

Peru - Trujillo (Ages 13-15)

Global Youth Tobacco Survey (GYTS)

FACT SHEET



The Peru - Trujillo 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 Peru - Trujillo could include in a comprehensive tobacco control program.

The Peru - Trujillo GYTS was a school-based survey of students in grades 2, 3 and 4 conducted in 2000.

A two-stage cluster sample design was used to produce representative data for Peru - Trujillo. 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. The school response rate was 95.8%, the class response rate was 100.0%, the student response rate was 85.6%, and the overall response rate was 82.1%. A total of 1,026 students aged 13-15 participated in the Peru - Trujillo GYTS.

Prevalence

46.5% of students had ever smoked cigarettes (Boy = 56.5%, Girl = 37.0%)
 18.7% currently use any tobacco product (Boy = 22.8%, Girl = 13.7%)
 16.3% currently smoke cigarettes (Boy = 22.3%, Girl = 9.6%)
 5.3% currently use other tobacco products (Boy = 5.3%, Girl = 5.2%)
 25.5% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

14.5% think boys and 14.1% think girls who smoke have more friends
 10.6% think boys and 9.6% think girls who smoke look more attractive

Access and Availability - Current Smokers

9.5% usually smoke at home
 59.9% buy cigarettes in a store

Exposure to Secondhand Smoke (SHS)

27.8% live in homes where others smoke in their presence
 40.3% are around others who smoke in places outside their home
 89.8% think smoking should be banned from public places
 61.4% think smoke from others is harmful to them
 33.6% have one or more parents who smoke
 12.1% have most or all friends who smoke

Cessation - Current Smokers

79.5% want to stop smoking
 78.7% tried to stop smoking during the past year
 71.5% have ever received help to stop smoking

Media and Advertising

92.1% saw anti-smoking media messages, in the past 30 days
 71.4% saw pro-cigarette ads on billboards, in the past 30 days
 77.6% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
 11.8% have an object with a cigarette brand logo
 9.6% were offered free cigarettes by a tobacco company representative

School

58.0% had been taught in class, during the past year, about the dangers of smoking
 49.3% had discussed in class, during the past year, reasons why people their age smoke
 43.5% had been taught in class, during the past year, the effects of tobacco use

Highlights

- 18.7% of students currently use any form of tobacco; 16.3% currently smoke cigarettes; 5.3% currently use some other form of tobacco.
- SHS exposure is high – 3 in 10 students live in homes where others smoke, and 2 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.
- Six in 10 students think smoke from others is harmful to them.
- Nine in 10 students think smoking in public places should be banned.
- Four in 5 current smokers want to stop smoking.
- One in 8 students has an object with a cigarette brand logo on it.
- More than 9 in 10 students saw anti-smoking media messages in the past 30 days; over 7 in 10 students saw pro-cigarette ads on billboards and more than three-quarters saw pro-tobacco ads in newspapers or magazines in the past 30 days.