

Madagascar (Ages 13-15)

Global Youth Tobacco Survey (GYTS)

FACT SHEET



The Madagascar 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 Madagascar could include in a comprehensive tobacco control program.

The Madagascar GYTS was a school-based survey of students in 5th, 4th, and 3rd years conducted in 2008.

A two-stage cluster sample design was used to produce representative data for Madagascar. 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 100.0%, the class response rate was 100%, the student response rate was 83.3% and the overall response rate was 83.3%. A total of 1,184 students aged 13-15 participated in the Madagascar GYTS.

Prevalence

27.6% of students had ever smoked cigarettes (Boys = 42.3%, Girls = 15.6%)
 22.8% currently use any tobacco product (Boys = 33.2%, Girls = 14.3%)
 19.3% currently smoke cigarettes (Boys = 30.7%, Girls = 10.2%)
 7.0% currently use other tobacco products (Boys = 8.5%, Girls = 5.8%)
 12.5% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

62.9% think boys and 40.7% think girls who smoke have more friends
 19.7% think boys and 12.6% think girls who smoke look more attractive

Access and Availability - Current Smokers

26.1% usually smoke at home
 27.2% buy cigarettes in a store
 83.7% who bought cigarettes in a store were NOT refused purchase because of their age

Exposure to Secondhand Smoke (SHS)

49.5% live in homes where others smoke in their presence
 62.9% are around others who smoke in places outside their home
 83.6% think smoking should be banned from public places
 85.9% think smoke from others is harmful to them
 35.5% have one or more parents who smoke
 3.3% have most or all friends who smoke

Cessation - Current Smokers

87.8% want to stop smoking
 72.7% tried to stop smoking during the past year

Media and Advertising

83.7% saw anti-smoking media messages, in the past 30 days
 6.2% have an object with a cigarette brand logo
 1.2% were offered free cigarettes by a tobacco company representative

School

67.9% had been taught in class, during the past year, about the dangers of smoking
 25.7% had discussed in class, during the past year, reasons why people their age smoke
 51.3% had been taught in class, during the past year, the effects of tobacco use

Highlights

- One in 5 students currently use any form of tobacco; 19.3% of students currently smoke cigarettes; 7.0% currently use some other form of tobacco.
- SHS exposure is high – nearly half of students live in homes where others smoke, about two-thirds of students are around others who smoke in places outside of their home; over one-third of students have one or more parent who smoke.
- More than 4 in 5 students think smoke from others is harmful to them.
- Over 8 in 10 students think smoking should be banned from public places.
- Almost 9 in 10 students who are currently smoking indicated that they want to stop smoking now.
- 6.2% of students have an object with a cigarette brand logo on it.
- More than 8 in 10 students saw anti-smoking messages in the past 30 days.