

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



The Cook 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 Cook Islands could include in a comprehensive tobacco control program.

The Cook Islands GYTS was a school-based survey of students in form 1 through 6 conducted in 2003.

A two-stage cluster sample design was used to produce representative data for all of Cook 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 100%, the class response rate was 100%, the student response rate was 84.8%, and the overall response rate was 84.8%. A total of 604 students aged 13-15 participated in the Cook Islands GYTS.

Prevalence

- 71.7% of students had ever smoked cigarettes (Boy = 69.6%, Girl = 73.5%)
- 45.1% currently use any tobacco product (Boy = 39.9%, Girl = 49.6%)
- 45.1% currently smoke cigarettes (Boy = 39.9%, Girl = 49.6%)
- 19.8% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

- 47.2% think boys and 40.3% think girls who smoke have more friends
- 15.2% think boys and 13.7% think girls who smoke look more attractive

Access and Availability - Current Smokers

- 24.2% usually smoke at home
- 13.6% buy cigarettes in a store

Exposure to Secondhand Smoke (SHS)

- 57.6% live in homes where others smoke in their presence
- 73.0% are around others who smoke in places outside their home
- 75.7% think smoking should be banned from public places
- 49.9% think smoke from others is harmful to them
- 53.6% have one or more parents who smoke
- 26.0% have most or all friends who smoke

Cessation - Current Smokers

- 95.2% want to stop smoking
- 85.9% tried to stop smoking during the past year
- 79.0% have ever received help to stop smoking

Media and Advertising

- 80.9% saw anti-smoking media messages, in the past 30 days
- 66.6% saw pro-cigarette ads on billboards, in the past 30 days
- 71.0% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 18.6% have an object with a cigarette brand logo
- 12.6% were offered free cigarettes by a tobacco company representative

School

- 56.1% had been taught in class, during the past year, about the dangers of smoking
- 35.8% had discussed in class, during the past year, reasons why people their age smoke
- 54.8% had been taught in class, during the past year, the effects of tobacco use

Highlights

- More than 4 in 10 students currently smoke cigarettes.
- SHS exposure is high – Almost 6 in 10 students live in homes where others smoke in their presence; Over 7 in 10 are exposed to smoke in public places; More than half have one or more parents who smoke.
- Five in 10 of students think smoke from others is harmful to them.
- Over three-quarters of the students think smoking in public places should be banned.
- More than 9 in 10 smokers want to stop.
- Close to 1 in 5 students has an object with a cigarette brand logo on it.
- Over 8 in 10 students saw anti-smoking media messages in the past 30 days; Almost 7 in 10 students saw pro-cigarette ads in the past 30 days.

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