

British Virgin Islands (Ages 13-15) Global Youth Tobacco Survey (GYTS) FACT SHEET



The British Virgin Islands 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 British Virgin Islands could include in a comprehensive tobacco control program.

The British Virgin Islands GYTS was a school-based survey of students in forms 2, 3, 4 and 5 conducted in 2001.

A two-stage cluster sample design was used to produce representative data for British Virgin Islands. 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 75.0%, the class response rate was 100.0%, the student response rate was 85.6%, and the overall response rate was 64.2%. A total of 368 students aged 13-15 participated in the British Virgin Islands GYTS.

Prevalence

- 21.9% of students had ever smoked cigarettes (Boy = 26.2%, Girl = 18.2%)
- 10.5% currently use any tobacco product (Boy = 11.3%, Girl = 10.1%)
- 3.5% currently smoke cigarettes (Boy = 4.1%, Girl = 2.8%)
- 8.2% currently use other tobacco products (Boy = 8.3%, Girl = 8.4%)
- 9.9% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

- 33.3% think boys and 14.2% think girls who smoke have more friends
- 4.3% think boys and 4.1% think girls who smoke look more attractive

Exposure to Secondhand Smoke (SHS)

- 10.4% live in homes where others smoke in their presence
- 43.3% are around others who smoke in places outside their home
- 79.5% think smoking should be banned from public places
- 61.7% think smoke from others is harmful to them
- 13.4% have one or more parents who smoke
- 3.6% have most or all friends who smoke

Media and Advertising

- 84.2% saw anti-smoking media messages, in the past 30 days
- 49.0% saw pro-cigarette ads on billboards, in the past 30 days
- 55.0% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 9.8% have an object with a cigarette brand logo
- 6.5% were offered free cigarettes by a tobacco company representative

School

- 46.5% had been taught in class, during the past year, about the dangers of smoking
- 35.6% 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

- 10.5% of students currently use any form of tobacco; 3.5% currently smoke cigarettes; 8.2% currently use some other form of tobacco.
- SHS exposure is high – 10.4% of students live in homes where others smoke, and over 2 in 4 students are exposed to smoke around others outside of the home; 13.4% of students have at least one parent who smokes.
- Three in 5 students think smoke from others is harmful to them.
- Eight in 10 students think smoking in public places should be banned.
- One in 10 students has an object with a cigarette brand logo on it.
- More than 4 in 5 students saw anti-smoking media messages in the past 30 days; over half the students saw pro-cigarette ads on billboards and in newspapers or magazines in the past 30 days.