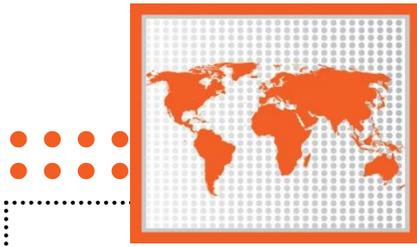




# **Tobacco Questions for Surveys (TQS): A Subset of Key Questions from the Global Adult Tobacco Survey (GATS)**

Workshop on TQS  
16-17 August 2017  
Ankara, Turkey





# Overview

- Introduction to TQS
- TQS Guide Booklet
- Implementation Guidelines
- Examples of TQS Implementation
- Partnerships & Global Alliance
- Questions/Discussion

# Introduction





## Background

- WHO FCTC / MPOWER: Efficient and systematic surveillance mechanism
- Standard set of tobacco questions across various surveillance activities
- Consistency and comparability in monitoring tobacco use
- GATS developed to generate comparable data within and across countries



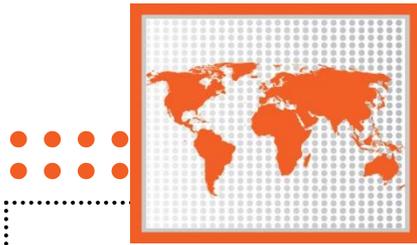
## Global Standards

- Various surveys measure tobacco use in different ways
  - Sample design
  - Methodology: e.g., mode of administration
  - Questionnaire
- GATS questions have become “Global” standard for systematic monitoring of tobacco use and key tobacco control indicators



## Development of TQS

- 2008: Request to select key questions from GATS to propose for ongoing surveys
- 2009-2010: Development of easy to use guide
- 2010: TQS 1<sup>st</sup> Edition launched in Dublin, Ireland
- 2011: TQS 2<sup>nd</sup> Edition
- 2013: TQS translations available in 7 languages
- 2013: Global Launch - Geneva, Switzerland



## TQS Features

- Simple, standard, scientific & tested questions
- Include questions into national and international surveys
  - National health surveys, multi-risk factor surveys, demographic health surveys, non-health surveys
- Sustainable monitoring of tobacco use & key policy measures
- Enhancement of capacity for global monitoring, comparability, pool of reliable data

# TQS Guide Booklet





# Structure of TQS Guide

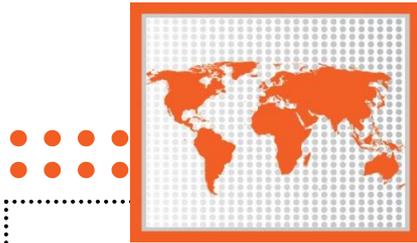
- Menu of tobacco indicators/survey questions:
  - Questions on smoking prevalence (3 questions)
  - Questions covering key MPOWER topics (19 questions)
- Select indicators and corresponding survey questions based on need and tobacco control situations
- Select all or some of questions





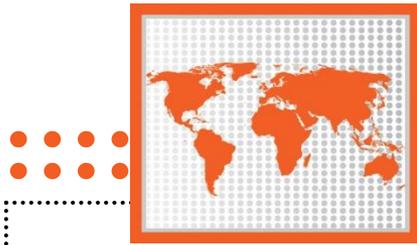
# TQS Content – Key Prevalence Questions

	Tobacco Topic	Indicator Name and Description
<b>Monitor</b>	<p><b>Q1. Current tobacco smoking status</b></p> <p><b>Q2a. Past daily smoking status</b> (for current less than daily smokers)</p> <p><b>Q2b. Past smoking status</b> (for current non-smokers)</p>	<p><b>Current Tobacco Smokers</b> Percentage of respondents who currently smoke tobacco.</p> <p><b>Current Daily Tobacco Smokers</b> Percentage of respondents who currently smoke tobacco daily.</p> <p><b>Former Daily Tobacco Smokers (Among All Adults)</b> Percentage of respondents who are ever daily tobacco smokers and currently do not smoke tobacco.</p> <p><b>Former Daily Tobacco Smokers (Among Ever Daily Smokers)</b> Percentage of ever daily tobacco smokers who currently do not smoke tobacco.</p>



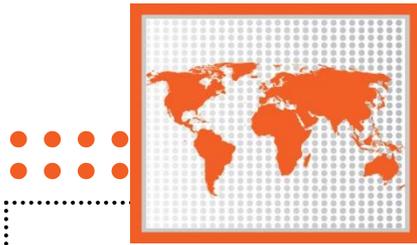
# TQS Content – Monitor

	Tobacco Topic	Indicator Name and Description
<b>Monitor</b>	<b>Q3. Number of tobacco products smoked per day</b>	<b>Current [<i>Product</i>] Smokers</b> Percentage of respondents who currently smoke [ <i>product</i> ].  <b>Cigarettes Smoked per Day</b> Average number of cigarettes smoked per day (of daily cigarette smokers)



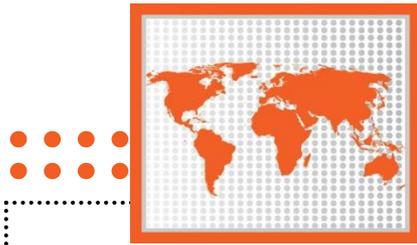
# TQS Content – Monitor

	Tobacco Topic	Indicator Name and Description
<b>Monitor</b>	<p><b>Q4. Current smokeless tobacco use</b></p> <p><b>Q5a. Past daily smokeless use</b> (for current less than daily users)</p> <p><b>Q5b. Past smokeless use</b> (for current non-smokeless users)</p>	<p><b>Current Smokeless Tobacco Users</b> Percentage of respondents who currently use smokeless tobacco.</p> <p><b>Current Daily Smokeless Tobacco Users</b> Percentage of respondents who currently use smokeless tobacco daily.</p> <p><b>Former Daily Smokeless Tobacco Users (Among All Adults)</b> Percentage of respondents who are ever daily smokeless tobacco users and currently do not use smokeless tobacco.</p> <p><b>Former Daily Smokeless Tobacco Users (Among Ever Daily Users)</b> Percentage of ever daily smokeless tobacco users who currently do not use smokeless tobacco.</p>



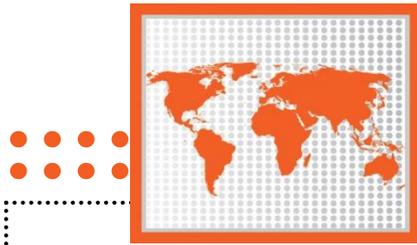
# TQS Content – Protect

	Tobacco Topic	Indicator Name and Description
<b>Protect</b>	<b>Q6. Frequency of anyone smoking at home</b>	<b>Exposure to Secondhand Smoke at Home</b> Percentage of respondents who report that smoking occurs inside their home.
	<b>Q7. Currently work outside home</b>  <b>Q8. Work indoor/outdoor</b>  <b>Q9. Anyone smoke at work during the past 30 days</b>	<b>Exposure to Secondhand Smoke at Work</b> Percentage of indoor workers who were exposed to tobacco smoke at work in the past 30 days.



# TQS Content – Offer

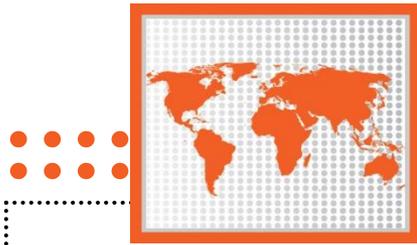
	Tobacco Topic	Indicator Name and Description
<b>Offer</b>	<p><b>Q10. Tried to quit in past 12 months</b></p>	<p><b>Smoking Quit Attempt in the Past 12 Months</b>            Percentage of current tobacco smokers who tried to quit during the past 12 months.</p>
	<p><b>Q11. Visiting a doctor in past 12 months</b></p> <p><b>Q12. Receiving advice to quit smoking from doctor</b></p>	<p><b>Health Care Provider’s Advice to Quit Smoking Tobacco</b>            Percentage of current tobacco smokers who visited a doctor or health care provider during the past 12 months and were advised to quit smoking tobacco.</p>



# TQS Content – Warn

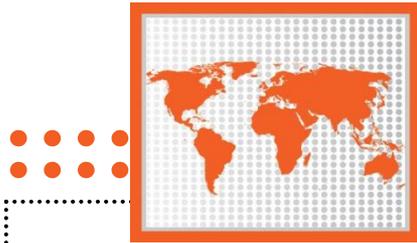
Tobacco Topic	Indicator Name and Description
<b>Q13. Noticing anti-cigarette information in newspapers or magazines</b>	<b>Awareness of Anti-Cigarette Information in Newspapers/Magazines</b> Percentage of respondents who have noticed information about the dangers of smoking cigarettes or that encourages quitting in newspapers or magazines in the last 30 days.
<b>Q14. Noticing anti-cigarette information on television</b>	<b>Awareness of Anti-Cigarette Information on Television</b> Percentage of respondents who have noticed information about the dangers of smoking cigarettes or that encourages quitting on television in the last 30 days.
<b>Q15. Noticing health warnings on cigarette packs</b>	<b>Noticing Health Warning Labels on Cigarette Packages</b> Percentage of current smokers who noticed health warnings on cigarette packages in the last 30 days.
<b>Q16. Thinking about quitting because of health warnings</b>	<b>Thinking of Quitting Because of Health Warning Labels on Cigarette Packages</b> Percentage of current smokers who reported thinking about quitting smoking in the last 30 days because of the warning labels on cigarette packages.

Warn



# TQS Content – Enforce

	Tobacco Topic	Indicator Name and Description
<b>Enforce</b>	<b>Q17. Noticing cigarette advertisements in stores</b>	<p><b>Awareness of Cigarette Advertising in Stores</b>            Percentage of respondents who have noticed any advertisements or signs promoting cigarettes in stores where cigarettes are sold in the last 30 days.</p>
	<b>Q18. Noticing cigarette promotions</b>	<p><b>Awareness of Specific Types of Cigarette Promotions</b>            Percentage of respondents who noticed [<i>free samples of cigarettes, cigarettes at sales prices, coupons for cigarettes, free gifts or discounts on other products when buying cigarettes, clothing or other items with a cigarette brand name or logo, cigarette promotions in the mail</i>] in the last 30 days.</p>



# TQS Content – Raise

	Tobacco Topic	Indicator Name and Description
Raise	<p><b>Q19. Last cigarette purchase – quantity</b></p> <p><b>Q20. Last cigarette purchase – cost</b></p>	<p><b>Cost of Manufactured Cigarettes</b> Average amount spent on a pack of manufactured cigarettes (in local currency).</p> <p><b>Cigarette Affordability</b> Average cost of 100 packs of manufactured cigarettes as a percentage of Gross Domestic Product (GDP) per capita.</p>



# TQS Example: Survey Question

## Q1. Current Tobacco Smoking Status

Do you currently smoke tobacco on a daily basis, less than daily, or not at all?

DAILY	1
LESS THAN DAILY	2
NOT AT ALL	3
DON'T KNOW	7

### Purpose

Determines the current tobacco smoking status of the respondent.

### Instructions

Ask question and record only one answer. (DON'T KNOW should not be read to the respondent.)

### Definitions

Daily means smoking at least one tobacco product every day or nearly every day.

### Indicator 1

Current Tobacco Smokers: Percentage of respondents who currently smoke tobacco.

Numerator: Number of current daily and less than daily tobacco smokers.

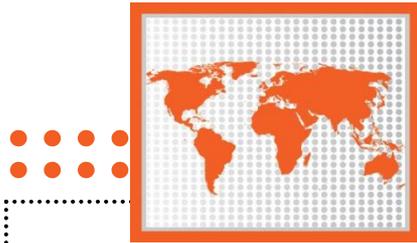
Denominator: Total number of respondents surveyed.

### Indicator 2

Current Daily Tobacco Smokers: Percentage of respondents who currently smoke tobacco daily.

Numerator: Number of current daily tobacco smokers.

Denominator: Total number of respondents surveyed.



# TQS Example: Analysis Table Shell

Table 11-1. Detailed Smoking Status by Gender

Smoking Status	Overall	Male	Female
	<i>Percentage (95% CI)</i>		
<b>Current tobacco smoker</b>			
Daily smoker			
Occasional smoker			
Occasional, formerly daily			
Occasional, never daily			
<b>Current non-smoker</b>			
Former smoker			
Former daily smoker			
Former occasional smoker			
Never smoker			

# Implementation Guidelines

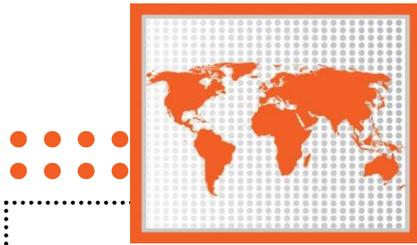




# TQS Technical Package

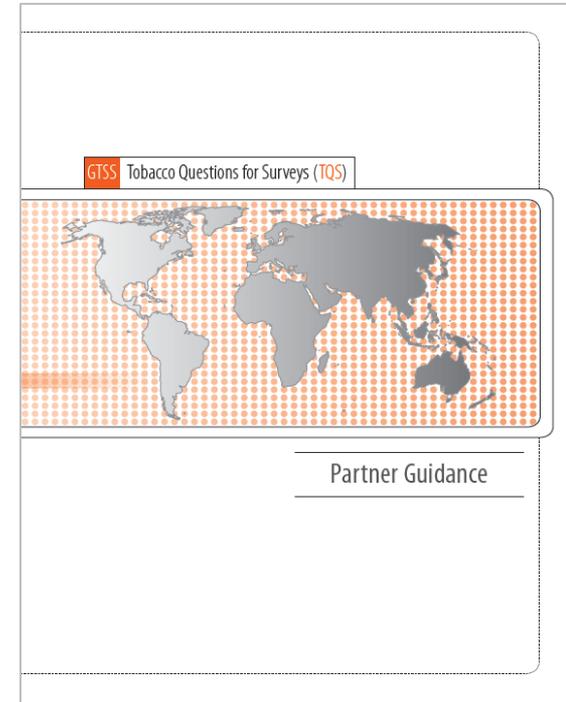
- TQS guide booklet
  - English, Arabic, Chinese, French, Portuguese, Russian, Spanish
- Mini fold-out pocket guide
  - English, Arabic, Chinese, French, Russian, Spanish
- Partner Guidance
- TQS Fact Sheet





## Partner Guidance

- Recommended guidance for the integration of TQS into ongoing surveys
- Describes technical assistance available from GTSS partners





## Guidelines: Study Design

- TQS questions developed for and tested in survey populations 15 years of age or older
  - Currently developing TQS for youth surveys (release in March 2018)
- TQS questions developed for a face-to-face household survey
  - Adaptation may be needed for other modes of administration (e.g., telephone, mail, internet)



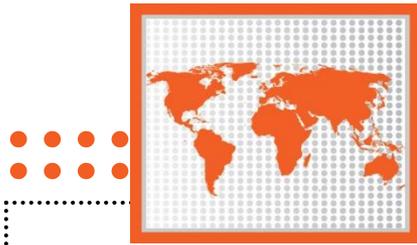
## Guidelines: Questionnaire

- Encouraged to use all 22 TQS questions for comprehensive evaluation
- TQS 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



## Guidelines: Use of TQS Data

- Evaluation and monitoring of existing tobacco control policies and programs
- Inform development and implementation of new interventions at community, sub-national and 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.)

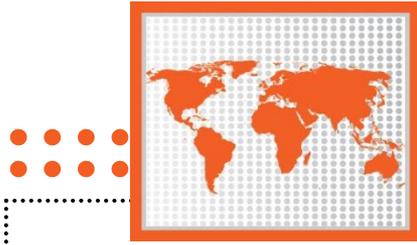


## Guidelines: Technical Assistance

- TQS is an open-source tool
  - CDC tracks the use of TQS
- Expert consultation from WHO, CDC
  - Questionnaire: wording, skip logic, placement
  - Study design: sample design, data collection procedures
  - Analysis and reporting: construction of indicators, tables, graphs
- Funding opportunities through CDC Foundation

# Examples of Implementation





# Survey Platforms for TQS Integration

## National

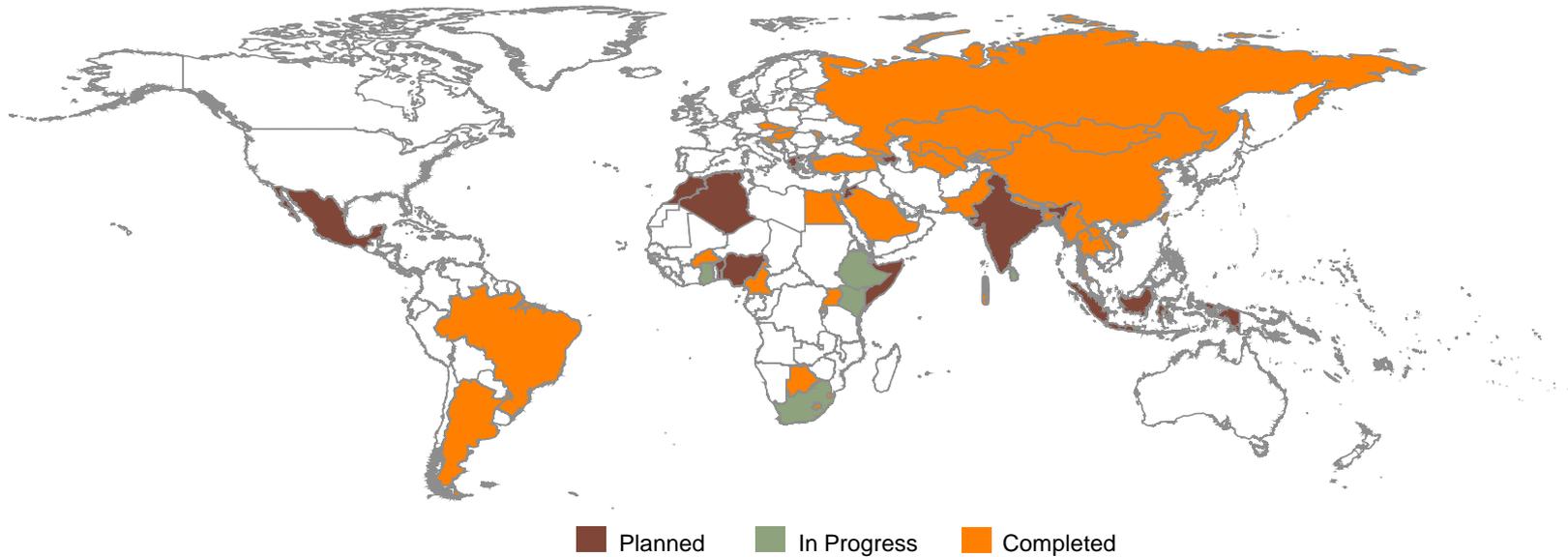
- Health surveys
- TB surveys
- Nutrition and examination surveys
- Household living standards

## International

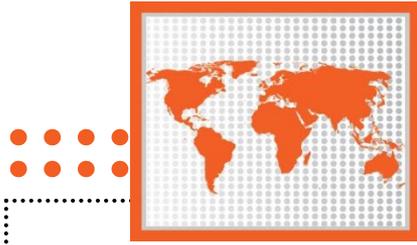
- STEPS
- DHS
- MICS
- EHIS
- Drug use surveys (UNODC/OAS)
- RHS



# TQS Implementation 2008-2017

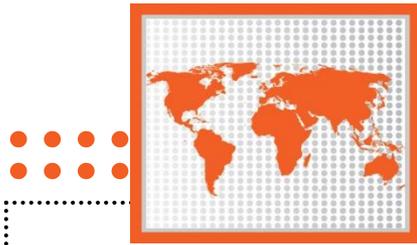


- 79 countries have completed surveys with TQS integration



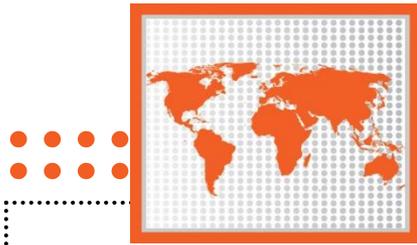
# Implementation: Examples of GATS Countries

- Argentina: National Risk Factor Survey, 2013
- Bangladesh: WHO STEPS, 2010
- Brazil: National Health Survey (PNS), 2013
- China:
  - Behavioral Risk Factor Surveillance System (BRFSS), 2011
  - Health Literacy Survey, 2012
  - City Adult Tobacco Survey, 2013-2014
  - WHO Study on global AGEing and adult health (SAGE), 2015



## Implementation: Examples of GATS Countries

- India: WHO Study on global AGEing and adult health (SAGE), 2015
- Kazakhstan: Almaty city initiative, 2013
- Kenya: WHO STEPS, 2015
- Mexico: WHO Study on global AGEing and adult health (SAGE), 2015
- Pakistan:
  - UNODC National Health Behaviour Survey, 2012
  - WHO STEPS, 2014



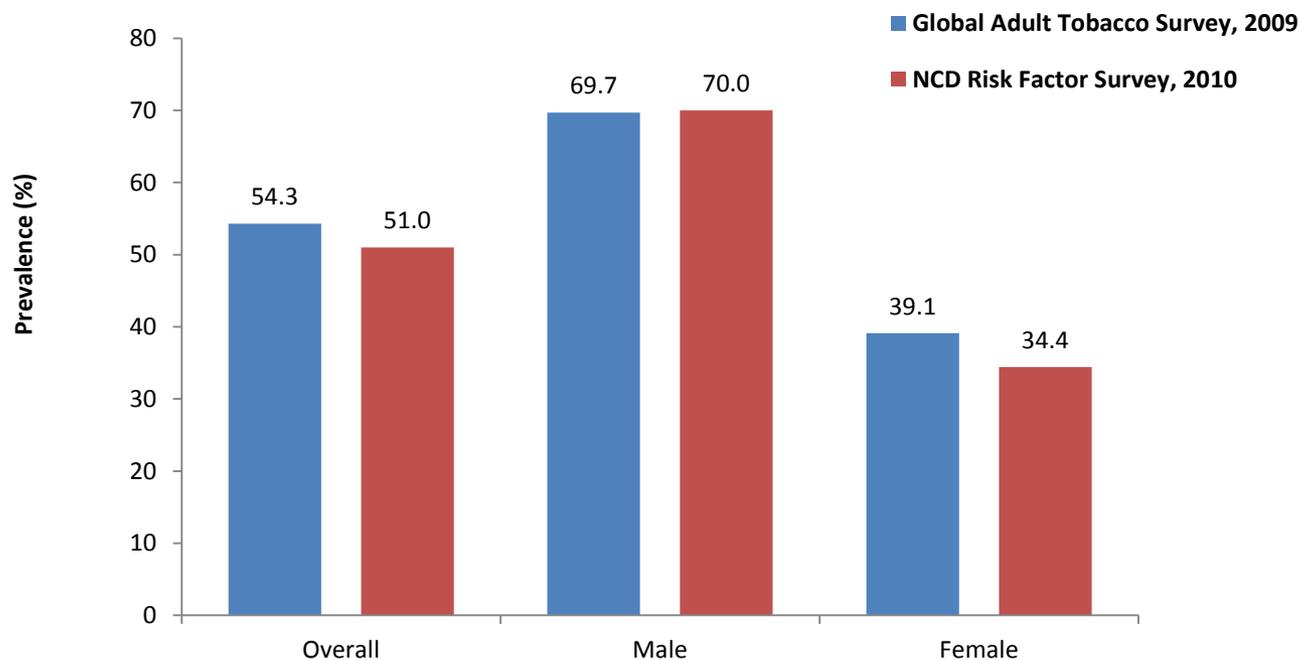
# Implementation: Examples of GATS Countries

- Qatar: WHO STEPS, 2012
- Russian Federation:
  - Reproductive Health Survey (RHS), 2011
  - WHO Study on global AGEing and adult health (SAGE), 2015
- Thailand: Cigarette Smoking and Alcohol Drinking Behavior Survey (CSAD), 2011
- Turkey: National Health Survey (NHS)
  - First country to integrate TQS into a national health survey
  - Completed 4 rounds, 2008-2014
- Uganda:
  - WHO STEPS, 2014
  - National Tuberculosis Prevalence Survey, 2014-2015



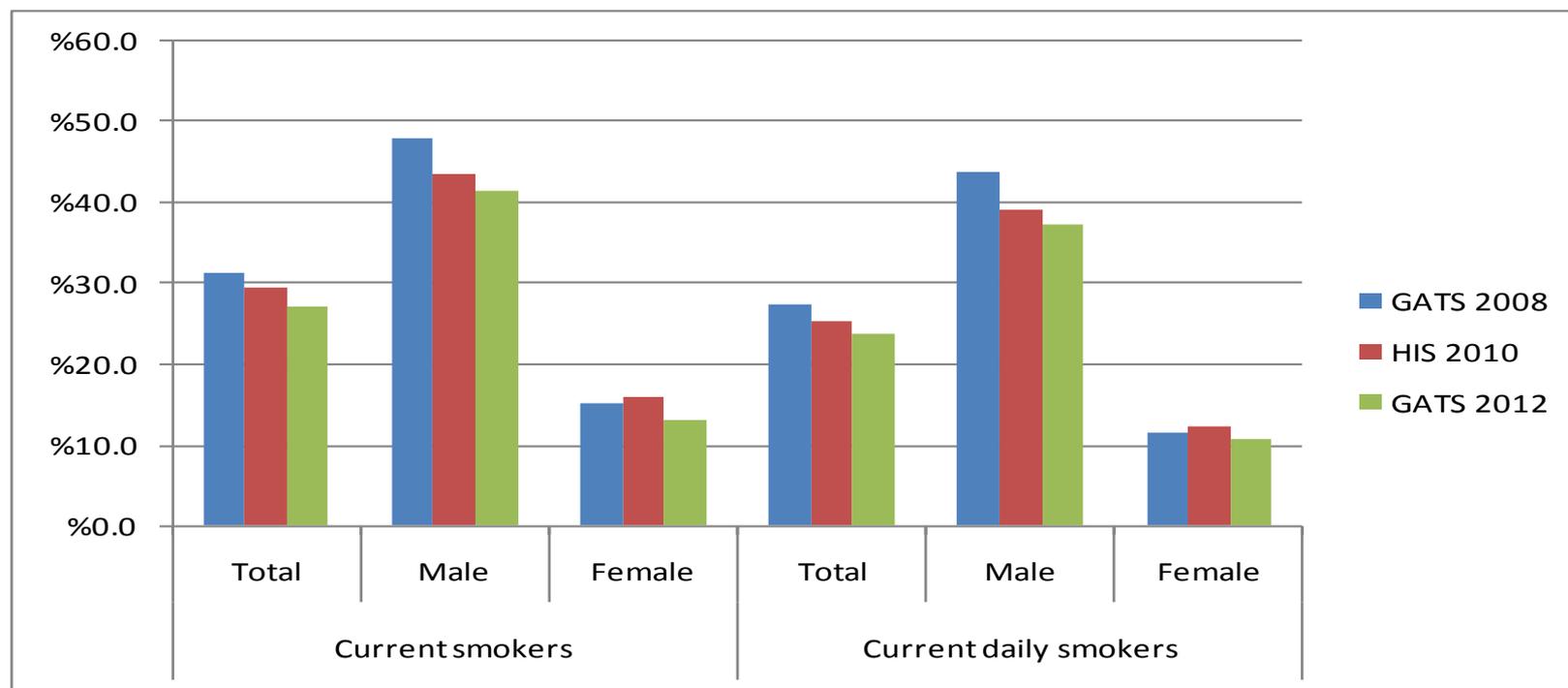
## Comparison of GATS to TQS: Bangladesh

Current tobacco users among adults aged 25 years and above by gender in Bangladesh





## Monitoring Tobacco Use Over Time Using TQS: Turkey



*\*HIS results on tobacco are not shared with public for the years GATS implemented as well (2008, 2012)*

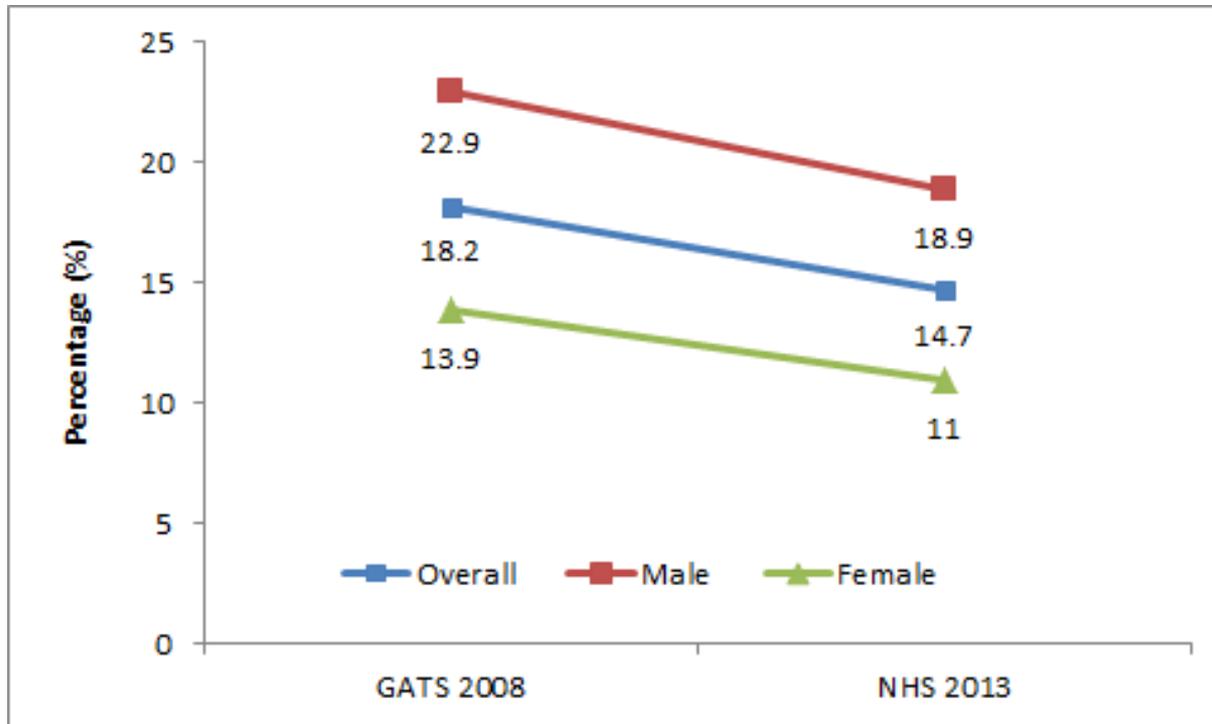
***\*This indicator shows that we can provide the sustainability and consistency in measuring some indicators on tobacco by means of HIS conducted in every two years.***

Source: TurkStat presentation at the 2014 OIC-SESRIC StatCom meeting



# Monitoring Tobacco Use Over Time Using TQS: Brazil

Prevalence of current tobacco smoking among adults aged 18 and above in Brazil



Source: Global Adult Tobacco Survey (GATS-2008) & National Health Survey (NHS-2013)



# Subnational Monitoring Using TQS: China City Adult Tobacco Survey

## Report of China City Adult Tobacco Survey 2013-14

A 14-city experience



REPORT OF CHINA CITY ADULT TOBACCO SURVEY 2013-14

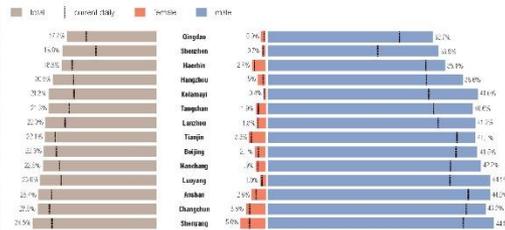
### Current Tobacco Smoking

The current tobacco smoking prevalence (including daily and less than daily) in the 14 cities ranged from 17.7% in Qingdao to 24.6% in Shenyang. With the exceptions of Harbin, Qingdao, and Shenzhen, it was above 20.0% in all cities. Among men, the cities with the highest smoking prevalence were Shenyang (44.6%), Luoyang (44.1%), and Anshan (44.0%), while the lowest was in Qingdao at 32.7%. Women's smoking prevalences were far lower than men's in all cities, ranging from 0.4% in Kalamayzi to 6.0% in Shenyang, with the relatively higher prevalences found in cities from the north and northeastern regions.

**Women's smoking rates were far lower than men's in all cities**

The proportion of daily smokers among current smokers was high in all cities. With the exception of Shenzhen (64.6%), all cities had proportions higher than 76.0%; the highest was in Tianjin and Changzhou (both above 90.0%).

**CURRENT TOBACCO SMOKING PREVALENCE**  
Percentage of adults age 15 and above  
GDAHS 2013-14



All 14 cities showed a similar pattern regarding current smoking prevalence in different age groups. The smoking prevalence among those age 15-24 years was relatively low, was highest for those in the 45-64 age groups, and then decreased after age 65.

### Cigarettes Smoked per Day

The average number of cigarettes smoked per day among daily smokers in each of the 14 cities exceeded 13.0 cigarettes, with the highest in Qingdao at 15.5, and the lowest in Lanzhou at 13.2. Heavy smokers (those who smoke 20 or more cigarettes per day) made up a large percentage of the current daily smokers, ranging from 49.3% in Qingdao to 32.0% in Lanzhou.

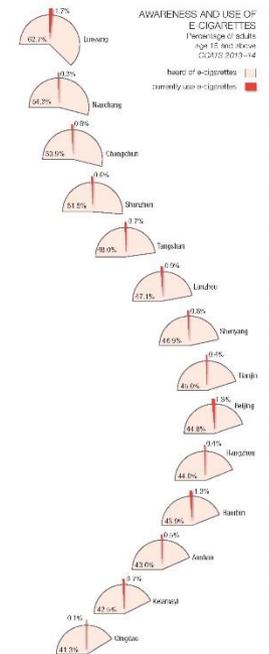


### E-Cigarettes

E-cigarettes have become increasingly popular in China and many other countries worldwide in recent years. In the current survey, more than 40.0% of adults reported having heard of e-cigarettes in each of the 14 cities.

However, in all 14 cities, the percentage of adults who currently used e-cigarettes was low, with the highest found in Luoyang at 1.7%. The survey shows that the majority of current e-cigarette users were also current cigarette smokers (80.0% or more in all cities). Some e-cigarette users reported that they were not current tobacco smokers, including adults who had never smoked tobacco before.

**The majority of e-cigarette users were cigarette smokers**



REPORT OF CHINA CITY ADULT TOBACCO SURVEY 2013-14

# Partnerships & Global Alliance





➤ **TQS GLOBAL ALLIANCE AIMS TO PROMOTE THE INTEGRATION OF TQS INTO SURVEYS**



➤ **THE TARGET IS TO INTEGRATE TQS IN 70 COUNTRIES BY 2016**

**Achieved!**



# Formal Partnerships

- WHO STEPwise approach to Surveillance (STEPS)
  - Funding provided for inclusion of TQS
    - Round 1: 10 completed countries
    - Round 2: 11 countries (ongoing)

**Bhutan STEPS Survey 2014**  
Tobacco Fact Sheet

The WHO STEPS approach to surveillance (STEPS) is a simple, standardised method for collecting, analysing and disseminating public health surveillance data (STEPS data) on tobacco. It is an adaptation of the WHO Behavioural Risk Factor Surveillance System (BRFSS) to the specific needs of low- and middle-income countries. The STEPS approach is based on the WHO STEPS approach to surveillance and is designed to be used by countries that do not have the resources to conduct a full-scale BRFSS survey. The STEPS approach is based on the WHO STEPS approach to surveillance and is designed to be used by countries that do not have the resources to conduct a full-scale BRFSS survey.

The STEPS survey in Bhutan was conducted from April to June 2014. It was a population-based survey of adults aged 15 years and older. The survey was conducted using household listings. The survey was supported by the Ministry of Health, Bhutan. A total of 2002 adults participated in the survey. The overall response rate was 80%.

**Highlights**

**Tobacco Use**

- Overall 24.3% of adults (25.8% of men and 22.9% of women) were current users of tobacco
- Overall 17.9% of adults (19.1% of men and 16.7% of women) were current users of smokeless tobacco
- Overall 6.4% of adults (6.9% of men and 5.9% of women) were current users of both tobacco and smokeless tobacco

**Secondhand Smoke**

- 7.4% of current tobacco users reported smoking in the last 12 months
- 2.3% of current tobacco users reported smoking in the last 12 months

**Alcohol Use**

- 11.8% of current tobacco users reported drinking alcohol in the last 12 months
- 11.8% of current tobacco users reported drinking alcohol in the last 12 months

**Physical Activity**

- Average weekly expenditure on household goods was US\$ 13.8 (Bhutanese Ngultrum (Nu.))

**Additional Information**

For additional information, please contact: WHO STEPS Team (stepteam@who.int)

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**Kyrgyzstan STEPS Survey 2013**  
Tobacco Fact Sheet

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**Uzbekistan STEPS Survey 2014**  
Tobacco Fact Sheet

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**Tobacco Control Highlights of STEPS Surveys**

**Tobacco Use**

- 24.3% of men, 22.9% of women, and 24.3% of total population were current users of tobacco
- 17.9% of men, 16.7% of women, and 17.9% of total population were current users of smokeless tobacco
- 6.4% of men, 5.9% of women, and 6.4% of total population were current users of both tobacco and smokeless tobacco

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- 7.4% of current tobacco users reported smoking in the last 12 months
- 2.3% of current tobacco users reported smoking in the last 12 months

**Alcohol Use**

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WHO STEPS Team (stepteam@who.int)

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THE WORLD BANK  
INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT



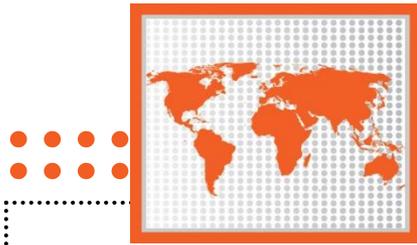
## Formal Partnerships

- OIC Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC)
  - Funding provided for SESRIC engagement with national statistical organizations of OIC countries for TQS inclusion
  - 12 countries have completed data collection



## SESRIC: Fieldwork Completed

- Analysis completed with populated tables:
  - Azerbaijan: National Household Budget Survey
  - Egypt: National Labour Force Survey
  - Indonesia: National Socioeconomic Survey
  - Mali: Modular and Continuous Household Survey
  - Mauritania: Multiple Indicators Cluster Surveys
  - Niger: National Survey on Behaviors, Attitudes and Practices in Human Trafficking
  - Senegal: Demographic and Health Survey
  - Togo: FinScope Consumer Survey



## SESRIC: Fieldwork Completed

- Analysis in-progress:
  - Cote d'Ivoire: National Survey on the Situation of Employment and the Informal Sector
  - Gambia: Integrated Household Survey
  - Sierra Leone: Tobacco Use Behavioral Survey
  - Tajikistan: Household Survey on Standard of Living



# **Tobacco Questions for Surveys (TQS): A Subset of Key Questions from the Global Adult Tobacco Survey (GATS)**

Workshop on TQS  
16-17 August 2017  
Ankara, Turkey

