



TOBACCO AND NICOTINE PRODUCTS USE PREVALENCE AND ASSOCIATED FACTORS AMONG ADULTS IN ZAMBIA - A SPOT CHECK SURVEY

STUDY OVERVIEW

Primary Objectives

To monitor trends in tobacco and nicotine product use among people aged 15 years and older in the highest and lowest tobacco use prevalence settings in Zambia.

Secondary Objectives

1 To determine prevalence, types, and patterns of tobacco use

To assess trends in the use of tobacco and nicotine products

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3 To identify and analyze the factors associated with tobacco and nicotine product use

METHODS AT A GLANCE

- **Survey name and year:** 2025 Zambia Spot Check Survey
- **Locations:** Luapula (high tobacco prevalence) and Southern (low prevalence) provinces; rural and urban
- **Study population:** Adults aged 15 years and older

Policy and Program Implications

Tobacco control efforts should target **high-risk groups** such as **men, older adults, rural residents**, and those with **lower income or education**, with focused action in **high-prevalence areas** like Luapula. Gender-responsive strategies must address **rising tobacco use among women** through **accessible, culturally appropriate programs**. Integrating tobacco control with poverty reduction and education initiatives will reduce underlying vulnerabilities. Early regulation of shisha and e-cigarettes, reinforced by continuous surveillance, is essential to prevent emerging threats and ensure evidence-based policy action.

METHODS AT A GLANCE (CONT.)

- **Sampling design:** Multistage probability sampling
 - Systematic sampling of 30 households per EA
 - Random selection of 1 eligible adult/household
- **Response rates:** A total of 70 enumeration areas were sampled and completed, achieving a 100% EA-level response rate.
 - Of the 2,100 households sampled, 2,028 were successfully interviewed (96.6%)
 - At the individual level, 2,058 interviews were completed, yielding an overall response rate of 95.6%
- **Data collection:** Electronic using SurveyCTO; structured household + individual questionnaires
- **Data management:** Weighted for sampling design and non-response; analyses accounted for stratification and clustering
- **Key indicators:** Ever use + current use of tobacco/nicotine products; asset-based wealth index
- **Analysis:** Descriptive and multivariable analyses with 95% confidence intervals
- **Ethics and approvals:**
 - Informed consent obtained; confidentiality strictly maintained



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Main Findings: Current and Ever Use

Table 1: Current Use of Tobacco and Nicotine Products by Gender and Province

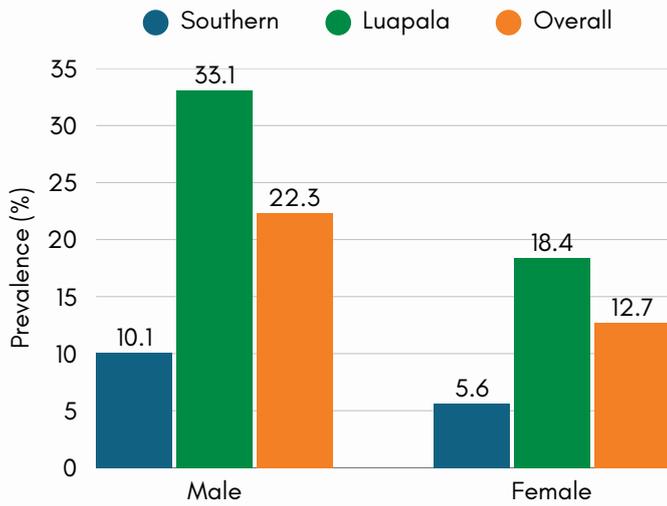
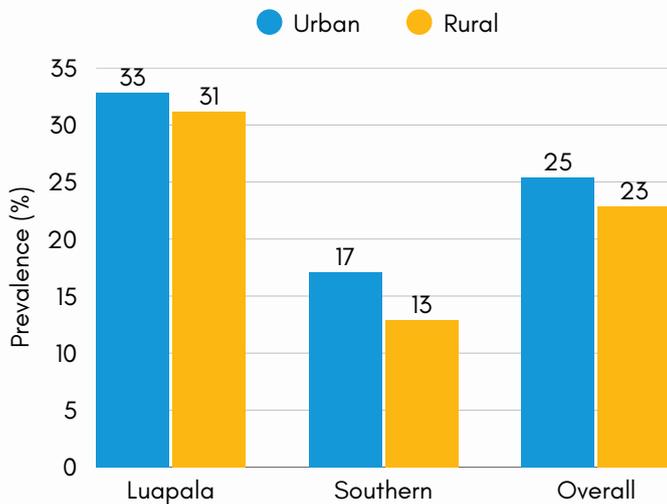


Table 2: Ever Use of Tobacco and Nicotine Products by Place of Residence and Province



WHO MPOWER Aligned Recommendations

- M – Monitor:** Continue Spot Check, GATS & GYTS surveys
- P – Protect:** Pass the Comprehensive Tobacco Control Bill; enforce 100% smoke-free public spaces & youth areas.
- O – Offer Help:** Expand cessation programs, counselling, pharmacological treatment; train primary care providers.
- W – Warn:** Strictly implement graphic health warnings on all tobacco, vapor, heated, and novel products.
- E – Enforce:** Ban tobacco advertising, promotion & sponsorship; extend to novel nicotine products.
- R – Raise Taxes:** Increase taxes on all tobacco products to reduce affordability, especially for youth.

Main Findings

Product-Specific Use (Current)

- Overall prevalence of any tobacco or nicotine product was 17.3%
- Cigarettes: Overall 10.1%; Luapula 14.1%; Southern 5.4%
- Smokeless tobacco: Overall 6.1%; Luapula 9.7%; Southern 1.7%
- RYO cigarettes: Overall 6.0%, Luapula 8.0%, Southern 3.5%

Patterns of Use

- Daily smoking: 8.3% of adults; men (15.0%) >> women (2.2%)
- Age: Peaks at 45–64 years (16.7% daily)
- Consumption: Most <15 cigarettes/day (83.7%)

Age of Initiation

- Smoked tobacco: 19–24 years
- Smokeless tobacco: ~28 years
- E-cigarettes: ~22 years (experimental use)

Factors Associated with Tobacco Use in Zambia (Ages 15–65)

Age:

- Adults 25–44 and 45–64 are ~3× more likely to use tobacco

Gender:

- Men are significantly more likely to use tobacco than women; women are 48% less likely than men

Occupation:

- Formal salaried employment is strongly protective; casual work increases use

Exposure to SHS:

- Public places:* Strongly linked to higher tobacco use
- At home:* Associated with lower tobacco use (reflects non-smoking household norms)

Province:

- Southern Province residents are 77% less likely to use than Luapula

Trends with Previous Surveys

- Men consistently use more tobacco than women.
- Tobacco use prevalence in previous studies:
 - 2001–02 ZDHS: Men 26.4%, Women 0.5%;
 - 2017 STEPS: Overall 15.8% (Men 24.0%, Women 7.8%).
 - 2018 ZDHS: Men 19.6%, Women 0.9%;
- Earlier surveys focused mainly on smoked and smokeless tobacco; GATS and the 2025 Spot Check Survey provide more comprehensive monitoring.
- E-cigarettes have a low prevalence in sampled provinces, likely due to cost and limited availability, providing a baseline for future uptake.
- Key takeaway:** Gender disparities persist, overall use is declining, and monitoring now includes emerging tobacco and nicotine products.