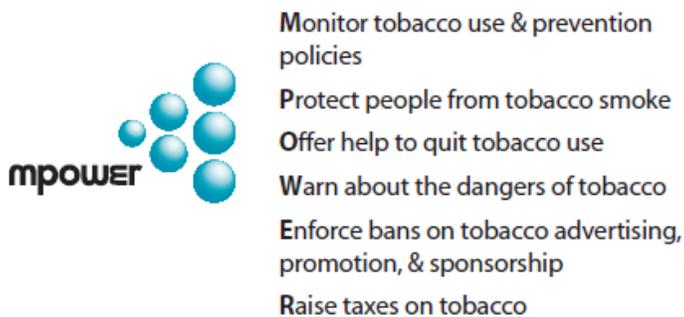


## GYTS Objectives

The Global Youth Tobacco Survey (GYTS), a component of the Global Tobacco Surveillance System (GTSS), is a global standard for systematically monitoring youth tobacco use (smoking and smokeless) and tracking key tobacco control indicators.

GYTS is a cross-sectional, nationally representative school-based survey of students in grades associated with ages 13 to 15 years. GYTS uses a standard core questionnaire, sample design, and data collection protocol. It assists countries in fulfilling their obligations under the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) to generate comparable data within and across countries. WHO has developed MPOWER, a technical package of selected demand reduction measures contained in the WHO FCTC:



## GYTS Methodology

GYTS uses a global standardized methodology that includes a two-stage sample design with schools selected with a probability proportional to enrollment size. The classes within selected schools are chosen randomly and all students in selected classes are eligible to participate in the survey. The survey uses a standard core questionnaire with a set of optional questions that countries can adapt to measure and track key tobacco control indicators. The questionnaire covers the following topics: tobacco use (smoking and smokeless), cessation, secondhand smoke (SHS), pro- and anti-tobacco media and advertising, access to and availability of tobacco products, and knowledge and attitudes regarding tobacco use. The questionnaire is self-administered; using scannable paper-based bubble sheets, it is anonymous to ensure confidentiality.

In the Cook Islands, GYTS was conducted as a census in 2016 by the Ministry of Health. The overall response rate was 56.6%. A total of 614 eligible students in grades/forms 9-13 completed the survey, of which 334 were aged 13-15 years. Data are reported for students aged 13-15 years.

## GYTS Highlights

### TOBACCO USE

- 21.5% of students, 29.7% of boys, and 13.9% of girls currently used any tobacco products.
- 20.7% of students, 28.1% of boys, and 13.9% of girls currently smoked tobacco.
- 17.5% of students, 23.5% of boys, and 11.9% of girls currently smoked cigarettes.
- 3.0% of students, 3.8% of boys, and 2.4% of girls currently used smokeless tobacco.

### ELECTRONIC CIGARETTES

- 7.2% of students, 7.4% of boys, and 7.0% of girls currently used electronic cigarettes.

### CESSATION

- Almost 8 in 10 (76.3%) current smokers tried to stop smoking in the past 12 months.

### SECONDHAND SMOKE

- 49.5% of students were exposed to tobacco smoke at home.
- 51.7% of students were exposed to tobacco smoke inside enclosed public places.

### ACCESS & AVAILABILITY

- 19.0% of current cigarette smokers bought cigarettes from a store, shop, or street vendor.

### MEDIA

- Almost 6 in 10 (58.4%) students noticed anti-tobacco messages in the media.
- More than 3 in 10 (34.2%) students noticed tobacco advertisements or promotions when visiting points of sale.
- Almost 2 in 10 (16.6%) students had something with a tobacco brand logo on it.

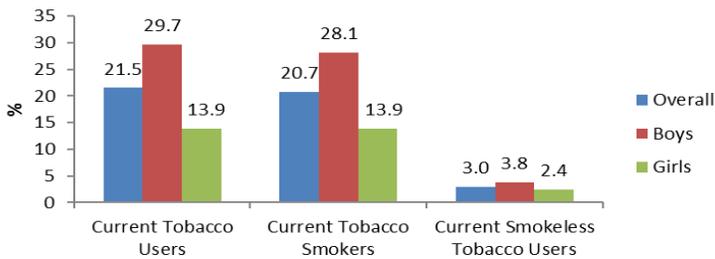
### KNOWLEDGE & ATTITUDES

- 42.8% of students definitely thought other people's tobacco smoking is harmful to them.
- 72.7% of students favored prohibiting smoking inside enclosed public places.

**TOBACCO USE**

	OVERALL (%)	BOYS (%)	GIRLS (%)
<b>SMOKED TOBACCO</b>			
Current tobacco smokers <sup>1</sup>	20.7	28.1	13.9
Current cigarette smokers <sup>2</sup>	17.5	23.5	11.9
Frequent cigarette smokers <sup>3</sup>	2.6	4.7	0.6
Current smokers of other tobacco <sup>4</sup>	8.0	10.9	5.4
Ever tobacco smokers <sup>5</sup>	49.7	57.4	42.1
Ever cigarette smokers <sup>6</sup>	44.6	51.0	38.3
Ever smokers of other tobacco <sup>7</sup>	18.0	21.4	14.9
<b>SMOKELESS TOBACCO</b>			
Current smokeless tobacco users <sup>8</sup>	3.0	3.8	2.4
Ever smokeless tobacco users <sup>9</sup>	4.2	5.7	2.9
<b>ANY TOBACCO USE (smoked and/or smokeless)</b>			
Current tobacco users <sup>10</sup>	21.5	29.7	13.9
Ever tobacco users <sup>11</sup>	50.3	58.8	42.1
<b>SUSCEPTIBILITY</b>			
Never tobacco users susceptible to tobacco use in the future <sup>12</sup>	16.8	14.8	18.2
Never smokers who thought they might enjoy smoking a cigarette <sup>13</sup>	8.4	13.1	4.9

**Current Tobacco Users Among Students Aged 13-15 Years -- Cook Islands, GYTS 2016**



**ELECTRONIC CIGARETTES**

	OVERALL (%)	BOYS (%)	GIRLS (%)
Current electronic cigarette users <sup>14</sup>	7.2	7.4	7.0

**CESSATION**

	OVERALL (%)	BOYS (%)	GIRLS (%)
Current smokers who tried to stop smoking in the past 12 months	76.3	--	--
Current smokers who thought they would be able to stop smoking if they wanted to	86.8	--	--
Current smokers who have ever received help/advice from a program or professional to stop smoking	26.4	--	--

**SECONDHAND SMOKE**

	OVERALL (%)	BOYS (%)	GIRLS (%)
Exposure to tobacco smoke at home <sup>15</sup>	49.5	46.6	52.3
Exposure to tobacco smoke inside any enclosed public place <sup>15</sup>	51.7	50.3	52.9
Exposure to tobacco smoke at any outdoor public place <sup>15</sup>	52.4	51.2	53.5
Students who saw anyone smoking inside the school building or outside on school property <sup>16</sup>	44.2	45.6	43.0

**ACCESS & AVAILABILITY**

	OVERALL (%)	BOYS (%)	GIRLS (%)
Current cigarette smokers who bought cigarettes from a store, shop, or street vendor <sup>17</sup>	19.0	--	--

**MEDIA**

	OVERALL (%)	BOYS (%)	GIRLS (%)
<b>TOBACCO ADVERTISING</b>			
Students who noticed tobacco advertisements or promotions at points of sale <sup>20</sup>	34.2	36.4	32.1
Students who saw anyone using tobacco on television, videos, or movies <sup>21</sup>	80.2	79.6	80.8
Students who were ever offered a free tobacco product from a tobacco company representative	4.6	5.6	3.6
Students who had something with a tobacco brand logo on it	16.6	23.1	10.7
<b>ANTI-TOBACCO ADVERTISING</b>			
Students who noticed anti-tobacco messages in the media <sup>16</sup>	58.4	53.8	62.8
Students who noticed anti-tobacco messages at sporting or community events <sup>22</sup>	38.8	39.3	38.2
Current smokers who thought about quitting because of a warning label <sup>23</sup>	55.4	54.3	--
Students who were taught in school about the dangers of tobacco use in the past 12 months	54.5	61.1	48.3

**KNOWLEDGE & ATTITUDES**

	OVERALL (%)	BOYS (%)	GIRLS (%)
Students who definitely thought it is difficult to quit once someone starts smoking tobacco	28.1	21.7	34.1
Students who thought smoking tobacco helps people feel more comfortable at celebrations, parties, and social gatherings	26.4	28.5	24.4
Students who definitely thought other people's tobacco smoking is harmful to them	42.8	40.1	45.3
Students who favored prohibiting smoking inside enclosed public places	72.7	63.8	81.2
Students who favored prohibiting smoking at outdoor public places	63.6	54.7	71.9

<sup>1</sup> Smoked cigarettes or other type of tobacco anytime during the past 30 days. <sup>2</sup> Smoked cigarettes anytime during the past 30 days. <sup>3</sup> Smoked cigarettes on 20 or more days of the past 30 days. <sup>4</sup> Smoked tobacco other than cigarettes anytime during the past 30 days. <sup>5</sup> Ever smoked cigarettes or other type of tobacco, even one or two puffs. <sup>6</sup> Ever smoked cigarettes, even one or two puffs. <sup>7</sup> Ever smoked tobacco other than cigarettes, even one or two puffs. <sup>8</sup> Used smokeless tobacco anytime during the past 30 days. <sup>9</sup> Ever used smokeless tobacco. <sup>10</sup> Smoked cigarettes, smoked other type of tobacco, and/or used smokeless tobacco anytime during the past 30 days. <sup>11</sup> Ever smoked tobacco and/or used smokeless tobacco. <sup>12</sup> Susceptible to future tobacco use includes those who answered "definitely yes", "probably yes", or "probably not" to using tobacco if one of their best friends offered it to them, or "definitely yes", "probably yes", or "probably not" to using tobacco during the next 12 months. <sup>13</sup> Those who answered "Agree" or "Strongly Agree" to the statement: "I think I might enjoy smoking a cigarette". <sup>14</sup> Used electronic cigarettes anytime during the past 30 days. Current use of electronic cigarettes is assessed separately from the question used to define current definition of current any tobacco use. <sup>15</sup> During the past 7 days. <sup>16</sup> During the past 30 days. <sup>17</sup> Outlet from which current cigarette smokers bought cigarettes the last time they smoked cigarettes in the past 30 days. <sup>18</sup> Among those who tried to buy cigarettes during the past 30 days. <sup>19</sup> Based on the last purchase, among those who bought cigarettes during the past 30 days. <sup>20</sup> Among those who visited a point of sale in the past 30 days. <sup>21</sup> Among those who watched television, videos, or movies in the past 30 days. <sup>22</sup> Among those who attended sporting or community events in the past 30 days. <sup>23</sup> Among those who noticed warning labels on cigarette packages in the past 30 days.

**NOTE:** Data are nationally representative of all students aged 13-15 years who are enrolled in school. A census was done of all schools containing students in grades/forms 9-13, and all students within all schools were surveyed. Percentages reflect the prevalence of each indicator in each group, not the distribution across groups.

--Estimates based on unweighted cases less than 35 are suppressed.