



GATS | INDONESIA



GLOBAL ADULT TOBACCO SURVEY: INDONESIA REPORT 2011 EXECUTIVE SUMMARY



Ministry of Health
Republic of Indonesia



BPS-Statistics Indonesia



World Health
Organization

Regional Office for South-East Asia



CDC FOUNDATION



INTRODUCTION

The Global Adult Tobacco Survey (GATS) is the global standard for systematically monitoring adult tobacco use (smoking and smokeless) and tracking key tobacco control indicators. GATS in Indonesia was conducted in 2011 as a nationally representative household survey of all non-institutionalized males and females aged 15 years and above, designed to produce internationally comparable data for the country as a whole, and by males/females and urban/ rural residents.

GATS in Indonesia was conducted by the Badan Pusat Statistik (BPS-Statistics Indonesia), in collaboration with National Institute of Health Research and Development (NIHRD), Ministry of Health (MOH). Technical assistance was provided by the World Health Organization (WHO) and the United States Centers for Disease Control and Prevention (CDC). Financial support for the survey was provided by the Bloomberg Philanthropies.

GATS enhances countries' capacity to design, implement and evaluate tobacco control programs. It will also assist countries to implement the WHO MPOWER policy package:



- 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

METHODOLOGY

GATS uses a standardized questionnaire, sample design, data collection and management procedures.

The target population includes all people who consider Indonesia to be their usual place of residence covering 98.4% of the total population in Indonesia. The survey used a four-stage stratified cluster sampling design. In the first stage, 50 urban primary sampling units (PSUs) and 50 rural PSUs were selected, from which a total of 8,994 households were selected. A total of 8,581 household interviews were completed and one individual was then randomly selected from each participating household. There were a total of 8,305 individual completed interviews with an overall response rate of 94.3%.

GATS Indonesia collected information on a variety of indicators that will assist the country to monitor tobacco use and key tobacco control measures. The questionnaire consisted of the following topics: tobacco use (tobacco smoking (white cigarettes, hand-rolled cigarettes, kreteks, etc.), smokeless tobacco, and electronic cigarettes), cessation, secondhand smoke, economics of white cigarettes and kretek cigarettes, media, and knowledge, attitudes and perceptions about health effects of both smoking and smokeless tobacco.

GATS is the first survey ever conducted in Indonesia that used electronic data collection by using handheld computers.

A Training Session on GATS Standard Protocol.



Photo by Kademanto, BPS Statistics Indonesia

Data Collection Using Electronic Handheld Device.



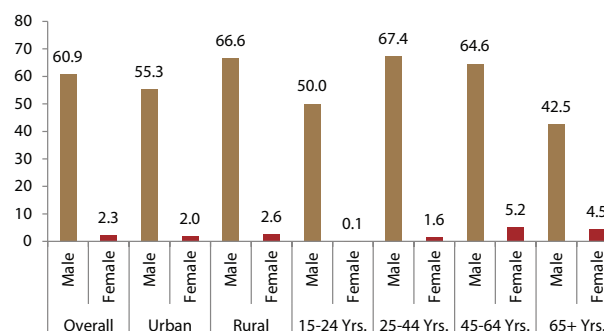
Photo by Krishna Palipudi, CDC

KEY FINDINGS

Tobacco use: In Indonesia, 67.4% of males, 4.5% of females and 36.1% of overall adults (61.4 million) currently used tobacco in smoked and smokeless forms. In Indonesia, smoking was the main form of tobacco use as 34.8% (59.9 million) of the adult population currently smoked tobacco.

As many as two out of three males smoked tobacco (67.0%; 57.6 million), compared to 2.7% (2.3 million) of females. Among adults, 1.5% of males, 2.0% of females and 1.7% of overall currently use smokeless tobacco. Almost 45% of female tobacco users were currently using smokeless tobacco. Among the adult population, 56.7 % of adult males (48.7 million), 1.8% of adult females (1.6 million), and 29.2% overall (50.3 million) were daily smokers. Among those who were current tobacco smokers, the majority consumed cigarettes in all forms (kretek, white or manufactured and hand-rolled), while only 0.3% consumed other smoked tobacco such as pipes full of tobacco, cigars, shisha, etc. Among the three types of cigarettes, kreteks were the most popular for smokers

Current Kretek Cigarette Smoking by Age, Residence and Gender, GATS Indonesia, 2011

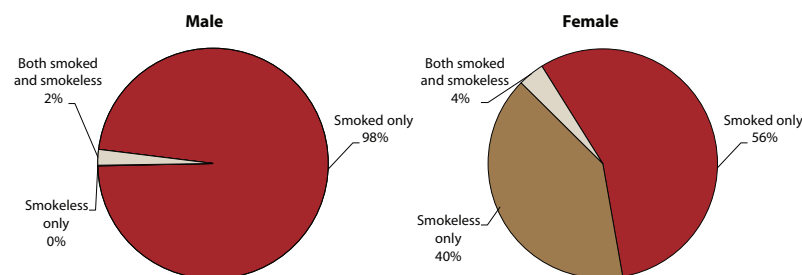


(31.5 %, almost 90% of current cigarette smokers), followed by hand-rolled (4.7%) and white cigarettes (2.2%). Kretek smoking was more commonly used by males (60.9%) as compared to females (2.3%).

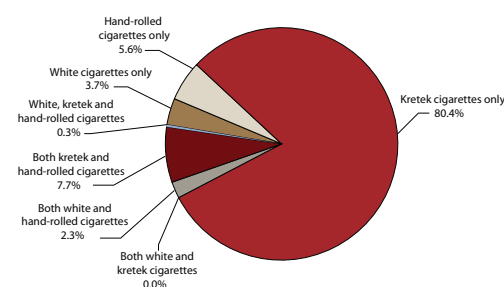
Current tobacco use was more prevalent in rural areas (39.1%) compared to urban areas (33.0%). A similar pattern was observed for both smoked (except for white cigarettes) and smokeless tobacco use. The prevalence of kretek smoking was high among those in the age groups of 25-44 years (34.6%) and 45-64 years (35.2%) as compared to the youngest age group of 15-24 years (25.2%) and the oldest age group of 65 years and older (21.5%)

The average number of cigarettes smoked per day was about 13 sticks (13 sticks for males and 8 sticks for females). Among adults aged 20-34 years, the average age at initiation of daily smoking was between 17 to 18 years.

Type of Tobacco Use by Gender, GATS Indonesia, 2011



Type of Product Smoked Among Current Cigarette Smokers, GATS Indonesia, 2011



Cessation: Nearly 50% of current smokers planned to or were thinking about quitting; however, only 10.5% planned to quit within the next 12 months. More than a quarter of smokers (30.4%) made an attempt to quit in the last 12 months. Among smokers who visited a health-care facility, 40.5% were asked if they smoke tobacco and 34.6% of them were advised to quit smoking. Of those who attempted to quit during the past 12 months, 7.0% tried to use counseling to quit and 70.7% tried to quit without any assistance.

Secondhand smoke: Among adults who worked indoors, 51.3% (14.6 million) were exposed to tobacco smoke at the workplace; males (58.0%) were exposed at a higher rate than females (41.4%). At home, 78.4% of adults, accounting for 133.3 million adults, were exposed to tobacco smoke. Among people who visited restaurants, 85.4% were exposed to tobacco smoke, while among those who used public transportation, 70% were exposed. The prevalence of exposure to tobacco smoke among adults who visited health care facilities and government buildings or offices was 17.9% and 63.4%, respectively.

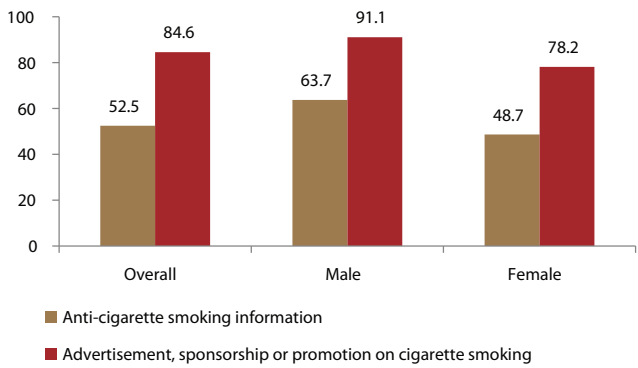
Economics: The average cigarette expenditure per month among kretek cigarette smokers was 369,948 Indonesian Rupiahs (IDR). The average price per 20 sticks paid by kretek cigarette smokers was 12,719 IDR. The price paid was higher in urban areas reaching 14,095 IDR compared to only 11,615 IDR in rural areas. Among kretek cigarette smokers, 79.8% bought their last cigarettes in a kiosk. Gudang Garam (21.8%) was the most popular brand purchased by current kretek cigarette smokers. The second most popular was Djarum (18.8%) followed by Sampoerna (15.4%), Dji Sam Soe (6.0%), and Tali Jagad (5.3%) as the third, fourth, and fifth most popular brands, respectively.

Media: More than half of the adult population (52.5%) noticed anti-cigarette smoking information at any location. The proportion of adults noticing anti-smoking information was higher in urban areas (64.3%) compared to rural areas (41%). Any cigarette marketing in stores where cigarettes are sold was noticed by nearly half of the adult population (45.6%). As many as four in five people (84.6%) noticed any cigarette advertising, promotions or sponsorship. Among current smokers, 72.2% noticed health warnings on cigarette packages and 27.1% thought about quitting smoking because of those warnings.

Knowledge, attitude and perceptions: Overall, four in five people believed that smoking causes serious illness (86.0%); specifically, heart attacks (81.5%) and lung cancer (84.7%).

However, knowledge of other specific illnesses caused by smoking was low: premature birth (49.5%), stroke (45.5%), and chronic obstructive pulmonary disease (36%). Overall, 23.9% of adults believed that smokeless tobacco use causes serious illness and 73.7% believe that exposure to secondhand smoke causes serious illness in non-smokers.

Exposure to Anti- and Pro-Cigarette Smoking Information by Gender, GATS Indonesia, 2011



POLICY IMPLICATIONS

GATS provides critical information on tobacco use and key indicators of tobacco control by important socio-demographic characteristics and creates an opportunity for policy makers and the tobacco control community at different levels to make or modify targeted interventions in different areas of tobacco control. Findings from GATS indicate there is a positive environment for tobacco control. Based on the findings and the MPOWER framework, the specific recommendations are:

- Tobacco control awareness programs be designed to cover all types of tobacco products and in such a way that all subpopulations have equal access to the interventions and information.
- Periodic monitoring of tobacco use be continued to implement the MPOWER policy package.
- Build capacity among health-care providers and create cessation facilities in health care settings as well as in local communities.
- Implement 100% smoke-free policies that cover all public places and workplaces to fully protect nonsmokers from exposure to secondhand smoke.
- Utilize effective anti-smoking media messages and pictorial health warnings on all tobacco products.
- Implement advertising restrictions with effective enforcement which are shown to have a significant impact on reducing tobacco use.
- Raise the price of tobacco products to make it unaffordable to buy tobacco products for the people at large.

TABLE 1. KEY INDICATORS - GATS INDONESIA, 2011

Indicator	Overall	Gender		Residence	
		Male	Female	Urban	Rural
M: Monitor tobacco use and prevention policies [†]					
Current tobacco use ¹	36.1	67.4	4.5	33.0	39.1
Current tobacco smokers ¹	34.8	67.0	2.7	31.9	37.7
Current white cigarette smokers ¹	2.2	4.3	0.1	2.8	1.6
Current hand-rolled cigarette smokers ¹	4.7	9.0	0.5	2.4	7.1
Current kretek cigarette smokers ¹	31.5	60.9	2.3	28.6	34.5
Current smokeless tobacco use ¹	1.7	1.5	2.0	1.2	2.2
Average number of cigarettes smoked per day ^{2,3}	12.8	13.0	8.1	12.3	13.3
Average age at daily smoking initiation among daily smokers aged 20-34 years	17.6	17.6	—	17.7	17.5
Former daily tobacco smokers among ever daily smokers ⁴	9.5	9.0	23.2	11.4	7.9
P: Protect people from tobacco smoke [†]					
Exposure to secondhand smoke at home at least monthly ⁵	78.4	81.4	75.4	68.5	88.2
Exposure to secondhand smoke at work ^{6, 4}	51.3	58.0	41.4	47.8	62.4
Exposure to second hand smoke in public places ^{7, †} :					
Government buildings/offices	63.4	69.4	55.4	58.6	71.2
Health care facilities	17.9	20.1	16.5	20.0	15.1
Restaurants	85.4	90.8	76.1	87.4	81.7
Public Transportation	70.0	79.0	62.4	70.2	69.6
O: Offer help to quit tobacco use ⁸					
Made a quit attempt in the past 12 months ⁹	30.4	29.8	44.6	35.9	25.6
Advised to quit smoking by a health care provider ¹⁰	34.6	35.7	13.0	35.6	33.9
Attempted to quit smoking using a specific cessation method ⁹ :					
Quit without assistance	70.7	70.7	71.1	65.6	77.0
Counseling/advice ¹¹	7.0	6.6	13.1	8.5	5.2
Interest in quitting smoking ¹²	48.8	48.9	45.8	50.6	47.2
W: Warn about the dangers of tobacco [†]					
Belief that tobacco smoking causes serious illness	86.0	85.7	86.3	88.1	83.8
Belief that smoking causes specific diseases:					
Stroke	45.5	46.6	44.4	55.0	35.9
Heart attack	81.5	82.9	80.0	85.4	77.4
Lung cancer	84.7	85.2	84.2	87.2	82.2
Chronic Obstructive Pulmonary Disease (COPD)	36.0	37.4	34.7	35.7	36.4
Premature birth	49.5	48.4	50.6	58.3	40.6
Belief that breathing other peoples' smoke causes serious illness	73.7	74.1	73.3	79.5	67.8
Noticed anti-cigarette smoking information at any location [†]	52.7	57.1	48.3	64.3	41.0
Thinking of quitting because of health warnings on cigarette packages	27.1	27.5	17.0	27.9	26.3
E: Enforce bans on tobacco advertising, promotion, and sponsorship [†]					
Noticed any cigarette advertisement, sponsorship or promotion [†]	84.6	91.1	78.2	89.7	79.5
Noticed any cigarette marketing in stores where cigarettes are sold [†]	45.6	53.4	37.8	51.4	39.7
R: Raise taxes on tobacco ¹³					
Average kretek cigarette expenditure per month (Rp) [®]	369,947.68	373,809.40	178,263.37	351,424.38	384,751.32
Average price paid for a pack of 20 kretek cigarettes (Rp) [®]	12,718.91	12,753.22	11,019.85	14,095.10	11,614.66

Footnotes: ¹ Current use includes both daily and occasional (less than daily) use. ² Cigarette use includes white cigarettes, hand-rolled cigarettes, and kretek cigarettes. ³ Among current cigarette smokers. ⁴ Also known as the quit ratio for daily smoking. ⁵ Adults reporting that smoking inside their home occur daily, weekly, or monthly. ⁶ Among those respondents who work outside of the home who usually work indoors or both indoors and outdoors. ⁷ Among those who visited the place. ⁸ Among current smokers (includes both daily and occasional smokers). ⁹ Among current smokers and former smokers who have been abstinent for less than 12 months. ¹⁰ Among current smokers and former smokers who have been abstinent for less than 12 months, and who visited a HCP during the past 12 months. ¹¹ Consultations in healthcare facilities, including specialized offices on how to quit smoking. ¹² Interest in quitting smoking includes current smokers who are planning to quit within next month, thinking about quitting within next 12 months, and who will quit someday, but not in the next 12 months. ¹³ Among current manufactured cigarette smokers. [®] Among all adults. [†] In the last 30 days. [®] Indonesian Rupiah. [—] Indicator estimate based on less than 25 un-weighted cases and has been suppressed.



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EXECUTIVE SUMMARY

COLLABORATING ORGANIZATIONS

Ministry of Health
Badan Pusat Statistik (BPS-Statistics Indonesia)
National Institute of Health Research and Development
World Health Organization
Centers for Disease Control and Prevention
CDC Foundation
John Hopkins Bloomberg School of Public Health
RTI International