

New Caledonia 2010 (Ages 13-15)

Global Youth Tobacco Survey (GYTS)

FACT SHEET



The New Caledonia 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 New Caledonia could include in a comprehensive tobacco control program.

The New Caledonia GYTS was a school-based survey of students in grades 7 through 11 conducted in 2010.

A two-stage cluster sample design was used to produce representative data for all of New Caledonia. 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. A total of 1,042 students participated in the New Caledonia GYTS of which 584 were ages 13 to 15 years. The overall response rate of all students surveyed was 83.8%.

Prevalence

- 55.8% of students had ever smoked cigarettes (Boys = 53.6%, Girls = 57.4%)
- 35.2% currently use any tobacco product (Boys = 34.0%, Girls = 36.5%)
- 28.7% currently smoke cigarettes (Boys = 27.1%, Girls = 30.5%)
- 12.7% currently use other tobacco products (Boys = 14.1%, Girls = 11.4%)
- 39.4% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

- 26.6% think boys and 28.6% think girls who smoke have more friends
- 13.2% think boys and 10.9% think girls who smoke look more attractive

Access and Availability - Current Smokers

- 20.2% usually smoke at home
- 23.0% buy cigarettes in a store

Exposure to Secondhand Smoke (SHS)

- 58.7% live in homes where others smoke in their presence
- 71.2% are around others who smoke in places outside their home
- 65.1% think smoking should be banned from public places
- 66.4% think smoke from others is harmful to them
- 57.3% have one or more parents who smoke
- 40.8% have most or all friends who smoke

Cessation - Current Smokers

- 52.2% want to stop smoking
- 44.6% tried to stop smoking during the past year
- 55.6% have ever received help to stop smoking

Media and Advertising

- 68.5% saw anti-smoking media messages, in the past 30 days
- 17.0% have an object with a cigarette brand logo
- 4.5% were offered free cigarettes by a tobacco company representative

School

- 58.9% had been taught in class, during the past year, about the dangers of smoking
- 33.4% had discussed in class, during the past year, reasons why people their age smoke
- 58.7% had been taught in class, during the past year, the effects of tobacco use

Highlights

- 35.2% of students currently use any form of tobacco; 28.7% currently smoke cigarettes; 12.7% currently use other tobacco products
- SHS exposure – six in 10 students live in homes where others smoke; seven in 10 students are exposed to smoke in places outside their home; 57.3% have one or more parents who smoke
- Two-thirds of the students think that smoke from others is harmful to them
- Almost two-thirds of the students think smoking should be banned in public places
- More than half the smokers want to stop smoking
- 17.0% of students has an object with a cigarette brand logo on it
- Seven in 10 students saw anti-smoking media messages in the past 30 days