

Cook Islands (Ages 13-15)

Global Youth Tobacco Survey (GYTS)

FACT SHEET



The Cook Islands 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 Cook Islands could include in a comprehensive tobacco control program.

The Cook Islands GYTS was a school-based survey of students in forms 1-5 conducted in 2008.

A census was done of all schools containing students in forms 1-5 in the Cook Islands. All students within all schools were surveyed. The school response rate was 100%, the class response rate was 100%, the student response rate was 91.1%, and the overall response rate was 91.1%. A total of 601 students aged 13-15 participated in the Cook Islands GYTS.

Prevalence

- 60.5% of students had ever smoked cigarettes (Boy = 59.0%, Girl = 61.5%)
- 35.1% currently use any tobacco product (Boy = 33.7%, Girl = 36.3%)
- 30.0% currently smoke cigarettes (Boy = 28.2%, Girl = 31.5%)
- 15.3% currently use other tobacco products (Boy = 17.1%, Girl = 13.8%)
- 20.8% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

- 41.4% think boys and 34.5% think girls who smoke have more friends
- 18.1% think boys and 15.1% think girls who smoke look more attractive

Access and Availability - Current Smokers

- 20.8% usually smoke at home
- 6.5% buy cigarettes in a store

Exposure to Secondhand Smoke (SHS)

- 61.9% live in homes where others smoke in their presence
- 73.8% are around others who smoke in places outside their home
- 68.7% think smoking should be banned from public places
- 54.2% think smoke from others is harmful to them
- 56.6% have one or more parents who smoke
- 13.8% have most or all friends who smoke

Cessation - Current Smokers

- 78.2% want to stop smoking
- 82.6% tried to stop smoking during the past year
- 68.5% have ever received help to stop smoking

Media and Advertising

- 79.9% saw anti-smoking media messages, in the past 30 days
- 58.5% saw pro-cigarette ads on billboards, in the past 30 days
- 63.9% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 16.2% have an object with a cigarette brand logo
- 12.3% were offered free cigarettes by a tobacco company representative

School

- 53.0% had been taught in class, during the past year, about the dangers of smoking
- 37.1% had discussed in class, during the past year, reasons why people their age smoke
- 53.1% had been taught in class, during the past year, the effects of tobacco use

Highlights

- 35.1% of students currently use any form of tobacco; 30.0% currently smoke cigarettes; 15.3% currently use some other form of tobacco.
- SHS exposure is high – over 6 in 10 students live in homes where others smoke, and more than 7 in 10 are exposed to smoke around others outside of the home; almost 6 in 10 students have at least one parent who smokes.
- Over half the students think smoke from others is harmful to them.
- More than two-thirds of students think smoking in public places should be banned.
- Almost 8 in 10 of the current smokers want to stop smoking.
- 16.2% of students have an object with a cigarette brand logo on it.
- Nearly 8 in 10 students saw anti-smoking media messages in the past 30 days; almost 6 in 10 students saw pro-cigarette ads on billboards and over 6 in 10 saw pro-tobacco ads in newspapers or magazines in the past 30 days.