


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 Kenya. 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:



- 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 Kenya, GATS was first conducted in 2014 as a household survey of persons 15 years of age and older by the Kenya National Bureau of Statistics (KNBS) in collaboration with the Ministry of Health (MoH). A multi-stage, geographically clustered sample design was used to produce nationally representative data. A total of 5,376 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 4,408 completed individual interviews with an overall response rate of 87.1%.

GATS Highlights

TOBACCO USE

- 19.1% of men, 4.5% of women, and 11.6% overall (2.5 million adults) currently used tobacco (smoking and/or smokeless tobacco).
- 15.1% of men, 0.8% of women, and 7.8% overall (1.7 million adults) currently smoked tobacco.
- 5.3% of men, 3.8% of women, and 4.5% overall (1.0 million adults) currently used smokeless tobacco.
- 72.0% of daily tobacco users use tobacco (smoking and/or smokeless tobacco) within 30 minutes of waking up.

CESSATION

- 5 in 10 smokers attempted to quit smoking in the past 12 months.
- Of those who attempted to quit, 7 in 10 smokers tried to quit without any assistance.
- Of smokers who visited a healthcare provider in the past 12 months, only 3 in 10 were advised to quit smoking.
- 8 in 10 current smokers planned to or were thinking about quitting.

SECONDHAND SMOKE

- 17.6% of adults who worked indoors (0.7 million adults) were exposed to tobacco smoke at the workplace.
- 14.3% of adults (3.1 million adults) were exposed to tobacco smoke at home.
- 21.2% of adults who visited restaurants (2.1 million adults) were exposed to tobacco smoke.
- 86.1% of adults who visited bars or night clubs (3.1 million adults) were exposed to tobacco smoke.
- 30.2% of adults who visited universities (0.5 million adults) were exposed to tobacco smoke.

MEDIA

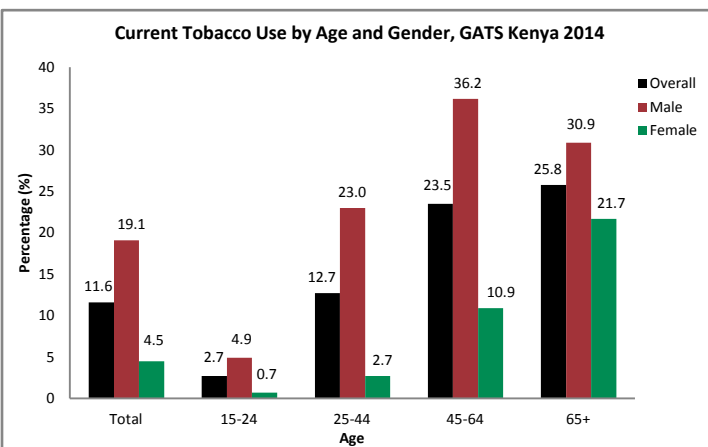
- 53.4% of adults noticed anti-cigarette smoking information on television or radio.
- 55.9% of current smokers thought about quitting because of health warning labels on cigarette packages.
- 12.5% of adults noticed cigarette marketing in stores where cigarettes are sold.
- 19.1% of adults noticed cigarette marketing (other than in stores) or sporting event sponsorship.

KNOWLEDGE, ATTITUDES & PERCEPTIONS

- 92.8% of adults believed smoking causes serious illness.
- 97.3% of adults (97.2% of current smokers) support the law prohibiting smoking inside of restaurants.
- 80.1% of adults favor increasing taxes on tobacco products.

TOBACCO USE

TOBACCO SMOKERS	MEN (%)	WOMEN (%)	OVERALL (%)
Current tobacco smokers	15.1	0.8	7.8
Daily tobacco smokers	11.6	0.6	6.0
Current cigarette smokers ¹	15.1	0.7	7.7
Daily cigarette smokers ¹	11.6	0.6	5.9
Former daily tobacco smokers ² (among all adults)	4.9	0.5	2.7
Former daily tobacco smokers ² (among ever daily smokers)	27.2	47.7	28.5
SMOKELESS TOBACCO USERS			
Current smokeless tobacco users	5.3	3.8	4.5
Daily smokeless tobacco users	3.5	3.2	3.3
TOBACCO USERS (smoked and/or smokeless)			
Current tobacco users	19.1	4.5	11.6



CESSATION

	MEN (%)	WOMEN (%)	OVERALL (%)
Smokers who made a quit attempt in past 12 months ⁴	52.5	51.9	52.4
Current smokers who planned to or were thinking about quitting	77.8	69.7	77.4
Smokers advised to quit by a health care provider in past 12 months ^{4,5}	30.0	67.4	34.1
Smokeless users who made a quit attempt in past 12 months ⁶	50.3	35.3	44.1
Current smokeless users who planned to or were thinking about quitting	55.5	42.0	49.8
Smokeless users advised to quit by a health care provider in past 12 months ^{5,6}	24.2	9.6	19.0

SECONDHAND SMOKE

	MEN (%)	WOMEN (%)	OVERALL (%)
Adults exposed to tobacco smoke at the workplace ^{7,†}	23.0	11.5	17.6
Adults exposed to tobacco smoke at home at least monthly	16.8	12.0	14.3
Adults exposed to tobacco smoke inside the following places ^{8,†}			
Government buildings	15.2	7.9	12.5
Healthcare facilities	10.2	7.2	8.5
Restaurants	24.2	16.8	21.2
Bars or night clubs	88.2	76.1	86.1
Public transportation	14.1	10.5	12.4
Universities	37.8	20.4	30.2
Schools or other educational facilities	10.3	8.2	9.3

ECONOMICS

Average amount spent on 20 manufactured cigarettes (Kenyan shillings) 102.7

Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) 2013⁹ 11.7%

MEDIA

TOBACCO INDUSTRY ADVERTISING

	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who noticed cigarette marketing in stores where cigarettes are sold ^{10,†}	16.5	12.2	12.5

Adults who noticed any cigarette advertisements/ promotions (other than in stores), or sporting event sponsorship[†] 25.0 18.7 19.1

	CURRENT SMOKELESS USERS (%)	NON-USERS (%)	OVERALL (%)
Adults who noticed smokeless tobacco marketing in stores where smokeless tobacco is sold ^{11,†}	7.4	7.8	7.8

Adults who noticed any smokeless tobacco advertisements/ promotions (other than in stores), or sporting event sponsorship[†] 7.5 8.9 8.9

COUNTER ADVERTISING

	MEN (%)	WOMEN (%)	OVERALL (%)
Current smokers who thought about quitting because of a warning label [†]	56.1	51.8	55.9

	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who noticed anti-cigarette smoking information on the television or radio [†]	51.8	53.6	53.4

	MEN (%)	WOMEN (%)	OVERALL (%)
Current smokeless tobacco users who thought about quitting because of a warning label [†]	8.4	1.1	5.3

	CURRENT SMOKELESS USERS (%)	NON-USERS (%)	OVERALL (%)
Adults who noticed anti-smokeless tobacco information on the television or radio [†]	18.9	27.5	27.1

KNOWLEDGE, ATTITUDES & PERCEPTIONS

	CURRENT SMOKERS (%)	NON-SMOKERS (%)	OVERALL (%)
Adults who believed smoking causes serious illness	88.1	93.2	92.8

Adults who believed breathing other peoples' smoke causes serious illness in nonsmokers 85.2 88.3 88.0

	CURRENT SMOKELESS USERS (%)	NON-USERS (%)	OVERALL (%)
Adults who believed smokeless tobacco use causes serious illness	66.0	84.2	83.3

¹ Includes manufactured cigarettes and hand-rolled cigarettes. ² Current non-smokers. ³ Current non-users. ⁴ Includes current smokers and those who quit in the past 12 months. ⁵ Among those who visited a health care provider in past 12 months. ⁶ Includes current smokeless users and those who quit in past 12 months. ⁷ Among those who work outside of the home who usually work indoors or both indoors and outdoors. ⁸ Among those who visited the place in the past 30 days. ⁹ Per capita GDP estimated for 2013 from the International-Monetary Fund (IMF) website (accessed May 1, 2014). ¹⁰ 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. ¹¹ Includes those who noticed smokeless tobacco at sale prices, free gifts or discount offers on other products while buying smokeless tobacco or any advertisements or signs promoting smokeless tobacco in stores where smokeless tobacco products are sold. [†] During the past 30 days.

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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