

Global Tobacco Surveillance System: the case of the Western Pacific Region



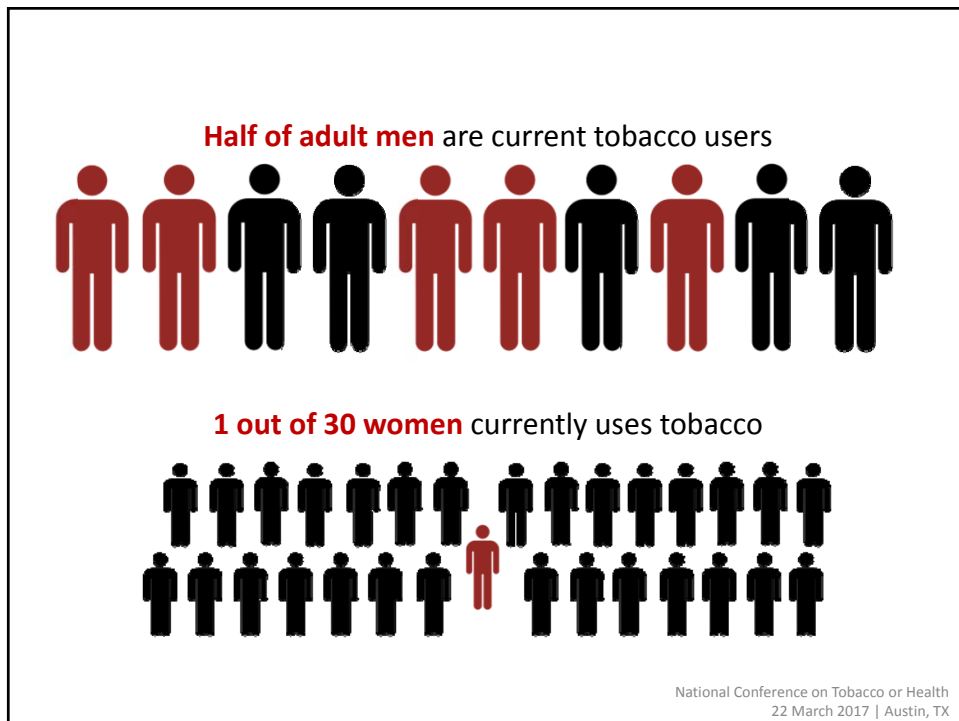
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National Conference on Tobacco or Health
22 March 2017 | Austin, TX

WESTERN PACIFIC REGION AND TOBACCO EPIDEMIC

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A close-up photograph of a man wearing a black cap and a dark shirt, lighting a cigarette with a green lighter. The scene is dimly lit, with the primary light source being the flame of the lighter, which casts a warm, orange glow on his face and hands. The background is dark and out of focus.

The Western Pacific Region:

- The greatest number of smokers at **430 million**
- The largest number and highest rates of **male smokers**
- **1 in 3 cigarettes** globally is smoked in our Region

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A photograph of two men standing outdoors in front of a building with red Chinese characters on its wall. One man, wearing a dark shirt and shorts, is seen from the back. The other man, who is shirtless and wearing camouflage shorts, is facing him and smoking a cigarette. The scene is set in what appears to be a construction or renovation site.

2 people
die each minute from a
tobacco-related disease in
the Region.

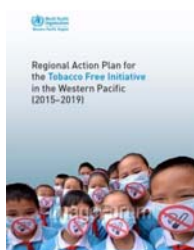
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TOBACCO SURVEILLANCE IN THE WESTERN PACIFIC

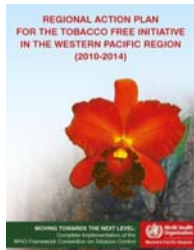
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Regional Action Plans



2015-2019:

All countries have **government-funded surveillance systems** in place for reliable data on adult and adolescent tobacco as well as ENDS use (as appropriate).

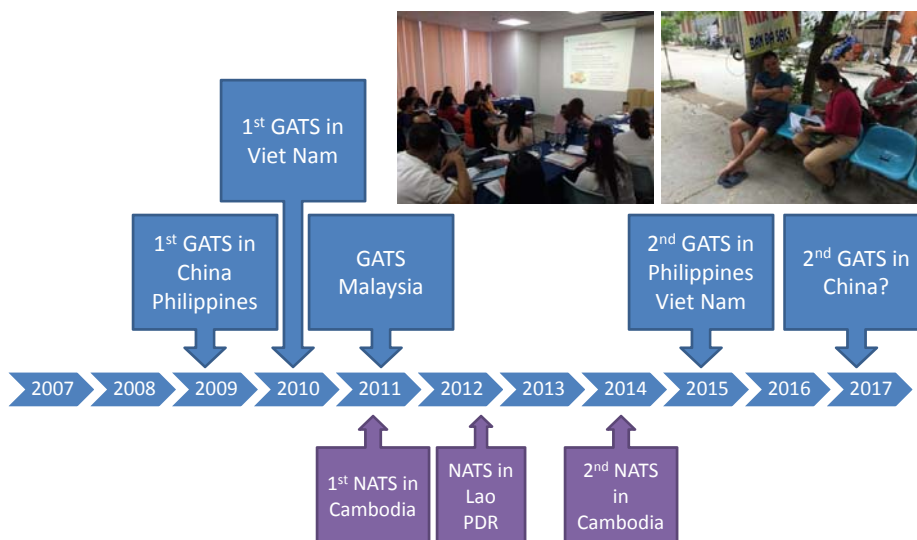


2010-2014:

Reliable adult and youth tobacco use data are available in all countries.

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Global Adult Tobacco Survey



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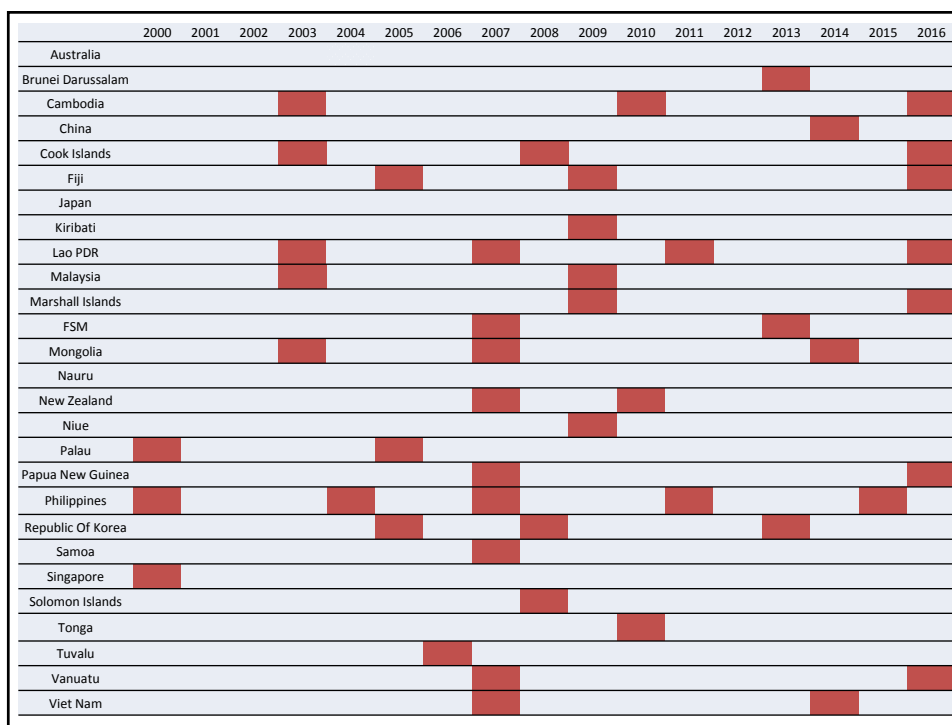
Global Youth Tobacco Survey



- 30 out of 37 countries and areas in the Region conducted GYTS
- 20 out of the 30 GYTS countries completed one or more repeat GYTS (or will complete one within a year)



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Other surveys

Adult:

- Tobacco Questions for Surveys (TQS)
- STEPS
- BRFS

Youth:

- GSHS
- YRBS



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LESSONS LEARNT, CHALLENGES AND NEXT STEPS

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Why is GTSS important for countries in the Region?

- Track progress towards regional and national targets
- Benchmark for developing national and subnational tobacco surveillance systems (e.g. GATS/TQS adopted in Brunei Darussalam, China, Cambodia, Lao PDR and Philippines)
- Build capacity in surveillance
- Data is a powerful tool for policy advocacy

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Emerging topics

- New tobacco products e.g. e-cigarettes, HNB tobacco products
- Cross border advertising
- Informal tobacco products



Challenges

- Donor dependency
- HR
 - Limited capacity
 - Turnover
- Data to action
 - Strategic communication

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Goal

**Countries to conduct periodic monitoring
without external assistance**

How do we build sustainable capacity?
Is a tobacco-specific survey our future?
How do we get the most out of available data?

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Thank you



The orchid has long been associated with the Tobacco Free Initiative in the Region.

Apart from symbolizing the dynamism of tobacco control advocates, the orchid, unable to bloom amidst unclean air, is a potent reminder of the vision of a tobacco free world.

<http://www.wpro.who.int/tobacco/>

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