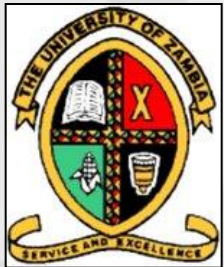




International Tobacco Control  
Policy Evaluation Project

# Communicating the Evidence for Tobacco Control in Zambia: Findings from the ITC Zambia Wave 1 Survey

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*Release of the ITC Zambia Wave 1  
National Report  
World No Tobacco Day  
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# The ITC Zambia Survey

## Primary Objectives:

- To evaluate the effectiveness of current tobacco control policies in Zambia
- To provide evidence for government to assess possible need for stronger policies

# The ITC Zambia Survey

## Specific Objectives:

- To examine the prevalence and patterns of tobacco use behavior
- To examine the impact of specific TC policies that have been, or will be, implemented
- To compare the psychosocial and behavioral effect of national-level TC policies and programs
- To provide evidence-based recommendations for strengthening TC policies

# Sampling Design

- **Data collection date:** Wave 1: Sept 7 – Dec 20, 2012 (Anticipated—Wave 2: Aug – Nov, 2014)
- **Sample Size:** 1,483 tobacco users; 595 non-users of tobacco
- **Sampling design:** a nationally representative probability sample of tobacco users and non-users of tobacco
  - 10 provinces
  - 2 districts per province
  - CSO and MOH



# TOBACCO CONSUMPTION

# Tobacco Consumption

- DHS 2007 – 23.8% Men Vs 0.7% Women use tobacco
  - ITC Survey – Most men smoke cigarettes while most women use smokeless tobacco
- 87% of smokers smoked cigarettes daily or almost daily
- 27% of smokers said their usual cigarette brand was menthol flavored

# Tobacco Consumption

- Smoked Tobacco
  - Factory manufactured (50%)
  - Roll-your-own (47%)
- Smokeless use
  - Nasal snuff (81%)
  - Oral snuff (28%)
  - Chewing tobacco(16%)
  - Betel quid (15%)



# **KEY FINDINGS AND RECOMMENDATIONS**



# # 1: Beliefs about Light/Mild Cigarettes

## Fact:

- All cigarette brands present the same level of harm and risk to smokers
- Currently, there is no ban on the use of false, misleading, deceptive terms such as “Light”, “Mild”, and “Low Tar”



# # 1: Beliefs about Light/Mild Cigarettes

## Findings:

- 30% of smokers said their usual cigarette variety was “mild” or “extra-mild”
- 51% of smokers strongly agree and agree that light cigarettes are less harmful than regular cigarettes

# #1: Recommendation

- Ban misleading, false, or deceptive packaging and labeling, including descriptors such as “light”, “mild”, or “low tar”.
- Consider plain packaging to reduce the appeal of tobacco products



## #2: Quitting Tobacco

### Findings:

- 68% of smokers regret taking up smoking
- 21% of males smokers plan to quit in the next month or 6 months
- Only 16% of tobacco users visited a health provider. Among those who visited a health provider, only 34% were given advice to quit and 5% received additional help to quit



## #2: Recommendation

Increase government support for cessation services and training of health care workers to strengthen their role in cessation

# #3: Health Warnings

## Facts:

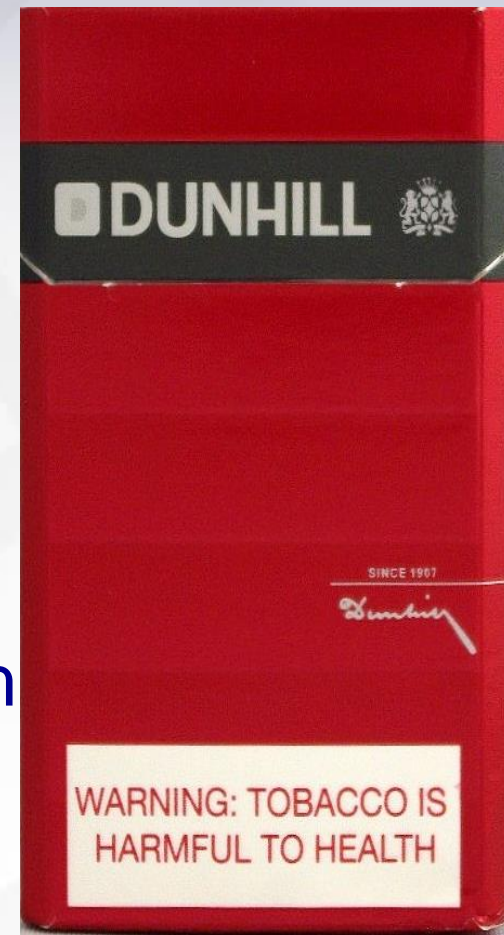
- There is only one English text health warning on cigarette packs in Zambia
- Almost half of smokers buy single cigarettes, which means they do not see the health warning on the cigarette packs



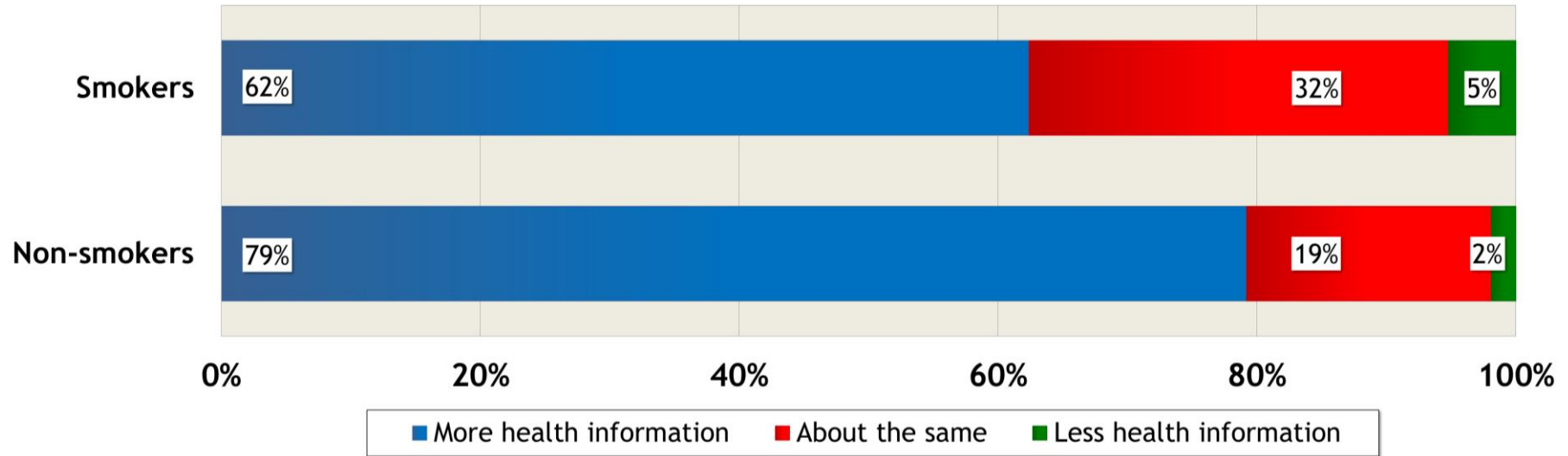
# #3: Health Warnings

## Findings:

- High percentage of the smokers were **not** even aware of the health warning.
  - 72% of smokers in Northern province
- The single text warning is in English
  - Only 2% of Zambians use English as their primary language of communication (Census, 2010)



# #3: Support for Enhanced Health Warnings



\* This question was asked among those respondents that answered "yes" to the question "As far as you know, do any cigarette packages in Zambia have warning labels?"

- ◆ 62% smokers and 79% non-smokers indicated that cigarette packages should have more health information



# #3: Recommendation

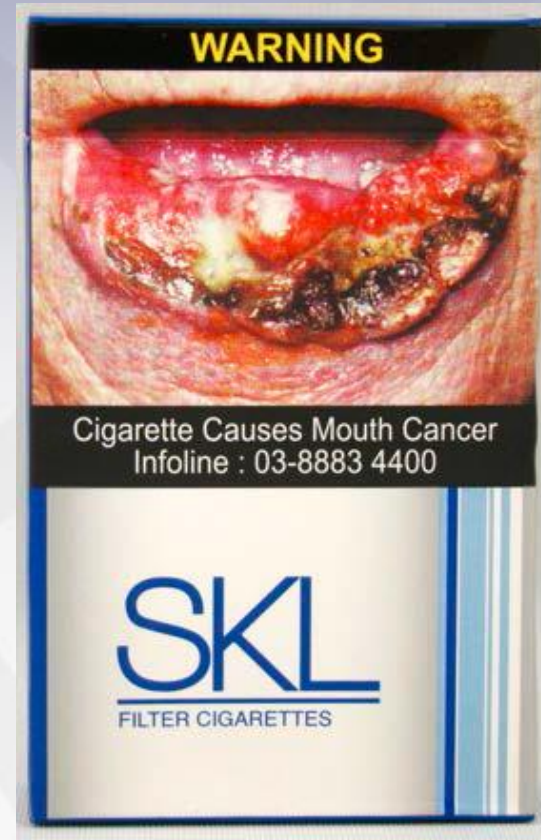
Design and implement pictorial health warnings that occupy at least 50% of the top part of the front and back of the pack as called for in the FCTC Article 11 Guidelines

# Example of A Pictorial Health Warning

## Malaysia



40% at the top  
on the front of  
the pack



60% at the top  
on the back of  
the pack

# #4: Smoking in Public Places

## Fact:

- SI #39 bans smoking in public places

## Findings:

- 71% of smokers and 60% of non-smokers noticed people smoking inside bars
- 38% of smokers and 12% of non-smokers noticed people smoking indoors at work in the last month prior to the survey

# #4: Support for Complete Smoking Ban

## Findings:

- The vast majority of Zambians strongly support complete smoking bans:
  - Inside bars
  - Inside restaurants
  - Inside workplaces
  - Inside own homes



## #4: Recommendation

Strengthen the smoke-free law by ensuring strong and consistent enforcement, including strong penalties for violations



# #5: Tobacco Advertising, Promotion and Sponsorship

## **Fact:**

There is no ban on tobacco advertising, promotion, and sponsorship

## **Findings:**

- 17% of cigarette smokers noticed advertising in stores where cigarettes were sold
- 20% of tobacco users noticed people using products in the entertainment media

## #5: Recommendation

Implement a comprehensive ban on tobacco advertising, promotion, and sponsorship of tobacco products, including the entertainment media with no exceptions



# #6: Knowledge of the Harms of Smoking

- Zambia smokers have low knowledge of the many smoking-related health effects:
  - Tuberculosis
  - Cancer (lung, throat, and mouth)
  - Heart disease
  - Stroke
  - Chronic obstructive pulmonary disease
  - Impotence in male smokers



# #6: Knowledge of the Harms of Smokeless Tobacco

- Zambia tobacco users have even lower knowledge of the harms of smokeless tobacco:
  - Heart disease
  - Cancer (throat and mouth)
  - Gum disease
  - Difficulty to open mouth

# #6: Recommendation

Design and implement health information and mass media campaigns to further educate the public regarding the harms of tobacco and to keep the messages alive



# #7: Money Spent on Tobacco

## **Fact:**

- Tobacco products drive families into poverty

## **Findings:**

- They spent too much money on cigarettes
- They spent money on cigarettes instead of on household essentials like food

# #7: Cigarettes are too cheap

## **Fact:**

- High cigarette prices motivate smokers to quit and prevent initiation among youth

## **Finding:**

- Smokers reported that cigarette prices were not a reason for quitting

# #7: Tobacco Taxes

## **Fact:**

Increasing tobacco taxes and prices reduces tobacco use

## **Findings:**

- Level of taxes is much lower than the WHO recommended level
- Tobacco products are highly affordable: tax level have not kept up with rising income and inflation
  - Affordability is enhanced by single stick cigarette sales
- 77%-78% of Zambians support an increase in taxes on cigarettes and on smokeless tobacco products

# #7: Recommendations

- Increase the price and taxation of tobacco products
- Tax level should be adjusted for inflation
- Ban the sale of single cigarettes

# #8: Tobacco Farming

- 79% of tobacco farmers considered switching to farming other crops, to an alternative livelihood, or both
- 1% reported receiving any form of funding from the government
- Main reasons for staying in tobacco farming:
  - tobacco leaves pays more money than other crops
  - the lack of money to farm other crops
  - lack of seeds, tools, or labour
  - too risky to switch
  - have to pay back loans

## #8: Recommendations

Increase resources to assist tobacco farmers who are considering switching from tobacco farming to farming other crops or alternative livelihoods





# ITC Project Research Organizations



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