

GYTS Objectives

The Global Youth Tobacco Survey (GYTS), a component of the Global Tobacco Surveillance System (GTSS), is a global standard for systematically monitoring youth tobacco use (smoking and smokeless) and tracking key tobacco control indicators.

GYTS is a nationally representative school-based survey of students in grades associated with age 13 to 15 years and is designed to produce cross-sectional estimates for each country. GYTS uses a standard core questionnaire, sample design, and data collection protocol. It assists countries in fulfilling their obligations under the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) to generate comparable data within and across countries. WHO has developed MPOWER, a package of selected demand reduction measures contained in the WHO FCTC:



- Monitor tobacco use & prevention policies**
- Protect people from tobacco smoke**
- Offer help to quit tobacco use**
- Warn about the dangers of tobacco**
- Enforce bans on tobacco advertising, promotion, & sponsorship**
- Raise taxes on tobacco**

GYTS Methodology

GYTS uses a global standardized methodology that includes a two-stage sample design with schools selected with a probability proportional to enrollment size. The classrooms within selected schools are chosen randomly and all students in selected classes are eligible to participate in the survey. The survey uses a standard core questionnaire with a set of optional questions that permits adaptation to meet the needs of the country on tobacco use and key tobacco control indicators. The questionnaire covers the following topics: tobacco use (smoking and smokeless), cessation, secondhand smoke (SHS), pro- and anti-tobacco media and advertising, access to and availability of tobacco products, and knowledge and attitudes regarding tobacco use. The questionnaire is self-administered; using scannable paper-based bubble sheets, it is anonymous to ensure confidentiality.

In Pakistan, GYTS was conducted in 2013 jointly by the Tobacco Control Cell and Pakistan Medical Research Council, under the coordination of the WHO Pakistan Office. The overall response rate was 61.5%. A total of 8,723 eligible students in grades 7-10 completed the survey, of which 5,832 were aged 13-15 years. Data are reported for students aged 13-15.

GYTS Highlights

TOBACCO USE

- 10.7% of students, 13.3% of boys, and 6.6% of girls currently used any tobacco products.
- 7.2% of students, 9.2% of boys, and 4.1% of girls currently smoked tobacco.
- 3.3% of students, 4.8% of boys, and 0.9% of girls currently smoked cigarettes.
- 5.3% of students, 6.4% of boys, and 3.7% of girls currently used smokeless tobacco.
- Almost 2 in 5 ever cigarette smokers initiated smoking before the age of 10.
- 11.2% of never tobacco users were susceptible to tobacco use in the future.

CESSATION

- Almost 6 in 10 current smokers tried to stop smoking in the past 12 months.
- More than 6 in 10 current smokers showed signs of smoking dependence.

SECONDHAND SMOKE

- 21.0% of students were exposed to tobacco smoke at home.
- 37.8% of students were exposed to tobacco smoke inside enclosed public places.

ACCESS & AVAILABILITY

- 87.6% of current cigarette smokers obtained cigarettes by buying them from a store, shop, street vendor, kiosk, school canteen, or pharmacy.
- Among current cigarette smokers who bought cigarettes, 44.9% were not prevented from buying them because of their age.

MEDIA

- More than 5 in 10 students noticed anti-tobacco messages in the media.
- More than 3 in 10 students noticed tobacco advertisements or promotions when visiting points of sale.
- More than 1 in 10 students owned something with a tobacco brand logo on it.

KNOWLEDGE & ATTITUDES

- 75.9% of students definitely thought other people's tobacco smoking is harmful to them.
- 76.5% of students favored banning smoking inside enclosed public places.



Ministry of National Health Services,
Regulations and Coordination
Government of Pakistan



**World Health
Organization**



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TOBACCO USE

| SMOKED TOBACCO | OVERALL (%) | BOYS (%) | GIRLS (%) |
|---|-------------|----------|-----------|
| Current tobacco smokers ¹ | 7.2 | 9.2 | 4.1 |
| Current cigarette smokers ² | 3.3 | 4.8 | 0.9 |
| Frequent cigarette smokers ³ | 0.2 | 0.3 | 0.1 |
| Current smokers of other tobacco ⁴ | 4.2 | 4.9 | 3.1 |
| Ever tobacco smokers ⁵ | 18.7 | 22.6 | 12.7 |
| Ever cigarette smokers ⁶ | 13.7 | 17.8 | 7.2 |
| Ever smokers of other tobacco ⁷ | 7.3 | 7.9 | 6.5 |

SMOKELESS TOBACCO

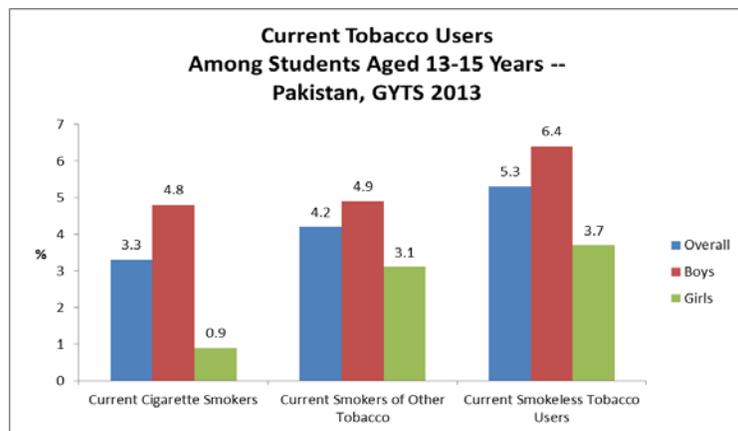
| | | | |
|--|------|------|-----|
| Current smokeless tobacco users ⁸ | 5.3 | 6.4 | 3.7 |
| Ever smokeless tobacco users ⁹ | 10.0 | 11.4 | 8.0 |

TOBACCO USE (smoked and/or smokeless)

| | | | |
|-------------------------------------|------|------|------|
| Current tobacco users ¹⁰ | 10.7 | 13.3 | 6.6 |
| Ever tobacco users ¹¹ | 24.5 | 28.7 | 17.9 |

SUSCEPTIBILITY

| | | | |
|--|------|------|------|
| Never tobacco users susceptible to tobacco use in the future ¹² | 11.2 | 12.3 | 9.9 |
| Never smokers who thought they might enjoy smoking a cigarette ¹³ | 15.2 | 15.7 | 14.7 |



CESSATION

| | OVERALL (%) | BOYS (%) | GIRLS (%) |
|---|-------------|----------|-----------|
| Current smokers who tried to stop smoking in the past 12 months | 58.4 | 57.1 | -- |
| Current smokers who want to stop smoking now | 57.9 | 62.7 | -- |
| Current smokers who thought they would be able to stop smoking if they wanted to | 63.2 | 65.8 | -- |
| Current smokers who have ever received help/advice from a program or professional to stop smoking | 27.0 | 27.6 | 22.2 |
| Current smokers who are showing signs of smoking dependence ¹⁴ | 64.3 | 67.9 | 33.3 |

SECONDHAND SMOKE

| | OVERALL (%) | BOYS (%) | GIRLS (%) |
|--|-------------|----------|-----------|
| Exposure to tobacco smoke at home [†] | 21.0 | 22.9 | 18.2 |
| Exposure to tobacco smoke inside any enclosed public place [†] | 37.8 | 44.5 | 27.8 |
| Exposure to tobacco smoke at any outdoor public place [†] | 30.0 | 37.1 | 19.3 |
| Students who saw anyone smoking inside the school building or outside on school property ^{††} | 20.3 | 22.2 | 17.3 |

ACCESS & AVAILABILITY

| | OVERALL (%) | BOYS (%) | GIRLS (%) |
|--|-------------|----------|-----------|
| Current cigarette smokers who obtained cigarettes by buying them from a store, shop, street vendor, kiosk, school canteen, or pharmacy ¹⁵ | 87.6 | 86.2 | -- |
| Current cigarette smokers who were not prevented from buying cigarettes because of their age ¹⁶ | 44.9 | 46.6 | -- |
| Current cigarette smokers who bought cigarettes as individual sticks ¹⁷ | 35.2 | 37.0 | -- |

MEDIA

| TOBACCO ADVERTISING | OVERALL (%) | BOYS (%) | GIRLS (%) |
|---|-------------|----------|-----------|
| Noticing tobacco advertisements or promotions at points of sale ¹⁸ | 32.6 | 31.7 | 33.8 |
| Students who saw anyone using tobacco on television, videos, or movies ¹⁹ | 63.3 | 63.2 | 63.5 |
| Students who were ever offered a free tobacco product from a tobacco company representative | 9.3 | 9.7 | 8.5 |
| Students who owned something with a tobacco brand logo on it | 13.4 | 14.6 | 11.5 |
| ANTI-TOBACCO ADVERTISING | | | |
| Noticing anti-tobacco messages in the media ^{††} | 52.7 | 50.7 | 55.5 |
| Noticing anti-tobacco messages at sporting or community events ²⁰ | 36.2 | 36.4 | 35.7 |
| Current smokers who thought about quitting because of a warning label ²¹ | 32.6 | 36.8 | 12.2 |
| Students who were taught in school about the dangers of tobacco use in the past 12 months | 49.7 | 54.8 | 42.2 |

KNOWLEDGE & ATTITUDES

| | OVERALL (%) | BOYS (%) | GIRLS (%) |
|---|-------------|----------|-----------|
| Students who definitely thought it is difficult to quit once someone starts smoking tobacco | 29.6 | 26.6 | 34.2 |
| Students who thought smoking tobacco helps people feel more comfortable at celebrations, parties, and social gatherings | 59.8 | 56.0 | 65.5 |
| Students who definitely thought other people's tobacco smoking is harmful to them | 75.9 | 75.8 | 76.2 |
| Students who favored banning smoking inside enclosed public places | 76.5 | 76.1 | 77.1 |
| Students who favored banning smoking at outdoor public places | 77.0 | 74.8 | 80.3 |

¹ Smoked tobacco anytime during the past 30 days. ² Smoked cigarettes anytime during the past 30 days. ³ Smoked cigarettes on 20 or more days of the past 30 days. ⁴ Smoked tobacco other than cigarettes anytime during the past 30 days. ⁵ Ever smoked any tobacco, even one or two puffs. ⁶ Ever smoked cigarettes, even one or two puffs. ⁷ Ever smoked tobacco other than cigarettes, even one or two puffs. ⁸ Used smokeless tobacco anytime during the past 30 days. ⁹ Ever used smokeless tobacco. ¹⁰ Smoked tobacco and/or used smokeless tobacco anytime during the past 30 days. ¹¹ Ever smoked tobacco and/or used smokeless tobacco. ¹² Susceptible to future tobacco use includes those who answered "Definitely yes", "Probably yes", or "Probably not" to using tobacco if one of their best friends offered it to them or those who answered "Definitely yes", "Probably yes", or "Probably not" to using tobacco during the next 12 months. ¹³ Those who answered "Agree" or "Strongly agree" to the statement: "I think I might enjoy smoking a cigarette". ¹⁴ Current smokers who sometimes or always smoke or feel like smoking tobacco first thing in the morning or who start to feel a strong desire to smoke again within 1 full day after smoking. ¹⁵ How cigarettes were obtained the last time respondents smoked cigarettes in the past 30 days. ¹⁶ Of those who tried to buy cigarettes during the past 30 days. ¹⁷ Based on the last purchase, of those who bought cigarettes during the past 30 days. ¹⁸ Among those who visited a point of sale in the past 30 days. ¹⁹ Among those who watched television, videos, or movies in the past 30 days. ²⁰ Among those who attended sporting or community events in the past 30 days. ²¹ Among those who noticed warning labels on cigarette packages in the past 30 days. [†] During the past 7 days. ^{††} During the past 30 days.

NOTE: Students refer to persons aged 13-15 years who are enrolled in school. Data have been weighted to be nationally representative of all students aged 13-15 years. Percentages reflect the prevalence of each indicator in each group, not the distribution across groups.

--Estimates based on unweighted cases less than 35 are suppressed.