

# Perception of tobacco products and electronic devices



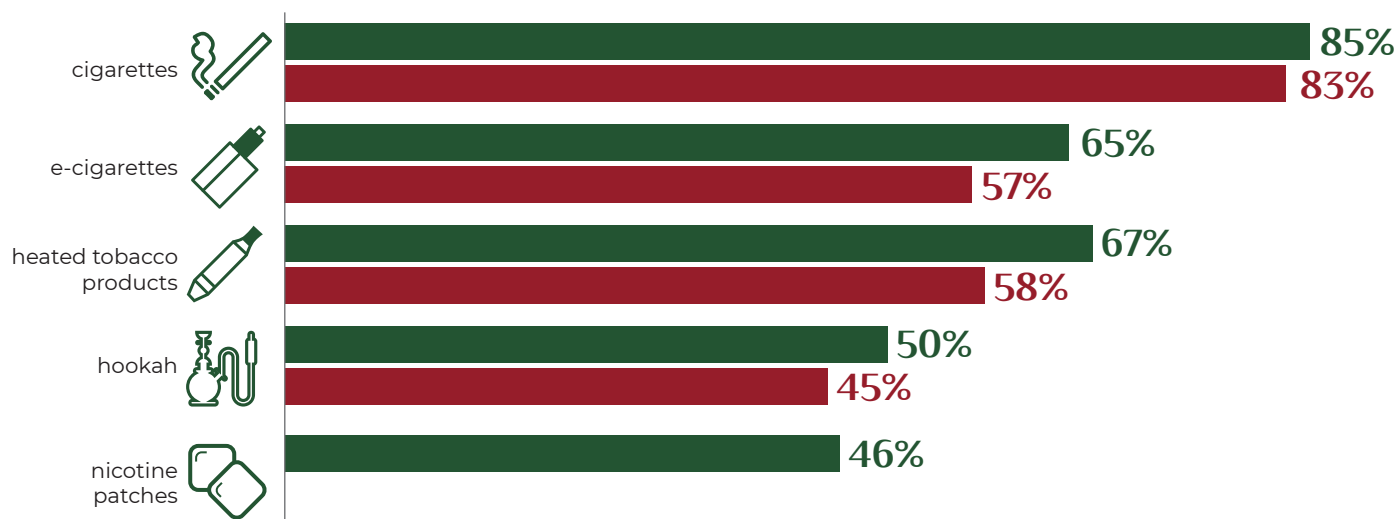
The all-Ukrainian online survey was conducted among smokers and non-smokers (aged 18-55) in November 2023 by the Kyiv International Institute of Sociology (800 respondents). This report provides a comparative analysis of the results with a similar online questionnaire conducted by KIIS in December 2022. In May 2023, the NGO Advocacy Center Life partnered with the Public Health Center of the Ministry of Health of Ukraine, with support from the by the international non-profit organization Vital Strategies, conducted a media campaign "Waterpipes Damage Your Health". From November to December 2023, the another [social media campaign](#), developed by NPHC, was conducted to mobilize the public to comply with smoke-free laws and promote reporting of SF violations using the application.

## Conclusions:

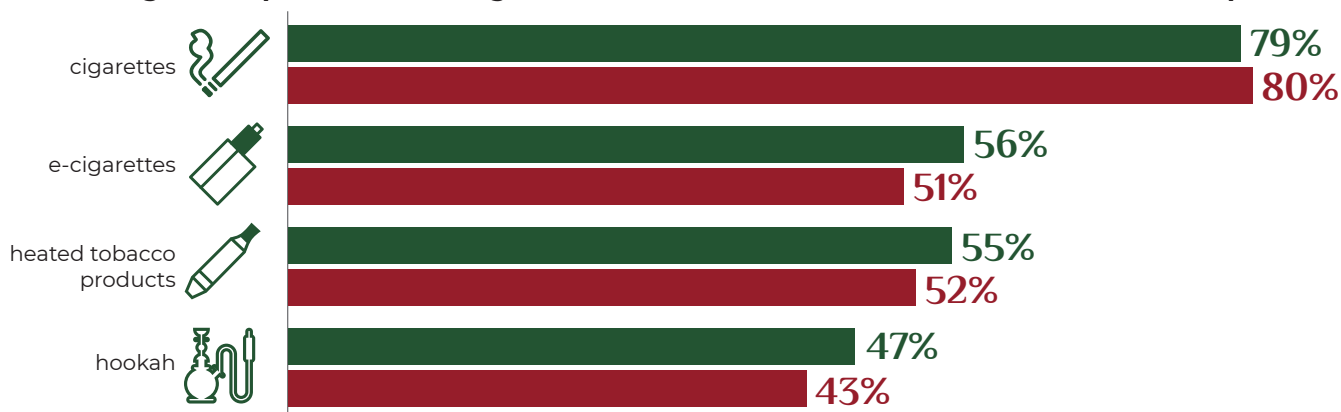
Ten percent more respondents recognized the health risks of using tobacco and nicotine products compared to those in 2022. Results demonstrate that the campaign "Waterpipes Damage Your Health" increased respondents' awareness of the health risks of hookah".

■ 2023 ■ 2022

### Percentage of respondents who agree that smoking causes serious health problems



### Percentage of respondents who agree that second-hand smoke causes serious health problems



## Recommendations for tobacco control stakeholders:

- 1 Sustain strategic tobacco control communications to change public perceptions and create social norms that smoking and e-cigarette use are not acceptable in public.
- 2 Conduct national tobacco control mass-media campaigns which have been proven to raise awareness of the risks of using e-cigarettes, heated tobacco products and nicotine patches.

# Knowledge and attitudes in Ukraine towards tobacco control measures\*



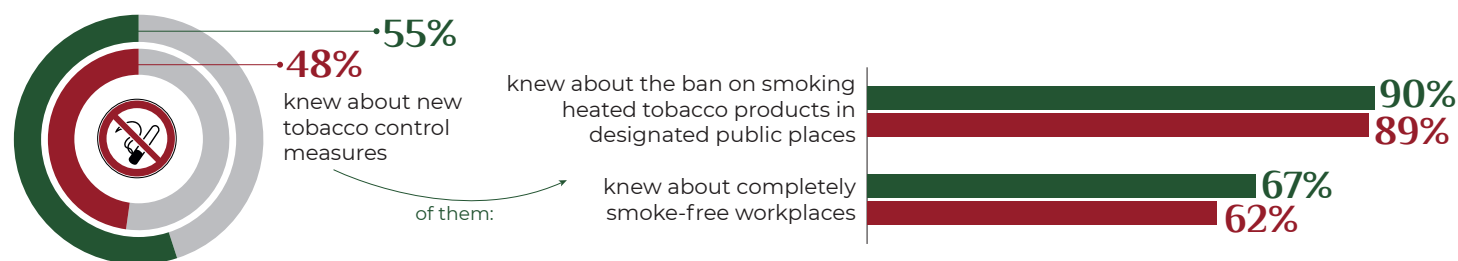
## Conclusions

**1** Despite support for increasing the number of smoke-free public places and widespread readiness to take action in response to smoke-free violations, citizens are still exposed to a high level of second-hand smoke or emissions of e-cigarettes and heated tobacco products in places where smoking is prohibited.

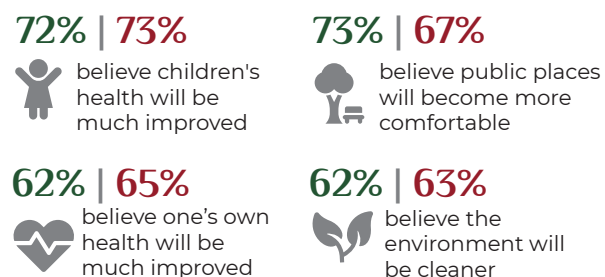
**2** Compared to 2022, more people were aware of the new law 1978-IX\* (48% in 2022 and 55% in 2023) as a result of media campaigns. However, public awareness of the law remains insufficient — only 45% of the respondents had previously heard of the new tobacco control measures. Among those aware, there is a growing understanding of the benefits of smoke-free laws.

### Percentage of respondents who knew about the new tobacco control measures:

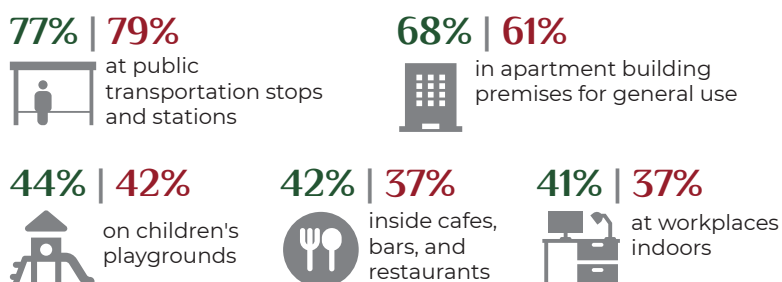
■ 2023 ■ 2022



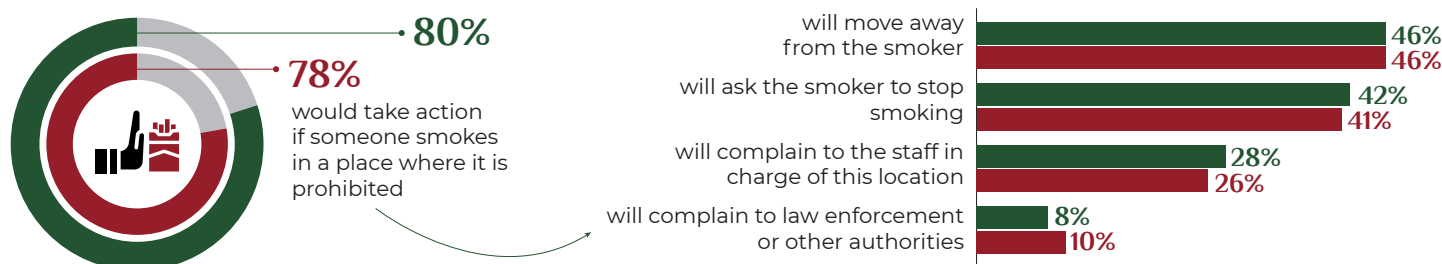
### Respondents agree that thanks to new anti-tobacco measures:



### Respondents report exposed smoking/vaping in prohibited places:



### Respondents committed to act if seeing a violation:



## Recommendations

**1** Ensure response to citizens' complaints following the law and conduct inspections of business entities to maintain a high level of compliance with the law on the smoking ban by the National Police and the State Service of Ukraine on Food Safety and Consumer Protection. Inform businesses about the requirements of smoke-free legislation and make smoke-free signage mandatory. Inform the public about response options in case they witness violations of the smoking prohibition law, particularly about the online service developed by the Public Health Center of the Ministry of Health of Ukraine ([nosmoking.phc.org.ua](https://nosmoking.phc.org.ua)).

**2** Conduct national tobacco control mass-media campaigns to raise awareness of the prohibition of smoking in designated places.

\* From July 11, 2022, the norms of the Anti-Tobacco Law 1978-IX regarding the protection of citizens from second-hand tobacco smoke and nicotine emissions came into force. They include a ban on the smoking of heated tobacco products (used with devices such as "IQOS", "glo") in designated public places along with cigarettes, hookahs, and e-cigarettes (which have been banned since 2012).