


## GATS Objectives

The Global Adult Tobacco Survey (GATS) is a global standard for systematically monitoring adult tobacco use (smoking and smokeless) and tracking key tobacco control indicators.

GATS is a nationally representative survey, using a consistent and standard protocol across countries including Uganda. GATS enhances countries' capacity to design, implement and evaluate tobacco control programs. It will also assist countries to fulfill their obligations under the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) to generate comparable data within and across countries. WHO has developed MPOWER, a package of selected demand reduction measures contained in the WHO FCTC:



**mpower**

- Monitor tobacco use & prevention policies
- Protect people from tobacco smoke
- Offer help to quit tobacco use
- Warn about the dangers of tobacco
- Enforce bans on tobacco advertising, promotion, & sponsorship
- Raise taxes on tobacco

## GATS Methodology

GATS uses a global standardized methodology. It includes information on respondents' background characteristics, tobacco use (smoking and smokeless), cessation, secondhand smoke, economics, media, and knowledge, attitudes and perceptions towards tobacco use. In Uganda, GATS was first conducted in 2013 as a household survey of persons 15 years of age and older by Uganda Bureau of Statistics (UBOS), under the coordination of Ministry of Health. A multi-stage, geographically clustered sample design was used to produce nationally representative data. A total of 10,382 households were sampled and one individual was randomly selected from each participating household to complete the survey. Survey information was collected electronically by using handheld devices. There were a total of 8,508 completed individual interviews with an overall response rate of 86.6%.

## GATS Highlights

### TOBACCO USE

- 11.6% of men, 4.6% of women, and 7.9% overall (1.3 million adults) currently used tobacco (smoked or smokeless).
- 10.3% of men, 1.8% of women, and 5.8% overall (0.9 million adults) currently smoked tobacco.
- 5.5% of adults in urban areas and 5.9% of adults in rural areas currently smoked tobacco.

### CESSATION

- 6 in 10 current smokers planned to or were thinking about quitting.
- 4 in 10 current smokers made a quit attempt in past 12 months.
- 4 in 10 current smokers who visited a health care provider in the last year were advised to quit smoking tobacco.

### SECONDHAND SMOKE

- 13.1% of adults (2.2 million adults) were exposed to tobacco smoke at home.
- 20.4% of adults who worked indoors (0.5 million adults) were exposed to tobacco smoke at the workplace.
- 62.3% of adults who visited bars or nightclubs (2.5 million adults) were exposed to tobacco smoke.
- 7.8% of adults who used public transportation (0.6 million adults) were exposed to tobacco smoke.

### ECONOMICS

- The average monthly expenditure on manufactured cigarettes was 20,730 USh (Ugandan Shillings) per cigarette smoker.
- 88.2% of adults favor an increase in taxes on tobacco products.

### MEDIA

- 7 in 10 adults noticed anti-cigarette smoking information on the television or radio.
- 1 in 10 adults noticed cigarette marketing in stores where cigarettes are sold.
- 2 in 10 adults noticed cigarette marketing (other than in stores) or sporting event sponsorship.
- 9 in 10 adults favor a law prohibiting all advertisements for tobacco products.

### KNOWLEDGE, ATTITUDES & PERCEPTIONS

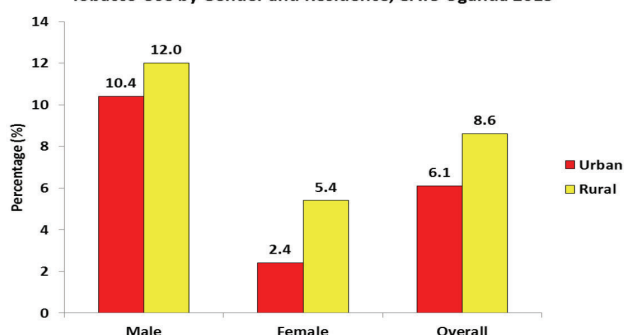
- 94.6% of adults believed smoking causes serious illness.
- 42.3% of adults did not know or believe that smoking causes stroke.



## TOBACCO USE

TOBACCO USERS (smoked and/or smokeless)	MEN (%)	WOMEN (%)	OVERALL (%)
Current tobacco users	11.6	4.6	7.9
<b>TOBACCO SMOKERS</b>			
Current tobacco smokers	10.3	1.8	5.8
Daily tobacco smokers	8.6	1.3	4.8
Current cigarette smokers <sup>1</sup>	9.6	1.4	5.3
Daily cigarette smokers <sup>1</sup>	8.0	1.0	4.3
Former daily tobacco smokers <sup>2</sup> (among all adults)	5.8	2.2	3.9
Former daily tobacco smokers <sup>2</sup> (among ever daily smokers)	38.4	61.0	43.1
Average age at daily smoking initiation <sup>3</sup>	18.1	-	18.2
<b>SMOKELESS TOBACCO USERS</b>			
Current smokeless tobacco users	1.7	3.0	2.4
Daily smokeless tobacco users	1.5	2.7	2.2
Former daily smokeless tobacco users <sup>4</sup> (among all adults)	0.3	1.3	0.8
Former daily smokeless tobacco users <sup>4</sup> (among ever daily users)	16.8	32.1	27.6

Tobacco Use by Gender and Residence, GATS Uganda 2013



## CESSATION

	MEN (%)	WOMEN (%)	OVERALL (%)
Smokers who made a quit attempt in past 12 months <sup>5</sup>	44.8	39.2	43.9
Current smokers who planned to or were thinking about quitting	66.1	50.0	63.6
Smokers advised to quit by a health care provider in past 12 months <sup>5,6</sup>	44.6	47.4	45.2
Smokeless users who made a quit attempt in past 12 months <sup>6</sup>	29.1	12.1	18.1
Current smokeless users who planned to or were thinking about quitting	35.7	31.9	33.2
Smokeless users advised to quit by a health care provider in past 12 months <sup>6,7</sup>	21.8	12.8	16.1

## SECONDHAND SMOKE

	MEN (%)	WOMEN (%)	OVERALL (%)
Adults exposed to tobacco smoke at the workplace <sup>8†</sup>	26.0	13.7	20.4
Adults exposed to tobacco smoke at home at least monthly	14.2	12.0	13.1
Adults exposed to tobacco smoke in bars or nightclubs <sup>9†</sup>	64.3	58.6	62.3
Adults exposed to tobacco smoke on public transportation <sup>10†</sup>	9.2	6.5	7.8

## ECONOMICS

Monthly expenditure on cigarettes by a current manufactured cigarette smoker	20,730 USh
Average amount spent on 20 manufactured cigarettes in Ugandan Shilling	2656 USh
Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) 2013 <sup>11</sup>	16.4
Adults who favor increasing taxes on tobacco products (%)	88.2

## MEDIA

TOBACCO INDUSTRY ADVERTISING	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who noticed cigarette marketing in stores where cigarettes are sold <sup>12†</sup>	14.7	10.8	11.0
Adults who noticed any cigarette advertisements/promotions (other than in stores), or sporting event sponsorship <sup>†</sup>	25.6	21.8	22.0
Adults who favor a law prohibiting all advertisements for tobacco products	66.6	90.7	89.3
COUNTER ADVERTISING	MEN (%)	WOMEN (%)	OVERALL (%)
Current smokers who thought about quitting because of a warning label <sup>†</sup>	36.7	7.2	31.9
	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who noticed anti-cigarette smoking information on the television or radio <sup>†</sup>	56.3	67.5	66.9

## KNOWLEDGE, ATTITUDES & PERCEPTIONS

	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who believed smoking causes serious illness	87.0	95.0	94.6
Adults who believed smoking causes stroke	36.3	59.0	57.7
Adults who believed breathing other peoples' smoke causes serious illness in nonsmokers	75.6	90.3	89.5
	CURRENT SMOKELESS USERS (%)	NON-USERS (%)	OVERALL (%)
Adults who believed smokeless tobacco use causes serious illness	42.0	81.8	80.9

<sup>1</sup> Includes manufactured cigarettes and hand-rolled cigarettes. <sup>2</sup> Current non-smokers. <sup>3</sup> Among daily smokers age 20-34 years. <sup>4</sup> Current non-users. <sup>5</sup> Includes current smokers and those who quit in the past 12 months. <sup>6</sup> Among those who visited a health care provider in past 12 months. <sup>7</sup> Includes current smokeless users and those who quit in past 12 months. <sup>8</sup> Among those who work outside of the home who usually work indoors or both indoors and outdoors. <sup>9</sup> Among those who visited bars or nightclubs in the past 30 days. <sup>10</sup> Among those who used public transportation in the past 30 days. <sup>11</sup> GDP per capita for 2013 was 1,619,206 Ugandan Shillings (USh) (International Monetary Fund database). <sup>12</sup> Includes those who noticed cigarettes at sale prices; free gifts or discount offers on other products when buying cigarettes; or any advertisements or signs promoting cigarettes in stores where cigarettes are sold. <sup>†</sup> During the past 30 days. - Indicator estimate based on less than 25 un-weighted cases and has been suppressed.

**NOTE:** Current use refers to daily and less than daily use. Adults refer to persons aged 15 years and older. Data have been weighted to be nationally representative of all non-institutionalized men and women aged 15 years and older. Percentages reflect the prevalence of each indicator in each group, not the distribution across groups.

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