The WHO Report on the Global Tobacco Epidemic, 2008 gives countries a roadmap that builds on the WHO Framework Convention to turn this global consensus into a global reality through MPOWER, a package of six effective tobacco control policies.” – Dr Margaret Chan

Tobacco is a major preventable cause of premature death and disease worldwide, and its control requires efficient and standardized monitoring. The Global Tobacco Surveillance System (GTSS) is an ambitious undertaking by the Centers for Disease Control and Prevention and the World Health Organization to monitor trends in prevalence, consumption, attitudes, and actions through the Global Youth Tobacco Survey (GYTS), the Global School Personnel Survey (GSPS), the Global Health Professions Student Survey (GHPSS), and the Global Adult Tobacco Survey (GATS).

To mark the 10th anniversary of the GTSS, this seminal atlas illustrates its findings as well as key data from WHO’s Framework Convention on Tobacco Control and MPOWER. Vivid maps and graphics give shape and meaning to the statistics, and compare and contrast survey results between countries and regions, boys, girls, teachers, and health professions students.

Topics include:
- tobacco use among boys and girls
- tobacco use by teachers
- tobacco use among dental, medical, nursing, and pharmacy students
- second-hand smoke • quitting
- tobacco promotion • tobacco tax
- bans and enforcement • smoking in schools
- training and counseling

The GTSS Atlas

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The Global Tobacco Surveillance System

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In this world of such rich diversity, of unique places and people, there are also innumerable things we share in common. Sadly, one of them is chronic disease. Chronic diseases, such as heart disease, stroke, cancer, chronic respiratory diseases and diabetes, are by far the leading cause of mortality in the world, representing 60 percent of all deaths. 80 percent of chronic disease deaths occur in low- and middle-income countries and the effects of chronic disease increase poverty and reduce potential progress towards economic development. The major risk factors for chronic disease are an unhealthy diet, physical inactivity, and tobacco use. In the global crisis in chronic disease, tobacco is a central driver.

The GTSS Atlas is a key resource for helping us “see and sell” the need for worldwide tobacco control. The pictures and maps you will find here are worth many thousands of words. The facts and the data speak eloquently and we must use them to carry out our work, which brings us closer to our vision of a world free of tobacco use and of the devastation of chronic disease.

Janet Collins PhD
Director, National Center for Chronic Disease Prevention and Health Promotion
US Centers for Disease Control and Prevention

Tobacco kills up to half of those who use it. Today, the global patterns of use of this lethal product result in more than 5 million deaths each year. However, tobacco use is becoming more widespread throughout the world due to low prices, aggressive and widespread marketing, lack of awareness about its dangers, and inconsistent public policies against its use. This means that if the current trends continue, the toll will increase to about 8 million deaths by 2030, with over a billion lives lost in this century.

Based on our belief that you have to know the epidemic to fight the epidemic, the Global Tobacco Surveillance System (GTSS) has been monitoring worldwide tobacco use and issues for more than 10 years. And thanks to WHO and others, we now have the MPOWER strategy, which further underscores the importance of surveillance and monitoring as primary elements in global tobacco control.

The GTSS monitoring system was first built around youth tobacco use and more recently includes adults. For the first time, we are compiling youth and adult survey results into a graphic atlas that shows the stark facts in a strongly visual way. The GTSS Atlas can help us see the epidemic in its global scale and allows us to compare situations in countries and regions at a glance.

In combating the global tobacco epidemic, we need as many useful and effective tools as we can possibly get. We hope that many will find this GTSS Atlas a welcome addition.

Matthew McKenna MD, MPH
Director, National Center for Chronic Disease Prevention and Health Promotion
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Surveillance is the ongoing, systematic collection, analysis, and interpretation of health-related data essential to the planning, implementation and evaluation of public health practice. It is closely integrated with the timely dissemination of data to those responsible for prevention and control.

The atlas visualizes a decade of work in establishing the Global Tobacco Surveillance System (GTSS), which has become the largest public health surveillance system ever developed and maintained.

The atlas documents the components of the GTSS, which include the monitoring of tobacco use and tobacco control measures among youth, school personnel, health professions students and adults. It maps the coverage of the surveys and provides data on the various elements of a comprehensive tobacco control strategy as outlined in the WHO-FCTC and MPOWER policy. It illustrates the importance of enhancing country capacity to develop, implement and evaluate tobacco control programs through partnerships and a systematic framework.

This resource will be invaluable to policy makers, public health practitioners, scholars and students interested in tobacco control.

This atlas is also available online at www.cdc.gov/tobacco/global/atlas

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February 2009
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Glossary and Abbreviations

CDC Centers for Disease Control and Prevention
RC Research Co-ordinator
GTSS Global Tobacco Surveillance System
GYTS Global Youth Tobacco Survey
GSPS Global School Personnel Survey
GHPSS Global Health Professions Student Survey
GATS Global Adult Tobacco Survey
WHO World Health Organization
RO Regional Offices, WHO
AFR African Region
AMR Region of the Americas
EMR Eastern Mediterranean Region
EUR European Region
SEAR South-East Asian Region
WPR Western Pacific Region
CPHA Canadian Public Health Association
FCTC Framework Convention on Tobacco Control, WHO
MPOWER 2008 WHO publication with six key strategies

- Monitor tobacco use and 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 and sponsorship
- Raise taxes on tobacco

SHS Second-hand smoke
SFA Smoke-free areas