

# Zimbabwe-Bulawayo (Ages 13-15)

## Global Youth Tobacco Survey (GYTS)

### FACT SHEET . . . . .



The Zimbabwe-Bulawayo 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 Zimbabwe-Bulawayo could include in a comprehensive tobacco control program.

The Zimbabwe-Bulawayo GYTS was a school-based survey of students in Grade 7, Forms 1, 2 and 3 conducted in

2008. A two-stage cluster sample design was used to produce representative data for all Zimbabwe-Bulawayo. 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 88.0%, the class response rate was 100.0%, the student response rate was 86.3% and the overall response rate was 75.9%. A total of 986 13-15 year old students participated in the Zimbabwe-Bulawayo GYTS.

#### Prevalence

- 9.9% of students had ever smoked cigarettes (Boys = 14.9%, Girls = 5.6%)
- 11.1% currently use any tobacco product (Boys = 14.1%, Girls = 8.4%)
- 2.3% currently smoke cigarettes (Boys = 3.7%, Girls = 1.1%)
- 9.9% currently use other tobacco products (Boys = 12.3%, Girls = 7.7%)
- 23.9% of never smokers are likely to initiate smoking next year

#### Knowledge and Attitudes

- 50.3% think boys and 32.3% think girls who smoke have more friends
- 20.2% think boys and 13.4% think girls who smoke look more attractive

#### Exposure to Secondhand Smoke (SHS)

- 22.6% live in homes where others smoke in their presence
- 47.9% are around others who smoke in places outside their home
- 61.6% think smoking should be banned from public places
- 48.4% think smoke from others is harmful to them
- 17.4% have one or more parents who smoke
- 4.5% have most or all friends who smoke

#### Media and Advertising

- 74.1% saw anti-smoking media messages, in the past 30 days
- 68.7% saw pro-cigarette ads on billboards, in the past 30 days
- 62.6% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 12.5% have an object with a cigarette brand logo
- 10.0% were offered free cigarettes by a tobacco company representative

#### School

- 50.7% had been taught in class, during the past year, about the dangers of smoking
- 31.0% had discussed in class, during the past year, reasons why people their age smoke
- 48.1% had been taught in class, during the past year, the effects of tobacco use

#### Highlights

- Over 1 in 10 students currently use any tobacco products; 2.3% currently smoke cigarettes and nearly one-quarter of never smokers are likely to initiate smoking next year.
- SHS exposure is moderate – almost one-quarter of students live in homes where others smoke; about half of the students are exposed to smoke of others outside their home; almost 1 in 5 students have at least one parent who smokes.
- Over 6 in 10 students think smoking should be banned in public places.
- One in 10 of the students was offered a free cigarette by a tobacco company representative.
- Almost 3 in 4 students saw anti-smoking media messages in the past 30 days; nearly 7 in 10 students saw pro-cigarette ads on billboards and more than 3 in 5 students saw pro-cigarette ads in newspapers or magazines in the past 30 days.