


GYTS Objectives

The Global Youth Tobacco Survey (GYTS), a component of the Global Tobacco Surveillance System (GTSS), is a global standard for systematically monitoring youth tobacco use (smoking and smokeless) and tracking key tobacco control indicators.

GYTS is a nationally representative school-based survey of students in grades associated with 13 to 15 years of age and is designed to produce cross-sectional estimates for each country. GYTS uses a standard core questionnaire, sample design, and data collection protocol. It assists countries in fulfilling their obligations under the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) to generate comparable data within and across countries. WHO has developed MPOWER, a package of selected 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

GYTS Methodology

GYTS uses a global standardized methodology that includes a two-stage sample design with schools selected with a probability proportional to enrollment size. The classes within selected schools are chosen randomly and all students in selected classes are eligible to participate in the survey. The survey uses a standard core questionnaire with a set of optional questions that permits adaptation to meet the needs of the country on tobacco use and key tobacco control indicators. The questionnaire covers the following topics: tobacco use (smoking and smokeless), cessation, secondhand smoke (SHS), pro- and anti-tobacco media and advertising, access to and availability of tobacco products, and knowledge and attitudes regarding tobacco use. The questionnaire is self-administered; using scannable paper-based bubble sheets, it is anonymous to ensure confidentiality.

In Zimbabwe, GYTS was conducted in 2014 by Ministry of Health and Child Care. The overall response rate was 70.4%. A total of 6,427 eligible students in Grade 7 of Primary schools and Forms 1 – 3 of Secondary schools completed the survey, of which 5,114 were aged 13-15 years. Data is reported for students aged 13-15.

GYTS Highlights

TOBACCO USE

- 20.0% of students, 22.0% of boys, and 15.8% of girls currently used any tobacco products.
- 16.2% of students, 17.3% of boys, and 12.8% of girls currently smoked tobacco.
- 11.2% of students, 11.3% of boys, and 8.9% of girls currently smoked cigarettes.
- 5.6% of students, 6.5% of boys, and 4.6% of girls currently used smokeless tobacco.
- 12.4% of ever cigarette smokers first tried a cigarette at age 7 years old or younger.

CESSATION

- 6 in 10 current smokers tried to stop smoking in the past 12 months.
- Almost 7 in 10 current smokers wanted to stop smoking now.

SECONDHAND SMOKE

- 31.8% of students were exposed to tobacco smoke at home.
- 48.7% of students were exposed to tobacco smoke inside enclosed public places.

ACCESS & AVAILABILITY

- 56.1% of current cigarette smokers obtained cigarettes by buying them from a store, shop, street vendor, or kiosk/tuck shop.
- Among current cigarette smokers who bought cigarettes, 37.9% were not prevented from buying them because of their age.

MEDIA

- More than 4 in 10 students noticed anti-tobacco messages in the media.
- 4 in 10 students noticed tobacco advertisements or promotions when visiting points of sale.
- More than 2 in 10 students owned something with a tobacco brand logo on it.

KNOWLEDGE & ATTITUDES

- 39.3% of students definitely thought other people's tobacco smoking is harmful to them.
- 40.9% of students favored banning smoking inside enclosed public places.

