

## BACKGROUND

The Global Adult Tobacco Survey (GATS) is a global standard protocol for systematically monitoring adult tobacco use and tracking key tobacco control indicators. This household survey collects data on persons 15 years of age or older. In Kazakhstan, GATS was first conducted in 2014 and repeated in 2019. GATS 2019 was implemented by the National Center for Public Health (NCPH) of the Ministry of Health of the Republic of Kazakhstan, in collaboration with the Information Computing Center (ICC) of the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan. Both surveys used similar multistage stratified cluster sample designs to produce nationally representative data. There were 4,425 interviews completed in the 2014 survey with an overall response rate of 96.7%. In 2019, 10,677 interviews were completed with an overall response rate of 95.5%. For additional information, refer to the GATS Kazakhstan 2014 and 2019 country fact sheets.

GATS enhances countries' capacity to design, implement and evaluate tobacco control programs. It can assist countries to fulfill their obligations under the World Health Organization's (WHO) Framework Convention on Tobacco Control (FCTC) to generate comparable data within and across countries. WHO developed MPOWER, a package of six evidence-based 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

## KEY POLICY CHANGES

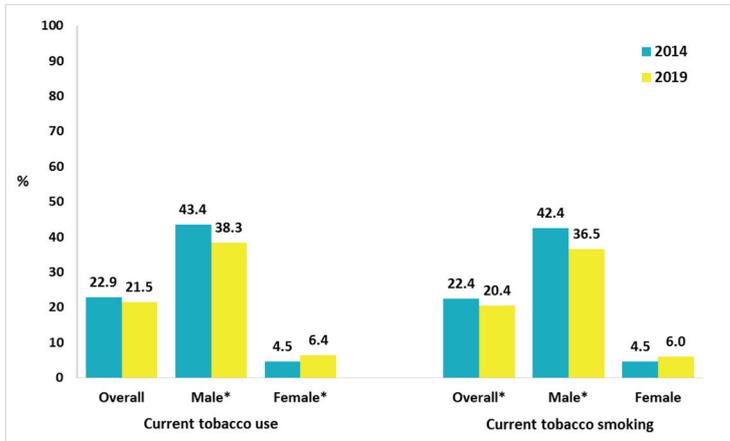
- Since 2014, several amendments were made to Article 159 on the Prevention and Restriction of Tobacco Products and Alcohol Use of the People's Health and Health Care System, namely:
  - The term "smoking" was replaced by "tobacco use" to cover a broad spectrum of smoked and smokeless tobacco products. Recent legislation has been expanded to include all nicotine products, such as e-cigarettes and heated tobacco products.
  - Ban on the sale of nasvay (a form of smokeless tobacco).
  - Ban of displaying misleading or erroneous information on tobacco packaging and labeling that creates a false impression of being less harmful, or that would lead to any associations with fruits, berries, and/or confectionery.
  - Partial ban on the sponsorship of tobacco and tobacco products.
- In 2015, a government decree established the minimum price of a pack of cigarettes would increase by 5% annually. Through the Tax Code, the excise tax on tobacco products were increased annually from 19% to 30% between 2015 and 2019.
- In accordance with the Decision of the Council of the Eurasian Economic Commission #18 from the 17<sup>th</sup> of March 2016, a standard set of health warning images were placed on cigarette packages and the size of these pictograms was increased from 40% to 50%.
- Enforcement measures have been applied to ensure the compliance of the ban on smoking in indoor public places. These measures include raising awareness of the general public on smoking ban in public places, strengthening control in public transport and other public places by regulatory authorities. However, allocation of designated places for smoking were still allowed by law.
- Annual anti-tobacco media campaigns were implemented as part of the "Densaulyk" state program for the development of healthcare for the years 2016-2019.

## KEY FINDINGS

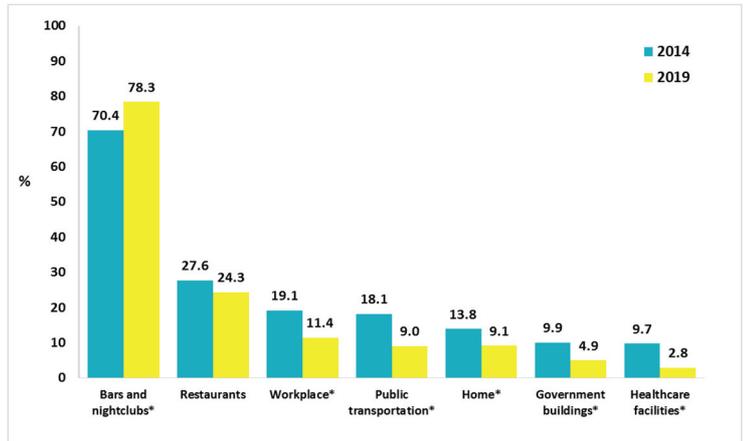
- No significant change in the overall current tobacco use prevalence was observed from 2014 to 2019 (22.9% in 2014 versus 21.5% in 2019). However, a significant decrease of tobacco use in men (43.4% to 38.3%) and a significant increase in women (4.5% to 6.4%) were found. A significant decrease was noticed in the overall prevalence of current tobacco smoking from 22.4% in 2014 to 20.4% in 2019, with a significant decrease in men (42.4% to 36.5%) and no significant change among women (4.5% to 6.0%).
- Secondhand tobacco smoke exposure decreased significantly from 2014 to 2019 at home (13.8% to 9.1%), at the workplace (19.1% to 11.4%), in public transportation (18.1% to 9.0%), in healthcare facilities (9.7% to 2.8%), and in governmental buildings (9.9% to 4.9%). Secondhand smoke exposure increased significantly among those who visited bars and nightclubs (70.4% to 78.3%) and no significant change was noticed among those who visited restaurants (27.6% to 24.3%).
- There was no significant change in the proportion of smokers who made quit attempts in the past 12 months (29.5% in 2014, 32.1% in 2019). However, the percentage of smokers who received advice to quit by healthcare providers significantly decreased from 46.6% in 2014 to 36.0% in 2019.
- Among current tobacco smokers, 86.5% noticed health warning images on cigarette packages, which was significantly lower compared to 2014 (94.8%). The proportion of current smokers who thought about quitting due to health warning images also significantly decreased, from 51.3% in 2014 to 34.4% in 2019.
- Overall, 21.3% of adults in 2019 noticed any in-store tobacco advertising or promotion, which was significantly higher compared to 2014 (15.4%). The overall percentage of adults who noticed any tobacco advertising, promotion or sponsorship also increased significantly from 25.7% in 2014 to 35.8% in 2019, including a significant increase among current tobacco smokers (29.1% to 43.8%).
- The adjusted average cost for 20 cigarettes increased from 346.3 Kazakhstan tenge in 2014 to 428.0 Kazakhstan tenge in 2019. The average monthly expenditure for manufactured cigarettes among current manufactured cigarette smokers also increased significantly, from 6637.6 Kazakhstan tenge in 2014 to 8897.4 Kazakhstan tenge in 2019.



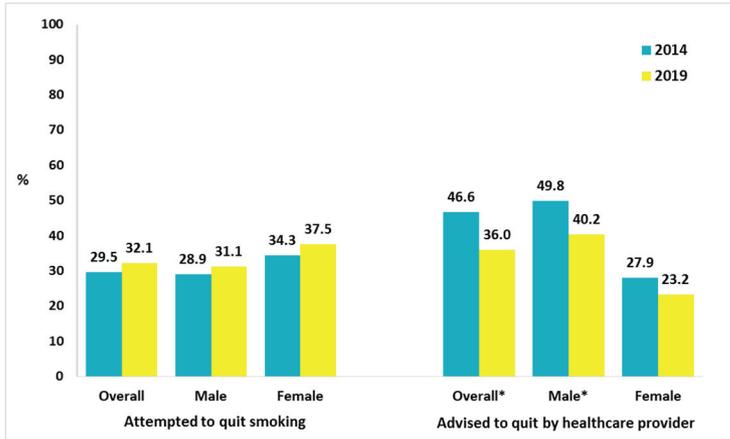
## m Prevalence of current tobacco use<sup>1</sup> and current tobacco smoking by gender, Kazakhstan 2014 and 2019



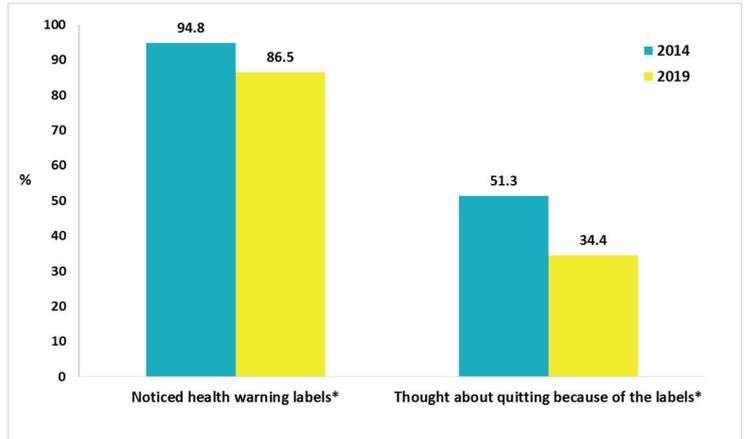
## p Exposure to secondhand smoke inside various places<sup>2</sup>, Kazakhstan 2014 and 2019



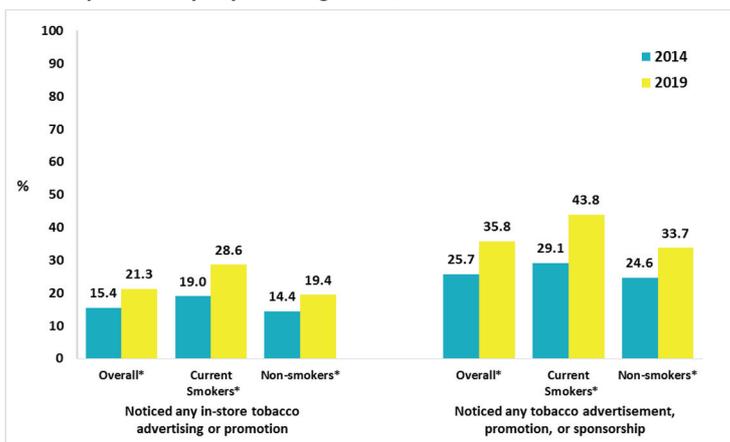
## o Quit attempts and advice to quit by a healthcare provider among smokers in the past 12 months by gender, Kazakhstan 2014 and 2019



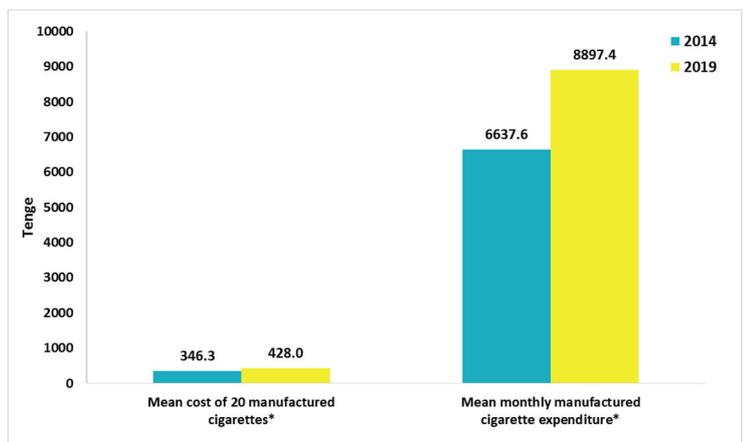
## w Noticing and effects of cigarette package health warning labels in the past 30 days among current smokers, Kazakhstan 2014 and 2019



## e Noticing in-store tobacco advertising/promotions<sup>3</sup> and any tobacco advertisement, promotion, or sponsorship<sup>4</sup> during the past 30 days by smoking status, Kazakhstan 2014 and 2019



## r Average (mean) cost of 20 manufactured cigarettes and cigarette expenditure per month in Kazakhstan tenge<sup>5</sup>, Kazakhstan 2014<sup>6</sup> and 2019



NOTES: <sup>1</sup> Current tobacco use includes current tobacco smoking, current smokeless tobacco use, and/or current heated tobacco product use. Heated tobacco product use was included in the 2019 questionnaire but not in 2014. <sup>2</sup> Secondhand smoke indicators calculated as follows: Workplace: among those who work outside of the home who usually work indoors or both indoors and outdoors; Home: exposure to tobacco smoke at home at least monthly; For all other places: among those who visited in the past 30 days. <sup>3</sup> For 2014: Includes those who noticed cigarette advertisements in stores where cigarettes are sold; sale prices of cigarettes; or free gifts/discount offers on other products when buying cigarettes. For 2019: Includes those who noticed smoking tobacco product advertisements in stores where tobacco is sold; electronic cigarette or heated tobacco product advertisements in stores where tobacco is sold; sale prices of any tobacco or electronic cigarette product; or free gifts/discount offers on other products when buying tobacco or electronic cigarette products. <sup>4</sup> For 2014: Noticed any of the following: cigarette advertisements, cigarette sports sponsorships; cigarette promotions. For 2019: Noticed any of the following: any advertisements of smoking tobacco products; any advertisements of electronic cigarettes or heated tobacco products; sports or music/theater/art/fashion event sponsorships of any tobacco or electronic cigarette product; any promotion of any tobacco or electronic cigarette product. <sup>5</sup> Calculated among current manufactured cigarette smokers. <sup>6</sup> GATS Kazakhstan 2014 cost data were adjusted for inflation for direct comparison to 2019 using the Inflation Rate for Average Consumer Prices from the International Monetary Fund's World Economic Outlook Database (October 2019). \* Indicates the relative change between the two years is statistically significant at p<0.05. The relative change can be interpreted as the percentage of the estimate in year 2 as it decreases or increases compared to year 1.

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 or older. Percentages reflect the prevalence of each indicator in each group, not the distribution across groups. Results for prevalence estimates and averages are rounded to the nearest tenth (0.1) but relative changes are calculated using un-rounded estimates.

Financial support was provided by the *Bloomberg Initiative to Reduce Tobacco Use* through the CDC Foundation with a grant from Bloomberg Philanthropies, with the support from the Ministry of Health of the Republic of Kazakhstan within the framework of the activities of the project "Social Health Insurance" under the implementation of the World Bank contract dated February 22, 2019 No. SHIP-2.1/CS-05 "Consulting Services for the Institutional Development of Public Health Services, Monitoring and Management of Noncommunicable Diseases". Technical assistance was provided by the U.S. Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO), and RTI International. Program support was provided by the CDC Foundation.

The findings and conclusions in this fact sheet are those of the author(s) and do not necessarily represent the official position of the U.S. Centers for Disease Control and Prevention.