

The Union

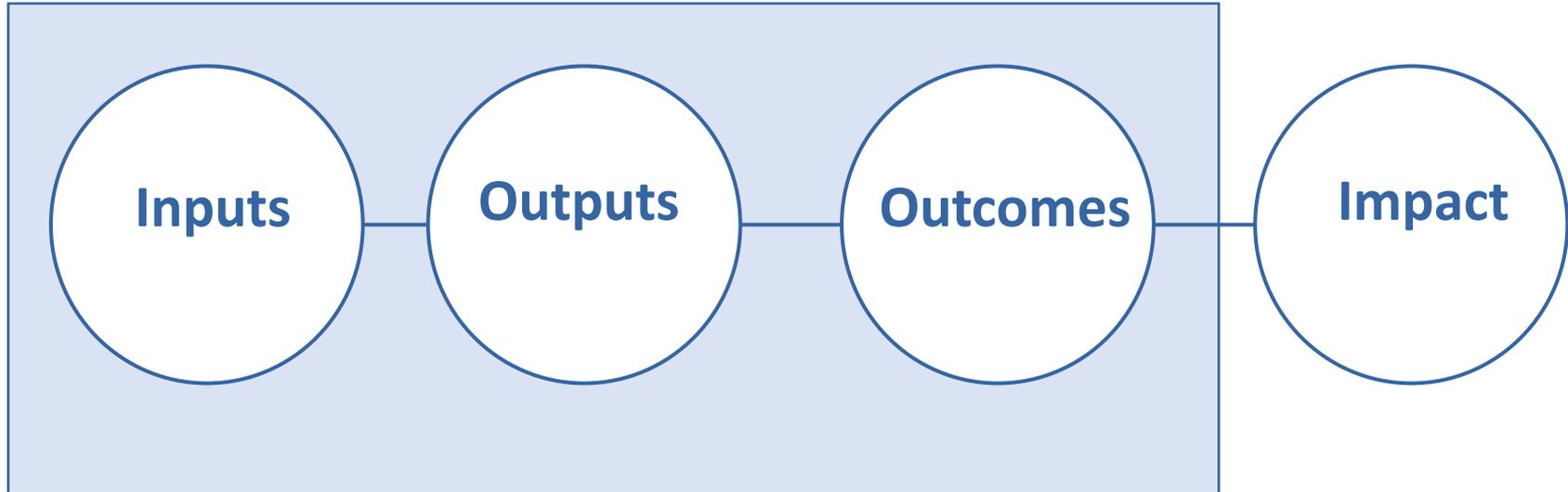
International Union Against  
Tuberculosis and Lung Disease

# Harnessing the Power of Data for Effective Implementation of Tobacco Control Laws

2 August 2023

## What kind of data?

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## Who collects what data?

### Governments

- Business data, activity data, compliance, knowledge, prevalence

### Civil society

- Business data, activity data, public support and knowledge

### Research institutions

- Interventions, compliance, prevalence

**Both qualitative and  
quantitative are useful**



## What levels of data are collected?

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## How can the data be used?

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- Measuring and monitoring progress, identifying gaps, building accountability
- Informing strategy and planning: directing resources where they are needed
- Advocating for change
- Improving effectiveness of interventions and outcomes
- Documenting successes and lessons learned to support other jurisdictions to pass new laws or implement existing ones

The Union

International Union Against  
Tuberculosis and Lung Disease

# Thank you

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# Harnessing the Power of Data for Effective Implementation of Tobacco Control Laws

Ryan Kennedy, PhD  
Institute for Global Tobacco Control



## Tweet



**Mike Bloomberg** 

@MikeBloomberg



In God we trust. Everyone else: bring data.

Data drives our economy, and should help drive the priorities of our government. In the era of fake news & "alternative facts," data might just save the world.





## Types of Data in Statistics – Many Names, Lots of Confusion

As you progress through data analysis and statistics, you'll come across lots of different ways to refer to different types of data, and it can get really confusing:

- ✓ Quantitative data
- ✓ Qualitative data
- ✓ Numerical data
- ✓ Categorical data
- ✓ Discrete data
- ✓ Continuous data
- ✓ Ratio data
- ✓ Interval data
- ✓ Ordinal data
- ✓ Nominal Data
- ✓ Dichotomous data

Many kinds of data!!



# Data to support HWL content

Survey data –

People are afraid of losing their eyesight,  
fear of vision loss is very motivating

Qual data – Design of HWL



# IMPORTANT CONSIDERATIONS FOR DATA

1. **WHAT** are you measuring?
2. **HOW** are you going to measure?



## What data do you need?

- What is going to be the most powerful data to support effective implementation?
- What are things decisions makers are going to care about?





# Smoke-free

Objective of study – highlight which types of venues have not fully implemented a smoke-free policy:

What are you measuring?

How are you going to measure?

## Assessing Compliance with Smoke-Free Laws

Second Edition

A “How-to” Guide for Conducting Compliance Studies



# Case Study: Indonesia – TAPS at the POS

Changes in Compliance with Bans on Tobacco Product Display and Advertising at Traditional and Modern Point-of-Sale Retailers in Depok, Indonesia, 2019-2021

- Different level of implementation of TAPS policy for Modern Point-of-Sale retailers compared to traditional retailers
- Data collectors visited 180 modern retailers (hyper/supermarkets/convenience stores) and 147 traditional retailers (warungs) in 2019.
- The same retailers were re-visited in 2021.
- Data collectors assessed compliance with tobacco product display, and advertising regulations at POS, including if products were displayed in spaces to target minors (near candy or at a child's eye-level).



# Use the Results

Compliance study results should be utilized effectively to achieve study purpose and goals

- Define the target audience for dissemination
- Develop tailored key messages for effective communication

Policymakers and enforcement officials are crucial audiences for sharing results

- Results should clearly demonstrate:
  - Compliance levels
  - Appeal for additional resources
  - Address existing loopholes
- Present results to owners/managers of visited locations
- Provide compliance information

## Assessing Compliance with Tobacco Advertising, Promotion, and Sponsorship (TAPS) Bans:

*A "How-to" Guide for Conducting Compliance Studies of Point of Sale Advertising & Product Display; Outdoor Advertising; and Product Packaging*



<https://globaltobaccocontrol.org/sites/default/files/2021-05/TAPS Compliance 1 0.pdf>



# Key Messages and Dissemination Strategies

Consider various dissemination methods, such as:

- Private briefings
- Press conferences
- Other events with policymakers and the media
- Engage enforcement agencies through private briefings
- Foster trust and prompt action based on the results

Communication with Location Owners/Managers

- Present results to owners/managers of visited locations
- Provide compliance information
- Encourage adherence to the law

Utilize mass media to:

- Inform the public about compliance levels
- Advocate for increased enforcement
- Create public demand for stronger legislation



# Considerations for sharing findings

**The Sale and Marketing of Cigarettes Near Schools in Vietnam: Tactics that Target Youth**

JOHNS HOPKINS UNIVERSITY SCHOOL OF PUBLIC HEALTH  
Institute for Global Tobacco Control

**Backgrounds and Methods**

Bans on point-of-sale (POS) tobacco advertising, promotion, and sponsorship (TAPS) can reduce experimental smoking and tobacco use initiation in youth.

Vietnam's Tobacco Prevention and Control Law:

- Bans POS cigarette advertising and promotion and limits product displays to one unit per brand.
- Prohibits the sale, advertising, and promotion of cigarettes within 100 meters of schools.

An observational study in urban and rural areas of ten Vietnamese cities (Ho Chi Minh City, Ha Noi, Da Nang, Hai Pho, Can Tho, Ha Tinh, Cam Pha, Tay Ninh, Hoa Binh, Buon Ho) assessed compliance with legislation and monitored cigarette sales and marketing. From December 2021 to January 2022, all retailers (n=1463) within 100 meters of a school (n=371) or post office (n= 325) were observed for product displays, advertisements, and promotions.

**Key Findings**

- 69% (n=255) of schools had retailers (n=712) selling cigarettes within 100m.
- Retailers displayed more than one cigarette unit per brand (n=1081, 74%) and advertisements (n=586, 40%).
- Marketing tactics targeting youth were common at cigarette retailers. Signage prohibiting sales to youth was uncommon (n=174, 12%).

**Percent of Cigarette Retailers (n=1463) with Marketing Tactics Targeting Youth**

Tactic	Near Post Office (%)	Near School (%)
Cigarettes displayed near snacks	57% (n=840)	30% (n=435)
Single stick sales	52% (n=760)	27% (n=389)
Ads (indoor and/or outdoor)	40% (n=586)	21% (n=312)
Flavored cigarette sales	37% (n=548)	21% (n=300)
Ads within 1m of the floor	22% (n=316)	11% (n=157)
Cigarettes accessible without help within 1m of the floor	18% (n=263)	8% (n=118)
Promotions	4% (n=52)	3% (n=38)

**Conclusions**

- Youth are being targeted through point-of-sale cigarette displays and advertising in Vietnam.
- Bans on cigarette sales and advertising near schools and restrictions on POS displays are being violated. These regulations must be more strictly enforced.

globaltobaccocontrol.org/en/resources

Online Courses Tobacco Watcher TPackSS Policy Scan Progress Hub

Topic Resource Type Language

**COVID-19 Related Quit Attempts among Adults who Smoke in Vietnam**

July 2023

A study considered health and financial concerns related to COVID-19 to better understand what factors might inform a person's consideration whether to quit smoking amidst a widespread public health event such...

**The Sale and Marketing of Cigarettes Near Schools in Vietnam: Tactics that Target Youth**

July 2023

Vietnam's Tobacco Prevention and Control Law includes provisions banning point-of-sale (POS) cigarette advertising and promotion, limiting product displays to one unit per brand, and prohibiting the sale,...

**The Sale and Marketing of Cigarettes, E-cigarettes, and Heated Tobacco Products Near Schools in the Philippines**

July 2023



# TOOLS

IGTC tools –

Guides (TAPS and SF)  
Tobacco Watcher  
Policy Scans

Globalprogresshub

GATS/GYTS surveys



# TOOLS

## Assessing Compliance with Tobacco Advertising, Promotion, and Sponsorship (TAPS) Bans:

*A "How-to" Guide for Conducting Compliance Studies of Point of Sale Advertising & Product Display; Outdoor Advertising; and Product Packaging*



[https://globaltobaccocontrol.org/sites/default/files/202105/TAPS Compliance 1 o.pdf](https://globaltobaccocontrol.org/sites/default/files/202105/TAPS%20Compliance%201%20o.pdf)

## Assessing Compliance with Smoke-Free Laws

Second Edition

A "How-to" Guide for Conducting Compliance Studies



International Union Against Tuberculosis and Lung Disease  
Health solutions for the poor



JOHNS HOPKINS BLOOMBERG SCHOOL OF PUBLIC HEALTH

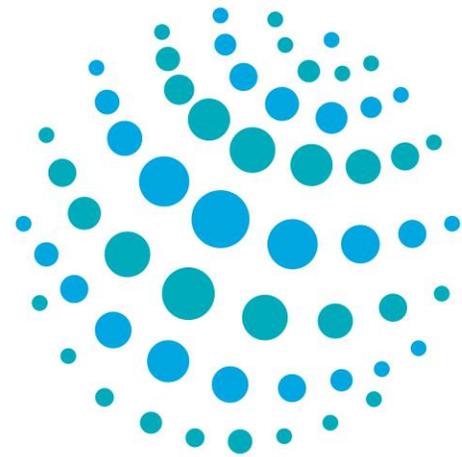
May 2014

<http://globaltobaccocontrol.org/en/resources/assessing-compliance-smoke-free-laws>



# TOOLS

[globalprogresshub.com](http://globalprogresshub.com)



**Global  
Tobacco Control  
Progress Hub**



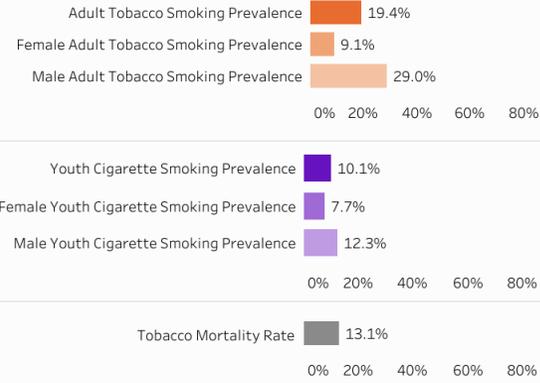
Welcome! The Global Progress Hub is an interactive data visualization and analysis platform to support improved monitoring, surveillance and reporting of the WHO Framework Convention on Tobacco Control. The platform was produced by ASH Canada with support from the Institute for Global Tobacco Control at Johns Hopkins Bloomberg School of Public Health and funding from Bloomberg Philanthropies.

### Global Overall 2020

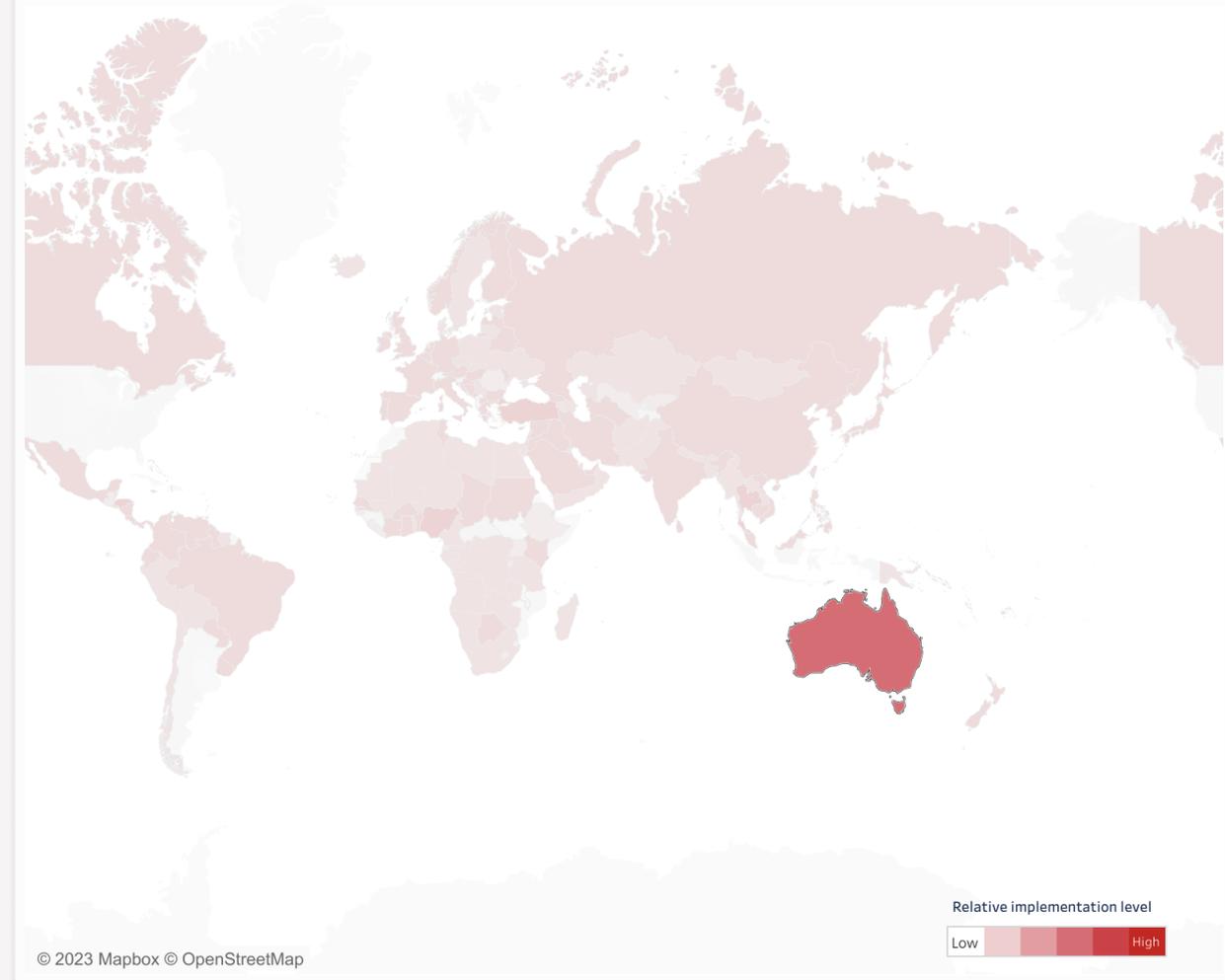
Region: All

Income Level: All

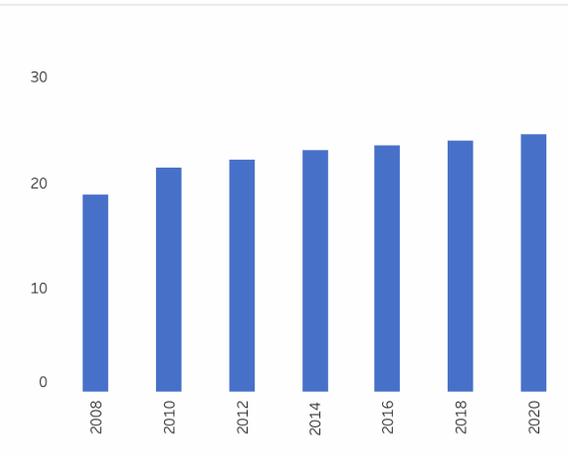
Human Development Index: All



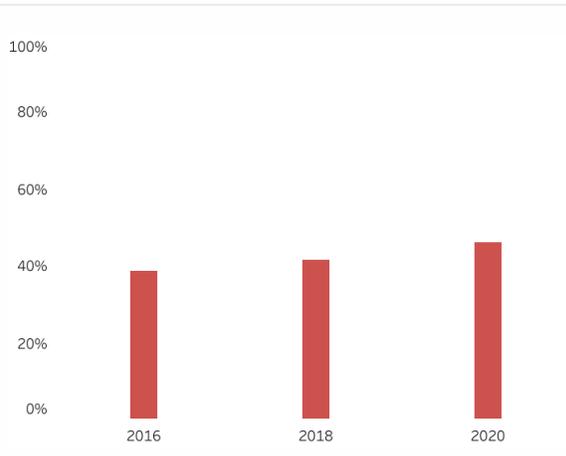
### WHO FCTC Country Comparison 2020



### Scoring Trend Global Overall



### Implementation Trend Global Overall



\* Download the PDF, PowerPoint, and Image

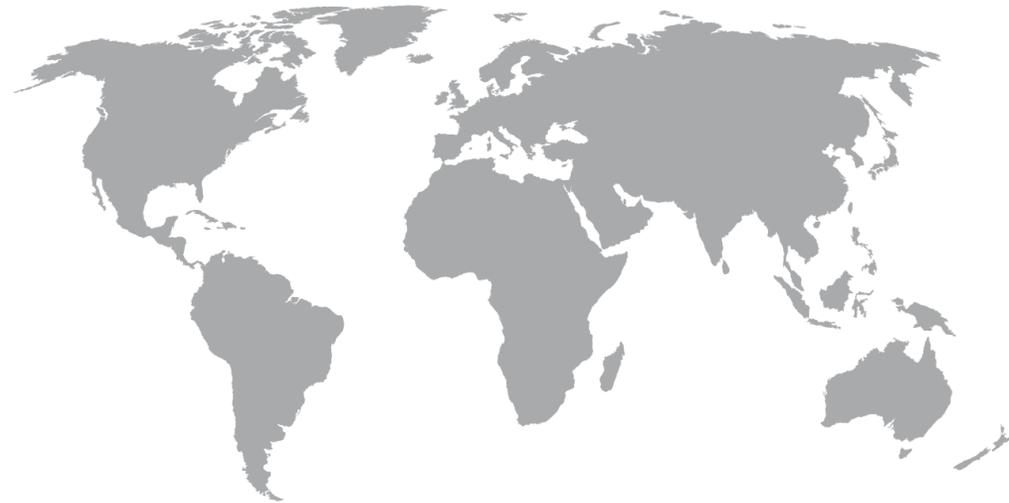


# TOOLS

## GATS/GYTS



### Global Adult Tobacco Survey (**GATS**)



<https://www.who.int/teams/noncommunicable-diseases/surveillance/systems-tools/global-youth-tobacco-survey>



# TOOLS

## Breaking Tobacco Control News

**Tobacco Watcher's Sentinel system** recognizes developing tobacco control headlines as they unfold. Access the **breaking news** now.



# Tobacco Watcher



# Country Laws Regulating E-Cigarettes

Policy Domains Choose	Regulatory Mechanisms	Product Classifications	Countries	Comparison Choose
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This site provides a description of country-level laws that regulate e-cigarettes or other electronic nicotine delivery systems. The information on this site has been verified by in-country experts and/or representatives of the Ministry of Health or other regulatory body in the respective countries. To access scans for other nicotine and tobacco products, click on the “Policy Scan” tab at the top of the website and use the dropdown menu to click on the scan of interest.





THANK YOU

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