# 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<sup>a</sup> grade, 8<sup>a</sup> grade, and 1<sup>a</sup> 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.