

## 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 age 13 to 15 years 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 proportional to enrollment size. The classrooms within selected schools are chosen randomly and all students in selected classes are invited to participate in the survey. The survey uses a standard global 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 Kenya, GYTS was conducted in 2013 by the Ministry of Health. A total of 1,895 eligible students in standard 7, standard 8, form 1, and form 2 completed the survey, of which 1,326 were aged 13-15 years. The overall response rate of all students surveyed was 90.8%.

## GYTS Highlights

### TOBACCO USE

- 9.9% overall, 12.8% of boys, and 6.7% of girls currently used any tobacco products.
- 7.0% overall, 9.6% of boys, and 4.0% of girls currently smoked tobacco.
- 4.9% overall, 7.4% of boys, and 2.6% of girls currently smoked cigarettes.
- 3.9% overall, 4.3% of boys, and 3.3% of girls currently used smokeless tobacco.
- 23.8% of never tobacco users are susceptible to tobacco use in the future.

### CESSATION

- 7 in 10 current smokers tried to stop smoking in the past 12 months.
- 9 in 10 current smokers want to stop smoking.

### SECONDHAND SMOKE

- 24.8% of students were exposed to tobacco smoke at home.
- 44.5% of students were exposed to tobacco smoke inside enclosed public places.
- 49.1% were exposed to tobacco smoke at outdoor public places.

### ACCESS & AVAILABILITY

- 45.6% of current cigarette smokers obtained cigarettes by buying them from a store, shop, street vendor, or kiosk.
- Among current cigarette smokers who bought cigarettes, 77.5% were not prevented from buying them because of their age.
- 51.0% of current cigarette smokers bought cigarettes as individual sticks.

### MEDIA

- 7 in 10 students noticed anti-tobacco messages in the media.
- 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

- 75.5% of students definitely thought other people's tobacco smoking is harmful to them.
- 37.7% of students favor banning smoking inside enclosed public places.

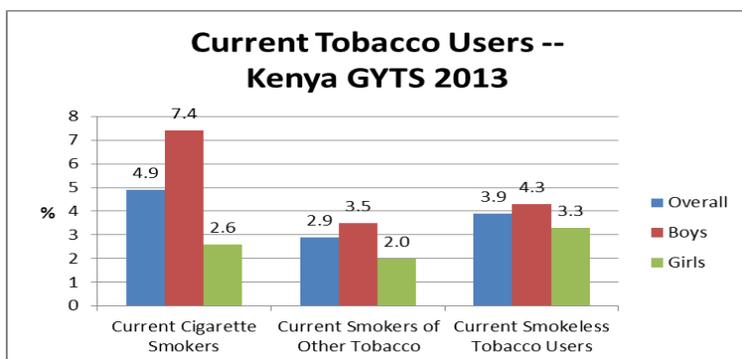


**World Health Organization**



## TOBACCO USE

SMOKED TOBACCO	OVERALL (%)	BOYS (%)	GIRLS (%)
Current tobacco smokers <sup>1</sup>	7.0	9.6	4.0
Current cigarette smokers <sup>2</sup>	4.9	7.4	2.6
Frequent cigarette smokers <sup>3</sup>	0.3	0.4	0.3
Current smokers of other tobacco <sup>4</sup>	2.9	3.5	2.0
Ever tobacco smokers <sup>5</sup>	20.3	24.3	16.2
Ever cigarette smokers <sup>6</sup>	13.7	18.5	8.8
Ever smokers of other tobacco <sup>7</sup>	11.0	12.2	9.5
<b>SMOKELESS TOBACCO</b>			
Current smokeless tobacco users <sup>8</sup>	3.9	4.3	3.3
Ever smokeless tobacco users <sup>9</sup>	10.9	12.9	8.8
<b>TOBACCO USE (smoked and/or smokeless)</b>			
Current tobacco users <sup>10</sup>	9.9	12.8	6.7
Ever tobacco users <sup>11</sup>	25.6	30.4	20.6
<b>SUSCEPTIBILITY</b>			
Never tobacco users susceptible to tobacco use in the future <sup>12</sup>	23.6	23.3	23.9
Never smokers who thought they might enjoy smoking a cigarette <sup>13</sup>	7.7	9.5	6.2



## CESSATION

	OVERALL (%)	BOYS (%)	GIRLS (%)
Current smokers who tried to stop smoking in the past 12 months	73.8	69.8	--
Current smokers who want to stop smoking now	86.3	--	--
Current smokers who thought they would be able to stop smoking if they wanted to	74.0	77.6	--
Current smokers who have ever received help/advice from a program or professional to stop smoking	37.8	28.5	--

## SECONDHAND SMOKE

	OVERALL (%)	BOYS (%)	GIRLS (%)
Exposure to tobacco smoke at home <sup>††</sup>	24.8	24.3	24.9
Exposure to tobacco smoke inside any enclosed public place <sup>††</sup>	44.5	44.6	44.1
Exposure to tobacco smoke at any outdoor public place <sup>††</sup>	49.1	49.8	48.0
Students who saw anyone smoking inside the school building or outside on school property <sup>†</sup>	34.7	33.8	35.7
Students who have one or more parents who smoke	13.0	13.4	12.3
Students who have close friends that smoke	16.1	18.1	14.0

## ACCESS & AVAILABILITY

	OVERALL (%)	BOYS (%)	GIRLS (%)
Current cigarette smokers who obtained cigarettes by buying them from a store, shop, street vendor, or kiosk <sup>14</sup>	45.6	39.6	--
Current cigarette smokers who were not prevented from buying cigarettes because of their age <sup>15</sup>	77.5	--	--
Current cigarette smokers who bought cigarettes as individual sticks <sup>16</sup>	51.0	--	--

## MEDIA

TOBACCO INDUSTRY ADVERTISING	OVERALL (%)	BOYS (%)	GIRLS (%)
Noticing tobacco advertisements or promotions at points of sale <sup>17</sup>	35.9	35.9	35.4
Students who saw anyone using tobacco on television, videos, or movies <sup>18</sup>	72.4	73.6	71.2
Students who were ever offered a free tobacco product from a tobacco company representative	10.1	11.6	8.5
Students who own something with a tobacco brand logo on it	11.5	12.2	10.4
<b>ANTI-TOBACCO ADVERTISING</b>			
Noticing anti-tobacco messages in the media <sup>†</sup>	65.6	63.9	67.2
Noticing anti-tobacco messages at sporting or community events <sup>19</sup>	50.2	45.2	55.8
Current smokers who thought about quitting because of a warning label <sup>20</sup>	61.3	58.8	--
Students who were taught in school about the dangers of tobacco use in the past 12 months	80.9	79.0	83.3

## KNOWLEDGE & ATTITUDES

	OVERALL (%)	BOYS (%)	GIRLS (%)
Students who definitely thought it is difficult to quit once someone starts smoking tobacco	37.6	38.2	37.0
Students who thought smoking tobacco helps people feel more comfortable at celebrations, parties, and social gatherings	15.3	16.8	13.7
Students who definitely thought other people's tobacco smoking is harmful to them	75.5	77.0	74.4
Students who favor banning smoking inside enclosed public places	37.7	35.6	39.7
Students who favor banning smoking at outdoor public places	37.3	34.9	39.5

<sup>1</sup> Smoked tobacco anytime during the past 30 days. <sup>2</sup> Smoked cigarettes anytime during the past 30 days. <sup>3</sup> Smoked cigarettes on 20 or more days of the past 30 days. <sup>4</sup> Smoked tobacco other than cigarettes anytime during the past 30 days. <sup>5</sup> Ever smoked any tobacco, even one or two puffs. <sup>6</sup> Ever smoked cigarettes, even one or two puffs. <sup>7</sup> Ever smoked tobacco other than cigarettes, even one or two puffs. <sup>8</sup> Used smokeless tobacco anytime during the past 30 days. <sup>9</sup> Ever used smokeless tobacco. <sup>10</sup> Smoked tobacco and/or used smokeless tobacco anytime during the past 30 days. <sup>11</sup> Ever smoked tobacco and/or used smokeless tobacco. <sup>12</sup> 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. <sup>13</sup> Those who answered "Agree" or "Strongly agree" to the statement: "I think I might enjoy smoking a cigarette". <sup>14</sup> How cigarettes were obtained the last time respondents smoked cigarettes in the past 30 days. <sup>15</sup> Of those who tried to buy cigarettes during the past 30 days. <sup>16</sup> Based on the last purchase, of those who bought cigarettes during the past 30 days. <sup>17</sup> Among those who visited a point of sale in the past 30 days. <sup>18</sup> Among those who watched television, videos, or movies in the past 30 days. <sup>19</sup> Among those who attended sporting or community events in the past 30 days. <sup>20</sup> Among those who noticed warning labels on cigarette packages in the past 30 days. <sup>21</sup> 2007 data is from Oran region only. <sup>†</sup> During the past 30 days. <sup>††</sup> 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.

--Indicates estimate based on less than 35 unweighted cases and has been suppressed.