should be covered
- Prevalence, uptake, quitting and amount of use should be captured
- More detailed information of the kind provided by the Smoking Toolkit Study is important for planning tobacco control policy