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

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What kind of data?

- Inputs
- Outputs
- Outcomes
- Impact
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?

- Local
- National
- Global
How can the data be used?

- 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
Thank you

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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.
• Help provide evidence of the need for policy
• Identify what/how to improve policies
• Demonstrate a policy is working!
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
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 decision makers are going to care about?
How to measure it?

- Sampling considerations
- Measures/questions
- Methods
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?
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

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
TOOLS

IGTC tools –
  Guides (TAPS and SF)
  Tobacco Watcher
  Policy Scans

Globalprogresshub

GATS/GYTS surveys

https://globaltobaccocontrol.org/sites/default/files/202105/TAPS_Compliance_1_o.pdf

Assessing Compliance with Smoke-Free Laws
Second Edition
A “How-to” Guide for Conducting Compliance Studies

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

* Download the PDF, PowerPoint, and Image
TOOLS

GATS/GYTS

https://www.who.int/teams/noncommunicable-diseases/surveillance/systems-tools/global-youth-tobacco-survey
Breaking Tobacco Control News

Tobacco Watcher's Sentinel system recognizes developing tobacco control headlines as they unfold. Access the breaking news now.
Country Laws Regulating E-Cigarettes

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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