

Zimbabwe – Matebeleland & Bulawayo (Ages 13-15)

Global Youth Tobacco Survey (GYTS)



FACT SHEET

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

The Zimbabwe- Matebeleland & Bulawayo GYTS was a school-based survey of students in Form 1, 2 & 3 conducted in

2003. A two-stage cluster sample design was used to produce representative data for Zimbabwe - Matebeleland & 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 100%, the class response rate was 100%, the student response rate was 81.1%, and the overall response rate was 81.1%. A total of 1,018 students aged 13-15 participated in the Zimbabwe - Matebeleland & Bulawayo GYTS.

Prevalence

24.6% of students had ever smoked cigarettes (Boy = 32.6%, Girl = 17.3%)
13.7% currently use any tobacco product (Boy = 18.6%, Girl = 9.0%)
8.4% currently smoke cigarettes (Boy = 12.4%, Girl = 4.5%)
8.0% currently use other tobacco products (Boy = 10.0%, Girl = 6.1%)
22.9% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

47.9% think boys and 21.8% think girls who smoke have more friends
20.0% think boys and 13.5% think girls who smoke look more attractive

Access and Availability - Current Smokers

26.9% usually smoke at home
33.8% buy cigarettes in a store

Exposure to Secondhand Smoke (SHS)

29.9% live in homes where others smoke in their presence
56.9% are around others who smoke in places outside their home
50.7% think smoking should be banned from public places
48.0% think smoke from others is harmful to them
29.7% have one or more parents who smoke
8.0% have most or all friends who smoke

Cessation - Current Smokers

80.8% want to stop smoking
73.6% tried to stop smoking during the past year
73.9% have ever received help to stop smoking

Media and Advertising

76.0% saw anti-smoking media messages, in the past 30 days
71.9% saw pro-cigarette ads on billboards, in the past 30 days
70.9% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
10.0% have an object with a cigarette brand logo
13.0% were offered free cigarettes by a tobacco company representative

School

43.0% had been taught in class, during the past year, about the dangers of smoking
40.5% had discussed in class, during the past year, reasons why people their age smoke
40.3% had been taught in class, during the past year, the effects of tobacco use

Highlights

- 13.7% of students currently use any form of tobacco; 8.4% currently smoke cigarettes; 8% currently use some other form of tobacco.
- SHS exposure is high – Three in 10 students live in homes where others smoke in their presence; Over half of the students are exposed to smoke in public places; 3 in 10 students have one or more parents who smoke.
- Nearly 1 in 2 students think smoke from others is harmful to them.
- Half the students think smoking in public places should be banned.
- Four in 5 current smokers want to stop smoking.
- One in 10 students has an object with a cigarette brand logo on it.
- Over three-quarters of the students saw anti-smoking media messages in the past 30 days; more than 7 in 10 students saw pro-cigarette ads on billboards and in newspapers or magazines in the past 30 days.