

On the Road to a Tobacco-Free Ghana

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Slide 1:

Text: On the Road to a Tobacco-Free Ghana

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Graphic: Picture of people walking in the 2002 Quit and Win march

Slide 2:

Text: Overview

- Discuss findings from the Global Youth Tobacco Survey (GYTS)
- How GYTS was used for policy, communications and program initiatives
- Achievements
- Recommendations for future

Graphic: Picture of a little boy smoking a cigarette and holding 5 more packs

Slide 3:

Text: Global Youth Tobacco Survey

- Conducted in 2000 to document and monitor the prevalence of tobacco use among youth
- Partnership with WHO, CDC, Ghana Education Service

Graphic: Picture of students in a school house

Slide 4:

Text: Objectives

- Understand and assess students' attitudes, knowledge and behaviors related to tobacco use and its health impact

Graphic: Picture of students in a school house

Slide 5:

Text: Methodology

- School-based survey of students in Junior Secondary School 1,2,3 grades
- Two-stage cluster sample design
- 1917 students participated in the survey

Graphic: Global Youth Tobacco Survey logo

Slide 6:

Text: Key Findings – Prevalence

- 4.8% currently smoke cigarettes
- 17.2% currently use other tobacco products
- 16.5% of never smokers are likely to initiate smoking

Graphic: Picture of a boy smoking a cigarette

Slide 7:

Text: Key Findings – Secondhand Smoke Exposure

- 21.9% live in homes where others smoke
- 26.1% have one or more parents who smoke
- 39.6% think smoke from others is harmful to them
- 57.2% think smoking should be banned from public places

Graphics: Picture 1: Banner with little boy on it, with caption: He has his daddy's eyes and his momma's lungs. Secondhand Smoke Kills

Picture 2: Picture of kids standing outside

Slide 8:

Text: Key Findings – Media and Advertising

- 18.6% have an object with a cigarette brand logo on it
- 15.1% were offered “free” cigarettes by a tobacco company representative

Graphic: Picture of a mother holding a young boy, who is wearing a Marlboro 2 piece jogging suite

Slide 9:

Text: Key Findings – Access and Availability

- 52.2% buy their cigarettes in a store and have not been refused purchase because of their age

Slide 10:

Text: Policy Interventions

GYTS Data was used to:

- Establish a National Tobacco Control Committee
- Draft of the Comprehensive Tobacco Control Bill
- Ratify the Framework Convention on Tobacco Control (FCTC)

Slide 11:

Text: Partnerships

GYTS generated broad-based partnerships:

- **Government Agencies**
 - Ghana Health Service
 - Ministry of Health, Education, Customs, Tourism, Trade, Attorney Generals Office, Food and Drugs Board
- **Parliamentarians**
- **Leisure and Hospitality Industry** (Tourist Board)
- **Media**
 - Radio, Television, Print, Wire Service
- **Non-Governmental Agencies**
- **International Partners**
 - World Health Organization, U.S. Centers for Disease Control, American Cancer Society, Quit and Win Finland

Slide 12:

Text: Dissemination and Information Exchange
Using GYTS data for communication

- **Awareness workshops**
 - Owners/managers of public places
 - Members of Parliament
 - Media personnel
 - Health professionals
 - Teachers
- **Radio and TV talk shows**
- **Print media**

Graphics: Picture of a Quit & Win 2002 Ghana, meeting

Slide 13:

Text: Program Interventions
GYTS formed the basis for tobacco control programming:

- School education programs
- Counseling centers for cessation
- Quit and Win campaigns
- Importance of establishing smoke-free public places
- Survey to assess smoking in public place
- World No-Tobacco Day Celebrations

Graphics: Picture of a Quit & Win 2004 Ghana, awards ceremony

Slide 14:

Text: Program Interventions
GYTS formed the basis for tobacco control programming:

- Launched “Health Professionals Against Tobacco”

Graphics: Picture of a Health Professionals Against Tobacco meeting

Slide 15:

Text: School-based Interventions
GYTS findings widely disseminated

- Health talks
- Quiz to increase knowledge
- Pilot test model school health intervention program

Graphics: Picture of youths speaking at the Quit & Win 2004 Ghana ceremony

Slide 16:

Text: School-based Interventions

- Tobacco free-soccer competition

Graphics: Pictures of youths at the Tobacco free-soccer competition

Slide 17:

Text: School-based Interventions

- Variety shows
 - films, drama, songs, poems, exhibitions

Graphics: Pictures of youths performing at the variety show

Slide 18:

Text: Achievements

- GYTS data has become a basic reference point used by high public officials
- 20 public places agreed to make their places tobacco free
- Health professionals has a code of practice for tobacco control
- GYTS data served as a source of information in drafting Ghana's Tobacco Control Bill
- Ghana's ratification of FCTC

Graphics: Picture of a board meeting

Slide 19:

Text:

“Tobacco causes harm to the youth. In Ghana, 14.3% students tried smoking and 40% think the smoke from others is harmful to them”.

While seconding a motion to ratify the FCTC Hon. N. Akomea

Slide 20:

Text: Recommendations for future

- Develop a national tobacco control action plan
- Train teachers and develop a comprehensive education program
- Develop an implementation strategy for FCTC
- Work with Parliamentarians to support and endorse/pass the tobacco control bill which will expedite action for a law in promoting smoke-free public places

Slide 21:

Text: On the Road to a Tobacco-Free Ghana

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Graphic: Picture of people walking in the 2002 Quit & Win march