

Brazil – Valle do Itajai (Ages 13-15)

Global Youth Tobacco Survey (GYTS)

FACT SHEET



The Brazil - Valle do Itajai 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 Brazil - Valle do Itajai could include in a comprehensive tobacco control program.

The Brazil - Valle do Itajai GYTS was a school-based survey of students in 7^a grade, 8^a grade, and 1^a grade conducted in 2007.

All schools, classes, and students were surveyed to produce representative data for Brazil - Valle do Itajai. At the first stage, all schools were selected. At the second stage, all classes were selected and all students were eligible to participate. The school response rate was 100%, the class response rate was 100%, the student response rate was 93%, and the overall response rate was 93%. A total of 1,745 students aged 13-15 participated in the Brazil - Valle do Itajai GYTS.

Prevalence

- 24.6% of students had ever smoked cigarettes (Male = 28.8%, Female = 20.1%)
- 11.0% currently use any tobacco product (Male = 14.2%, Female = 7.7%)
- 7.4% currently smoke cigarettes (Male = 9.7%, Female = 5.0%)
- 4.4% currently use other tobacco products (Male = 5.9%, Female = 2.8%)
- 14.5% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

- 14.4% think boys and 10.3% think girls who smoke have more friends
- 6.1% think boys and 4.7% think girls who smoke look more attractive

Access and Availability - Current Smokers

- 30.7% usually smoke at home
- 11.9% buy cigarettes in a store

Exposure to Secondhand Smoke (SHS)

- 42.4% live in homes where others smoke in their presence
- 46.2% are around others who smoke in places outside their home
- 87.3% think smoking should be banned from public places
- 69.0% think smoke from others is harmful to them
- 44.0% have one or more parents who smoke
- 6.2% have most or all friends who smoke

Cessation - Current Smokers

- 76.1% want to stop smoking
- 74.1% tried to stop smoking during the past year
- 71.1% have ever received help to stop smoking

Media and Advertising

- 86.4% saw anti-smoking media messages, in the past 30 days
- 55.0% saw pro-cigarette ads on billboards, in the past 30 days
- 46.7% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 7.0% have an object with a cigarette brand logo
- 9.2% were offered free cigarettes by a tobacco company representative

School

- 39.4% had been taught in class, during the past year, about the dangers of smoking
- 20.3% had discussed in class, during the past year, reasons why people their age smoke
- 35.9% had been taught in class, during the past year, the effects of tobacco use

Highlights

- 11.0% of students currently use any form of tobacco; 7.4% of students currently smoke cigarettes; 4.4% currently use some other form of tobacco.
- SHS exposure is moderate – Over 4 in 10 students live in homes where others smoke, and nearly half the students are exposed to smoke around others outside of the home; More than 2 in 5 students have one or more parents who smoke.
- Seven in 10 students think smoke from others is harmful to them.
- Nearly 9 in 10 students think smoking in public places should be banned.
- 9.2% of students were offered a free cigarette by a tobacco company representative.
- Close to 9 in 10 students saw anti-smoking media messages in the past 30 days; More than half the students saw pro-cigarette ads on billboards and nearly half students saw pro-cigarette ads in newspapers or magazines the past 30 days.