Global Adult Tobacco Survey

The Global Adult Tobacco Survey (GATS) is the global standard to systematically monitor 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. GATS enhances countries’ capacity to design, implement, and evaluate tobacco control programs.

GATS 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 developed MPOWER, a technical package of selected demand reduction measures contained in the WHO FCTC:

- 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

Implementation and Protocol

**Process**

1. **Introductory Country Engagement**
   - Country commitment

2. **GATS Implementing Agency Selection**
   - National statistics office/census agency

3. **GATS Orientation**
   - Technical
   - Process
   - Proposal

4. **Proposal Submission, Review & Funding**
   - Technical and budget reviews

5. **Pretest Training & Implementation**
   - Field Interviewer Manual
   - Field Supervisor Manual
   - Mapping and Listing Manual

6. **GATS Implementing Agency READY**
   - Questionnaire adapted and finalized
   - Sample design approved
   - Mapping and listing completed
   - Handhelds received and programmed

7. **Full Survey Training**
   - Fieldwork
   - Data Management

8. **FIELDWORK & DATA MANAGEMENT**
   - Fieldwork (6 to 13 weeks)
   - Data Management
     - Quality assurance
     - National data aggregation

9. **Sample Weighting, Quality Assurance, Analysis & Reporting**
   - Sample weighting approval
   - Fact Sheet and tables adaptation
   - Data analysis and tabulation
   - Country Report writing

10. **RELEASE & DISSEMINATION**
    - Fact Sheets
    - Executive Summary
    - Country Report
    - Public Use Data Set

11. **Data to Action**

**Guidelines and Protocol**

**Implementation Guidelines**
- Country Engagement Process
- Implementing Agency Selection Guidelines
- Proposal Development Guidelines
- Implementation Instructions

**Comprehensive Standard Protocol**

**GATS Questionnaire**
- a. Core Questionnaire with Optional Questions
- b. Question by Question Specifications

**GATS Sample Design**
- a. Sample Design Manual
- b. Sample Weights Manual

**GATS Fieldwork Implementation**
- a. Field Interviewer Manual
- b. Field Supervisor Manual

**GATS Data Management**
- b. Core Questionnaire Programming Specifications
- c. Data Management Implementation Plan
- d. Data Management Training Guide

**GATS Quality Assurance: Guidelines and Documentation**

**GATS Analysis and Reporting Package**
- a. Fact Sheet Templates
- c. Indicator Definitions

**GATS Data Release and Dissemination**
- a. Data Release Policy
- b. Data Dissemination: Guidance for the Initial Release of the Data

**GATS Collaborating Organizations**
- United States Centers for Disease Control and Prevention (CDC)
- CDC Foundation
- Johns Hopkins Bloomberg School of Public Health (JHSPH)
- RTI International
- World Health Organization (WHO)