

Latvia (Ages 13-15)

Global Youth Tobacco Survey (GYTS)

FACT SHEET



The Latvia GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, exposure to secondhand smoke (SHS), cessation, media and advertising, and school curriculum. These determinants are components Latvia could include in a comprehensive tobacco control program.

The Latvia GYTS was a school-based survey of students in grades 7 through 9 conducted in 2007. A two-stage cluster

sample design was used to produce representative data for all of Latvia. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 98%, the class response rate was 100%, the student response rate was 83%, and the overall response rate was 81.4%. A total of 2,476 students aged 13-15 participated in the Latvia GYTS.

Prevalence

80.6% of students had ever smoked cigarettes (Boys = 82.8%, Girls = 78.8%)
 37.6% currently use any tobacco product (Boys = 41.8%, Girls = 33.9%)
 32.9% currently smoke cigarettes (Boys = 36.3%, Girls = 30.2%)
 14.3% currently daily cigarette smokers (Boys = 17.1%, Girls = 12.1%)
 14.4% currently smoke cigars (Boys = 19.8%, Girls = 10.1%)
 32.4% ever smokers initiated smoking before age ten (Boys = 39.6%, Girls = 26.0%)
 22.3% of never smokers are likely to initiate smoking next year (Boys = 25.8%, Girls = 20.0%)

Access and Availability - Current Smokers

9.4% usually smoke at home
 45.4% buy cigarettes in a store
 52.7% who bought cigarettes in a store were NOT refused purchase because of their age

Exposure to Secondhand Smoke (SHS)

55.2% live in homes where others smoke in their presence
 72.7% are around others who smoke in places outside their home
 79.4% think smoking should be banned from public places
 64.1% think smoke from others is harmful to them
 54.7% have one or more parents who smoke
 29.9% have most or all friends who smoke

Cessation - Current Smokers

71.5% want to stop smoking
 75.8% tried to stop smoking during the past year
 62.7% have ever received help to stop smoking
 9.4% always have or feel like having a cigarette first thing in the morning

Media and Advertising

69.4% saw anti-smoking media messages vs. 74.3% saw pro media messages on TV
 49.5% saw anti messages vs. 85.1% saw pro messages on billboards
 54.1% saw anti smoking ads
 27.8% have an object with a cigarette brand logo
 6.9% were offered free cigarettes by a tobacco company representative

School

62.8% had been taught in class, during the past year, about the dangers of smoking
 48.8% had discussed in class, during the past year, reasons why people their age smoke
 52.6% had been taught in class, during the past year, the effects of tobacco use

Highlights

- Over one-third of the students currently use any form of tobacco; more than 3 in 10 of the students currently smoke cigarettes; 1 in 7 currently smoke cigars; 22.3% of never smokers are likely to initiate smoking next year.
- SHS exposure is very high – Over half of students live in homes where others smoke in their presence; 7 in 10 are exposed to smoke in public places; over half have one or more parents who smoke.
- Close to two-thirds of the students think smoke from others is harmful to them.
- Eight in 10 students think smoking in public places should be banned.
- Seven in 10 current smokers want to quit.
- More than 1 in 4 students has an object with a cigarette brand logo on it.
- More than two-thirds of the students saw anti-smoking messages on TV vs. three-quarters saw pro messages; Half saw anti-messages on billboards vs. over 8 in 10 saw pro messages.