

Peru - Tarapoto (Ages 13-15)

Global Youth Tobacco Survey (GYTS)

FACT SHEET



The Peru-Tarapoto 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 Peru-Tarapoto could include in a comprehensive tobacco control program.

The Peru-Tarapoto GYTS was a school-based survey of Students in Secondary 1 – 5 conducted in 2007. A two-stage

cluster sample design was used to produce representative data for all of Peru-Tarapoto. 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 91.0%, and the overall response rate was 91.0%. A total of 2,128 students aged 13-15 participated in the Peru-Tarapoto GYTS.

Prevalence

43.5% of students had ever smoked cigarettes (Boy = 51.0%, Girl = 36.2%)
 20.0% currently use any tobacco product (Boy = 24.8%, Girl = 15.1%)
 15.6% currently smoke cigarettes (Boy = 20.7%, Girl = 10.8%)
 4.2% currently use other tobacco products (Boy = 4.5%, Girl = 3.9%)
 28.5% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

25.9% think boys and 21.5% think girls who smoke have more friends
 13.7% think boys and 12.1% think girls who smoke look more attractive

Access and Availability - Current Smokers

14.2% usually smoke at home
 57.3% buy cigarettes in a store
 62.2% who bought cigarettes in a store were NOT refused purchase because of their age

Exposure to Secondhand Smoke (SHS)

29.6% live in homes where others smoke in their presence
 48.0% are around others who smoke in places outside their home
 90.2% think smoking should be banned from public places
 59.0% think smoke from others is harmful to them
 35.8% have one or more parents who smoke
 10.1% have most or all friends who smoke

Cessation - Current Smokers

79.8% want to stop smoking
 77.3% tried to stop smoking during the past year
 70.1% have ever received help to stop smoking

Media and Advertising

83.1% saw anti-smoking media messages, in the past 30 days
 69.5% saw pro-cigarette ads on billboards, in the past 30 days
 63.1% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
 8.5% have an object with a cigarette brand logo
 11.0% were offered free cigarettes by a tobacco company representative

School

70.5% had been taught in class, during the past year, about the dangers of smoking
 63.4% had discussed in class, during the past year, reasons why people their age smoke
 56.6% had been taught in class, during the past year, the effects of tobacco use

Highlights

- 20.0% of students currently use any form of tobacco; more than 15.6% currently smoke cigarettes; 4.2% currently use other tobacco products.
- SHS exposure is very high – 3 in 10 students live in homes where others smoke; almost half are exposed to smoke in public places; over one-third of the students have one or more parents who smoke.
- Six in 10 students think that smoke from others is harmful to them.
- Nine in 10 students think smoking in public places should be banned.
- Eight in 10 smokers want to stop.
- 8.5% of students have an object with a cigarette brand logo on it.
- More than 4 in 5 students saw anti-smoking media messages in the past 30 days; two-thirds of the students saw pro-smoking media messages in the past 30 days.