

Brazil – Palmitos (Ages 13-15)

Global Youth Tobacco Survey (GYTS)

FACT SHEET



The Brazil - Palmitos 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 - Palmitos could include in a comprehensive tobacco control program.

The Brazil - Palmitos 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 - Palmitos. 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 95%, and the overall response rate was 95%. A total of 493 students aged 13-15 participated in the Brazil - Palmitos GYTS.

Prevalence

- 15.3% of students had ever smoked cigarettes (Boy = 15.4%, Girl = 15.2%)
- 8.5% currently use any tobacco product (Boy = 7.9%, Girl = 8.8%)
- 4.3% currently smoke cigarettes (Boy = 2.9%, Girl = 5.5%)
- 4.2% currently use other tobacco products (Boy = 5.1%, Girl = 3.4%)
- 11.1% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

- 7.8% think boys and 6.8% think girls who smoke have more friends
- 5.4% think boys and 4.2% think girls who smoke look more attractive

Access and Availability - Current Smokers

- 39.1% usually smoke at home
- 15.3% buy cigarettes in a store

Exposure to Secondhand Smoke (SHS)

- 26.5% live in homes where others smoke in their presence
- 32.8% are around others who smoke in places outside their home
- 90.4% think smoking should be banned from public places
- 70.8% think smoke from others is harmful to them
- 29.2% have one or more parents who smoke
- 1.8% have most or all friends who smoke

Cessation - Current Smokers

- 63.2% want to stop smoking
- 56.1% tried to stop smoking during the past year
- 55.3% have ever received help to stop smoking

Media and Advertising

- 84.0% saw anti-smoking media messages, in the past 30 days
- 52.3% saw pro-cigarette ads on billboards, in the past 30 days
- 41.5% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 4.3% have an object with a cigarette brand logo
- 5.6% were offered free cigarettes by a tobacco company representative

School

- 43.9% had been taught in class, during the past year, about the dangers of smoking
- 23.8% had discussed in class, during the past year, reasons why people their age smoke
- 39.8% had been taught in class, during the past year, the effects of tobacco use

Highlights

- 8.5% of students currently use any form of tobacco; 4.3% of the students currently smoke cigarettes; 4.2% currently use some other form of tobacco.
- SHS exposure is moderate – over one-quarter of the students live in homes where others smoke, and one-third of the students are exposed to smoke around others outside of the home; Almost 3 in 10 students have one or more parents who smoke.
- Seven in 10 students think smoke from others is harmful to them.
- Nine in 10 students think smoking in public places should be banned.
- 5.6% of the students were offered a free cigarette by a tobacco company representative.
- More than 4 in 5 students saw anti-smoking media messages in the past 30 days; half of the students saw pro-cigarette ads on billboards and 4 in 10 students saw pro-cigarette ads in newspapers or magazines the past 30 days.