

# Niue (Ages 13-15)

## Global Youth Tobacco Survey (GYTS)



# FACT SHEET . . . . .

The Niue 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 Niue could include in a comprehensive tobacco control program.

The Niue GYTS was a school-based survey of students in sections 3, 4 and 5 conducted in 2009.

A census of the school was used to produce representative data for Niue. The school response rate was 100.0%, the class response rate was 100.0%, the student response rate was 46.9%, and the overall response rate was 46.9%. A total of 36 students aged 13-15 participated in the Niue GYTS.

## Prevalence

- 27.3% of students had ever smoked cigarettes
- 15.9% currently use any tobacco product
- 10.5% currently smoke cigarettes
- 11.4% currently use other tobacco products
- 95.8% of never smokers are likely to initiate smoking next year

## Knowledge and Attitudes

- 30.3% think boys and 30.4% think girls who smoke have more friends
- 22.5% think boys and 15.1% think girls who smoke look more attractive

## Access and Availability - Current Smokers

- 83.6% usually smoke at home
- 32.9% buy cigarettes in a store
- 50.0% who bought cigarettes in a store were NOT refused purchase because of their age

## Environmental Tobacco Smoke

- 34.9% live in homes where others smoke in their presence
- 59.1% are around others who smoke in places outside their home
- 74.2% think smoking should be banned from public places
- 65.2% think smoke from others is harmful to them
- 34.1% have one or more parents who smoke
- 1.5% have most or all friends who smoke

## Cessation - Current Smokers

- 32.9% want to stop smoking
- 66.4% tried to stop smoking during the past year
- 57.1% have ever received help to stop smoking

## Media and Advertising

- 64.4% saw anti-smoking media messages, in the past 30 days
- 47.8% saw pro-cigarette ads on billboards, in the past 30 days
- 67.5% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 22.3% have an object with a cigarette brand logo
- 2.3% were offered free cigarettes by a tobacco company representative

## School

- 50.8% had been taught in class, during the past year, about the dangers of smoking
- 37.9% had discussed in class, during the past year, reasons why people their age smoke
- 43.3% had been taught in class, during the past year, the effects of tobacco use

## Highlights

- 15.9% of students currently use any form of tobacco; 10.5% currently smoke cigarettes; 11.4% currently use some other form of tobacco
- SHS exposure – over one-third of the students live in homes where others smoke, and 3 in 5 students are exposed to smoke around others outside of the home; one-third of the students have at least one parent who smokes
- Three-quarters of the students think smoking in public places should be banned
- Nearly two-thirds of the students think smoke from others is harmful to them
- Almost one-third of the current smokers want to stop smoking
- 22.3% of students have an object with a cigarette brand logo on it
- Close to two-thirds of students saw anti-smoking media messages in the past 30 days; nearly half of the students saw pro-cigarette ads on billboards and two-thirds saw pro-cigarette ads in newspapers or magazines in the past 30 days