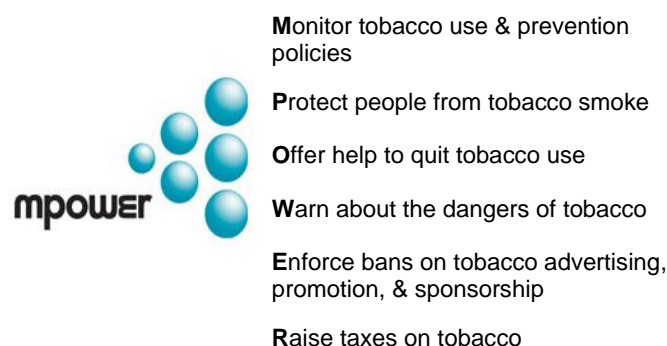


## GYTS Objectives

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 messages and advertisements, access to and availability of tobacco products, and knowledge and attitudes regarding tobacco use. The questionnaire is self-administered; using paper sheets, it is anonymous to ensure confidentiality.

In Meghalaya, the GYTS-4 was conducted in 2019 as part of national survey by the International Institute for Population Sciences (IIPS) under the Ministry of Health and Family Welfare (MoHFW). The overall response rate for Meghalaya was 98.0%. A total of 2,351 students from 24 schools (Public-8; Private-16) participated in the survey. Of which, 1,387 students aged 13-15 years were considered for reporting.



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## GYTS-4 Highlights

### TOBACCO USE

- 36% of students – 45% of boys and 27% of girls – currently used any tobacco products.
- 29% of students – 40% of boys and 20% of girls – currently smoked tobacco.
- 22% of students – 33% of boys and 12% of girls – currently smoked cigarette.
- 17% of students – 28% of boys and 7% of girls – currently smoked bidi.
- 24% of students – 25% of boys and 24% of girls – currently used smokeless tobacco.

### CESSATION

- 47% of students – 63% of boys and 46% of girls – tried to quit smoking in the past 12 months.
- 67% of current smokers wanted to quit smoking now.
- 54% of current users of smokeless tobacco tried to quit using in past 12 months.
- 67% of current users of smokeless tobacco wanted to quit now.

### SECONDHAND SMOKE

- 39% of students were exposed to tobacco smoke at home.
- 59% of students were exposed to tobacco smoke inside enclosed public places.

### ACCESS & AVAILABILITY

- 74% of current cigarette smokers and 73% of current *bidi* smokers bought cigarettes/*bidis* from a store, *paan* shop, street vendor or vending machine.
- Among the current smokers who bought cigarette/*bidi*, 46% of cigarette smokers and 61% of *bidi* smokers were not refused because of their age.

### MEDIA

- 61% of students noticed anti-tobacco messages in the mass media.
- 23% of students noticed tobacco advertisements or promotions when visiting points of sale.

### KNOWLEDGE & ATTITUDES

- 65% of students thought other people's cigarette smoking is harmful to them.
- 69% of students favoured ban on smoking inside enclosed public places.

### SCHOOL POLICY

- 97% of school heads – 95% in rural and 100% in urban schools – were aware of COTPA, 2003.
- 96% of schools – 93% in rural and 100% in urban schools – were aware of the policy to display 'tobacco-free school' board.



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TOBACCO USE					
Any tobacco use <sup>1</sup> ( <i>smoked and/or smokeless</i> )	Boys (%)	Girls (%)	Rural (%)	Urban (%)	Total (%)
a. Ever tobacco users <sup>2</sup>	60.6	40.3	45.3	63.8	49.8
b. Current tobacco users <sup>3</sup>	45.2	27.0	35.1	36.8	35.5
Smoking tobacco <sup>4</sup>					
a. Ever tobacco smokers	53.3	26.1	37.7	42.3	38.8
b. Current tobacco smokers	39.5	19.1	30.7	22.2	28.6
Cigarette					
a. Ever cigarette users	43.5	17.9	27.5	37.4	29.9
b. Current cigarette users	32.8	12.1	22.7	18.7	21.8
Bidi					
a. Ever <i>bidi</i> users	37.0	8.4	23.3	16.8	21.8
b. Current <i>bidi</i> users	28.1	7.2	19.8	8.1	17.0
Smokeless tobacco					
a. Ever smokeless tobacco users	42.3	34.1	33.2	52.6	37.9
b. Current smokeless tobacco users	25.1	23.5	23.9	25.4	24.3
c. Ever users of <i>paan masala</i> <sup>5</sup> together with tobacco	19.9	9.5	13.4	17.3	14.4
Susceptibility					
a. Never cigarette smokers susceptible to cigarette use in future <sup>6</sup>	10.3	4.4	5.2	12.9	6.5
Median age of initiation (in years)					
a. Cigarette	11.9	11.1	11.7	11.9	11.7
b. <i>Bidi</i>	12.2	11.9	12.2	10.7	12.1
c. Smokeless tobacco	11.4	12.0	11.9	10.8	11.6
ELECTRONIC CIGARETTE <sup>7</sup>					
a. Awareness about e-cigarette	51.8	28.9	33.4	59.3	39.6
b. Ever e-cigarette use	19.4	6.0	10.6	17.5	12.3
CESSATION					
Smoking tobacco					
a. Ever tobacco smokers who quit in last 12 months <sup>8</sup>	40.2	23.9	31.6	42.2	34.4
b. Current tobacco smokers who tried to quit smoking in the past 12 months <sup>9</sup>	55.0	31.3	45.1	53.0	46.6
c. Current tobacco smokers who wanted to quit smoking now <sup>9</sup>	56.6	51.7	53.1	62.2	54.8
Smokeless tobacco					
a. Ever smokeless tobacco users who quit in last 12 months <sup>8</sup>	45.0	60.9	64.8	28.5	52.6
b. Current smokeless tobacco users who tried to quit tobacco in the past 12 months <sup>9</sup>	62.6	46.3	53.4	56.3	54.2
c. Current smokeless tobacco users who wanted to quit tobacco now <sup>9</sup>	63.9	70.3	68.0	64.7	67.2
SECONDHAND SMOKE (SHS) <sup>10</sup>					
a. Exposure to tobacco smoke at home/public place	77.4	68.2	70.6	78.5	72.5
b. Exposure to tobacco smoke at home	43.7	35.4	41.9	31.1	39.3
c. Exposure to tobacco smoke inside any enclosed public places <sup>11</sup>	63.8	54.3	56.9	64.3	58.7
d. Exposure to tobacco smoke at any outdoor public places <sup>12</sup>	70.3	59.5	62.4	71.4	64.6
e. Students who saw anyone smoking inside the school building or outside school property	49.8	47.6	46.9	54.0	48.6

**Notes:** 1. Use of any form of tobacco, i.e. smoking, smokeless, and any other form of tobacco products; 2. Ever tried or experimented any form of tobacco even once; 3. Use of any form of tobacco in past 30 days; 4. Includes other form of smoking products in addition to cigarette and *bidi* such as *hookah*, cigars, cheroots, cigarillos, water pipe, *chillum*, *chutta*, *dhumti*; 5. Use of *paan masala* together with tobacco was asked directly as one of the categories of smokeless tobacco. 6. Susceptibility to future cigarette use includes those who answered “yes”, or “maybe” to using tobacco products if one of their best friends offered it to them. 7. E-cigarette is part of Electronic Nicotine Delivery System (ENDS) and includes like devices and other emerging products; 8. Stopped using tobacco in past 12 months; 9. Refers to current tobacco users only; 10. Secondhand smoking or passive smoking refers to exposure to other people’s smoking in past 7 days; 11. Refers to schools, hostels, shops, restaurants, movie theatres, public conveyances, gyms, sports arenas, airports, auditorium, hospital building, railway waiting room, public toilets, public offices, educational institutions, libraries, etc.; 12. Refers to playgrounds, sidewalks, entrances to buildings, parks, beaches, bus stops, market places, etc.

## ACCESS AND AVAILABILITY

Major source of tobacco products <sup>13</sup>	Boys (%)	Girls (%)	Rural (%)	Urban (%)	Total (%)
a. Cigarette: Store	27.1	26.4	25.6	31.5	26.9
b. Cigarette: Street vendor	21.1	37.0	28.8	15.0	25.8
c. <i>Bidi</i> : Store	25.7	80.5	36.3	53.9	38.2
d. <i>Bidi</i> : <i>Paan</i> shop	37.2	1.9	29.8	23.6	29.1
e. Smokeless tobacco: Store	36.3	61.9	55.6	32.4	49.6
f. Smokeless tobacco: <i>Paan</i> shop	35.8	13.3	27.8	13.7	24.2
g. Current cigarette smokers who bought cigarettes from a store, <i>paan</i> shop, street vendor, or vending machine	74.7	71.3	75.5	66.7	73.7
h. Current <i>bidi</i> smokers who bought <i>bidi</i> from a store, <i>paan</i> shop, or street vendor	70.1	80.7	72.5	72.2	72.5
Refused sale because of age in past 30 days					
a. Refused sale of cigarette	40.5	85.7	60.8	24.9	53.6
b. Refused sale of <i>bidi</i>	25.2	82.2	40.3	24.4	38.7
c. Refused sale of smokeless tobacco	38.2	56.1	53.5	28.1	47.5
Bought cigarette/ <i>bidi</i> as individual sticks in past 30 days					
a. Cigarette	52.4	44.5	49.2	53.2	50.1
b. <i>Bidi</i>	37.6	75.7	48.4	29.6	46.3
MEDIA AND ANTI-TOBACCO MESSAGES					
Anti-tobacco advertising in past 30 days					
a. Students who noticed anti-tobacco messages anywhere <sup>14</sup>	92.1	83.6	85.4	94.5	87.6
b. Students who noticed anti-tobacco messages in the mass media <sup>15</sup>	69.5	54.2	57.3	74.0	61.3
c. Students who noticed anti-tobacco messages at sporting, fairs, concerts, community events or social gatherings <sup>16</sup>	46.4	26.4	32.5	45.9	35.7
d. Students who noticed health warnings on any tobacco product/cigarette packages	62.3	47.7	50.3	67.9	54.5
Tobacco advertising in past 30 days					
a. Students who saw tobacco advertisements anywhere <sup>17</sup>	76.7	62.9	67.8	74.3	69.3
b. Students who saw anyone using tobacco on mass media <sup>15</sup>	67.8	55.0	57.2	72.7	61.0
c. Students who noticed cigarette advertisements/promotions at point of sale <sup>18</sup>	27.7	18.9	26.7	11.4	23.0
Anti-tobacco message					
a. Students who were taught in class about harmful effects of tobacco use during past 12 months	58.5	43.2	47.7	58.6	50.3
KNOWLEDGE AND ATTITUDE					
a. Students who thought it is difficult to quit once someone starts smoking tobacco	41.5	37.6	37.0	47.0	39.4
b. Students who thought other people's tobacco smoking is harmful to them	64.4	66.4	61.8	76.8	65.4
c. Students who favoured ban on smoking inside enclosed public places	76.6	61.7	64.4	82.0	68.6
d. Students who favoured ban on smoking at outdoor public places	76.0	77.9	75.1	83.2	77.0
SCHOOL POLICY ON TOBACCO USE <sup>19</sup>					
a. School heads aware of COTPA <sup>20</sup> , 2003			94.9	100.0	96.8
b. Schools authorized by the state government to collect fine for violation under Section-6 of the COTPA, 2003			46.5	55.3	49.7
c. Schools followed 'tobacco-free school' guidelines			86.5	100.0	91.4
d. Schools aware of the policy for displaying 'tobacco-free school' board			93.3	100.0	95.7

**Notes:** 13. Refers to source of obtaining tobacco products by current users at the time of last use in past 30 days and the two major sources are given here, therefore, these two figures may not add upto 100% as there are other sources; 14. Includes any form of mass media, fairs, concerts, sporting, community events or social gatherings, tobacco products packages and taught in class; 15. Mass media includes television, radio, internet, billboards, posters, newspapers, magazines, movies, etc.; 16. Social events include sports events, fairs, concerts, community events, social gatherings etc.; 17. Includes any form of media or point of sale; 18. Point of Sale includes any stores, grocery shops, *paan* shops etc.; 19. Unit of analysis is the school (unweighted); 20. Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003.

