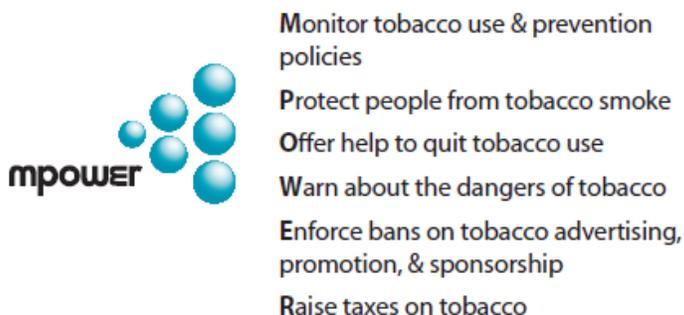


GYTS Objectives

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:



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 consists of the following topics: tobacco use (smoking and smokeless), cessation, secondhand smoke (SHS), pro- and anti-tobacco media and advertising, access and availability to obtain tobacco products, and knowledge and attitudes regarding tobacco. The questionnaire is self-administered; using scannable paper-based bubble sheets, it is anonymous to ensure confidentiality.

In Italy, GYTS was conducted in 2014 by the Department of Public Health and Paediatrics (University of Torino), under the coordination of Ministry of Health. A total of 1,822 eligible students in Secondary school grade 3 or High school grade 1 and grade 2 completed the survey, of which 1,428 were aged 13-15 years. The overall response rate of all students surveyed was 77.0%.



GYTS Highlights

TOBACCO USE

- 23.4% overall, 20.6% of boys, and 26.3% of girls currently smoked cigarettes.
- 8.4% overall, 11.0% of boys, and 5.9% of girls currently used electronic cigarettes.

CESSATION

- 6 in 10 current smokers tried to stop smoking in the past 12 months.
- More than 4 in 10 current smokers want to stop smoking now.

SECONDHAND SMOKE

- 49.9% of students were exposed to tobacco smoke at home.

ACCESS & AVAILABILITY

- 38.2% of current cigarette smokers obtained cigarettes by buying them from a store, shop, or street vendor.

MEDIA

- 5 in 10 students noticed anti-tobacco messages in the media.
- Almost 4 in 10 students noticed tobacco advertisements or promotions when visiting points of sale.
- 1 in 10 students own something with a tobacco brand logo on it.

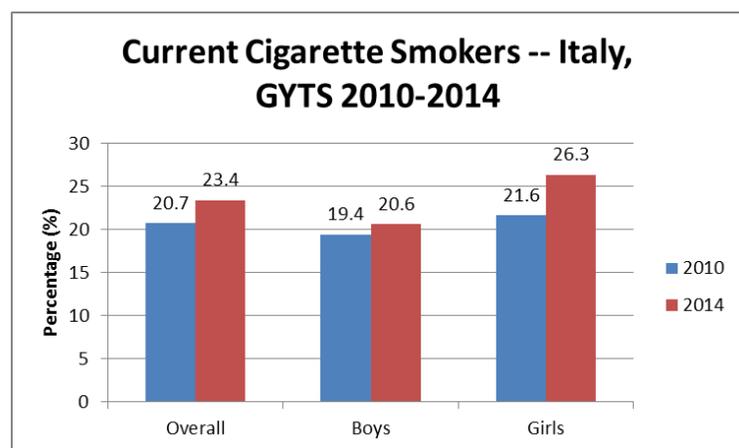
KNOWLEDGE & ATTITUDES

- 47.0% of students definitely thought other people's tobacco smoking is harmful to them.



TOBACCO USE

| | OVERALL (%) | BOYS (%) | GIRLS (%) |
|---|-------------|----------|-----------|
| SMOKED TOBACCO | | | |
| Current cigarette smokers ¹ | 23.4 | 20.6 | 26.3 |
| Frequent cigarette smokers ² | 7.6 | 7.9 | 7.3 |
| Ever cigarette smokers ³ | 46.4 | 46.0 | 46.9 |
| ELECTRONIC CIGARETTES | | | |
| Current electronic cigarette users | 8.4 | 11.0 | 5.9 |
| Ever electronic cigarette users | 28.0 | 32.7 | 23.3 |
| SUSCEPTIBILITY | | | |
| Never tobacco users susceptible to tobacco use in the future ⁴ | 33.4 | 27.1 | 39.5 |



CESSATION

| | OVERALL (%) | BOYS (%) | GIRLS (%) |
|---|-------------|----------|-----------|
| Current smokers who tried to stop smoking in the past 12 months | 59.3 | 61.0 | 57.9 |
| Current smokers who want to stop smoking now | 43.5 | 42.5 | 44.3 |
| Current smokers who thought they would be able to stop smoking if they wanted to | 86.4 | 81.1 | 90.5 |
| Current smokers who have ever received help/advice from a program or professional to stop smoking | 7.5 | 7.6 | 7.5 |

SECONDHAND SMOKE

| | OVERALL (%) | BOYS (%) | GIRLS (%) |
|---|-------------|----------|-----------|
| Exposure to tobacco smoke at home ^{††} | 49.9 | 45.4 | 54.5 |

ACCESS & AVAILABILITY

| | OVERALL (%) | BOYS (%) | GIRLS (%) |
|--|-------------|----------|-----------|
| Current cigarette smokers who obtained cigarettes by buying them from a store, shop, or street vendor ⁵ | 38.2 | 44.1 | 33.6 |
| Current cigarette smokers who were not prevented from buying cigarettes because of their age ⁶ | 63.9 | 56.8 | 70.0 |

MEDIA

| | OVERALL (%) | BOYS (%) | GIRLS (%) |
|---|-------------|----------|-----------|
| TOBACCO INDUSTRY ADVERTISING | | | |
| Noticing tobacco advertisements or promotions at points of sale ⁷ | 35.7 | 37.4 | 34.0 |
| Students who saw anyone using tobacco on television, videos, or movies ⁸ | 91.3 | 90.7 | 92.1 |
| Students who were ever offered a free tobacco product from a tobacco company representative | 5.3 | 6.1 | 4.5 |
| Students who own something with a tobacco brand logo on it | 8.4 | 11.3 | 5.4 |
| ANTI-TOBACCO ADVERTISING | | | |
| Noticing anti-tobacco messages in the media [†] | 48.6 | 48.9 | 48.4 |
| Noticing anti-tobacco messages at sporting or community events ⁹ | 37.6 | 43.5 | 29.7 |
| Current smokers who thought about quitting because of a warning label ¹⁰ | 33.4 | 33.0 | 33.8 |
| Students who were taught in school about the dangers of tobacco use in the past 12 months | 62.3 | 61.0 | 63.6 |

KNOWLEDGE & ATTITUDES

| | OVERALL (%) | BOYS (%) | GIRLS (%) |
|---|-------------|----------|-----------|
| Students who definitely thought it is difficult to quit once someone starts smoking tobacco | 34.2 | 34.7 | 33.8 |
| Students who thought smoking tobacco helps people feel more comfortable at celebrations, parties, and social gatherings | 45.1 | 45.7 | 44.6 |
| Students who definitely thought other people's tobacco smoking is harmful to them | 47.0 | 49.1 | 44.9 |

¹ Smoked cigarettes anytime during the past 30 days. ² Smoked cigarettes on 20 or more days of the past 30 days. ³ Ever smoked cigarettes, even one or two puffs. ⁴ Susceptible to future tobacco use includes those who answered "Definitely yes", "Probably yes", or "Probably not" to using tobacco if one of their best friends offered it to them or those who answered "Definitely yes", "Probably yes", or "Probably not" to using tobacco during the next 12 months. ⁵ How cigarettes were obtained the last time respondents smoked cigarettes in the past 30 days. ⁶ Of those who tried to buy cigarettes during the past 30 days. ⁷ Among those who visited a point of sale in the past 30 days. ⁸ Among those who watched television, videos, or movies in the past 30 days. ⁹ Among those who attended sporting or community events in the past 30 days. ¹⁰ Among those who noticed warning labels on cigarette packages in the past 30 days. [†] During the past 30 days. ^{††} During the past 7 days.

NOTE: Students refer to persons aged 13-15 years who are enrolled in school. Data have been weighted to be nationally representative of all students aged 13-15 years. Percentages reflect the prevalence of each indicator in each group, not the distribution across groups.