

# Pakistan - Peshawar (Ages 13-15)

## Global Youth Tobacco Survey (GYTS)

### FACT SHEET . . . . .



The Pakistan - Peshawar 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 Pakistan - Peshawar could include in a comprehensive tobacco control program.

The Pakistan - Peshawar GYTS was a school-based survey of students in grades 8 through 10 conducted in 2008.

A two-stage cluster sample design was used to produce representative data for Pakistan - Peshawar. 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 100.0%, the student response rate was 85.9%, and the overall response rate was 85.9%. A total of 559 students aged 13-15 participated in the Pakistan - Peshawar GYTS.

### Prevalence

- 12.7% of students had ever smoked cigarettes (Male = 16.9%, Female = 3.6%)
- 9.8% currently use any tobacco product (Male = 12.1%, Female = 3.5%)
- 2.3% currently smoke cigarettes (Male = 3.3%, Female = 0.0%)
- 1.2% currently smoke shisha (Boy = 0.3%, Girl = 0.6%)
- 8.8% currently use other tobacco products (Male = 10.7%, Female = 3.5%)
- 3.6% of never smokers are likely to initiate smoking next year

### Knowledge and Attitudes

- 26.1% think boys and 10.7% think girls who smoke have more friends
- 13.1% think boys and 10.2% think girls who smoke look more attractive

### Exposure to Secondhand Smoke (SHS)

- 14.0% live in homes where others smoke in their presence
- 36.9% are around others who smoke in places outside their home
- 81.6% think smoking should be banned from public places
- 65.4% think smoke from others is harmful to them
- 19.7% have one or more parents who smoke
- 6.3% have most or all friends who smoke

### Media and Advertising

- 76.8% saw anti-smoking media messages, in the past 30 days
- 64.6% saw pro-cigarette ads on billboards, in the past 30 days
- 63.0% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 7.6% have an object with a cigarette brand logo
- 7.4% were offered free cigarettes by a tobacco company representative

### Highlights

- 9.8% of students currently use any form of tobacco; 2.3% currently smoke cigarettes; less than one in 10 currently use some other form of tobacco; 1.2% currently smoke shisha.
- SHS exposure is moderate – over one in 10 students live in homes where others smoke in their presence; less than four in 10 are exposed to smoke in public places; nearly two in 10 students have one or more parents who smoke.
- Almost two-thirds of students think smoke from others is harmful to them.
- Over eight in 10 students think smoking in public places should be banned.
- Less than one in 10 students has an object with a cigarette brand logo on it.
- Over three-quarters of students saw anti-smoking media messages in the past 30 days; over six in 10 students saw pro-cigarette ads on billboards and in newspapers or magazines in the past 30 days.