

## 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:



Monitor tobacco use & prevention policies

Protect people from tobacco smoke

Offer help to quit tobacco use

Warn about the dangers of tobacco

Enforce bans on tobacco advertising, promotion, & sponsorship

Raise taxes on tobacco

## 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 Kerala, 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 Kerala was 100.0%. A total of 3,206 students from 32 schools (Public-11; Private-21) participated in the survey. Of which, 2,930 students aged 13-15 years were considered for reporting.

## GYTS-4 Highlights

### TOBACCO USE

- 3.2% of students – 5.4% of boys and 0.9% of girls – currently used any tobacco products.
- 2.4% of students – 4.4% of boys and 0.4% of girls – currently smoked tobacco.
- 2.0% of students – 3.8% of boys and 0.1% of girls – currently smoked cigarette.
- 0.9% of students – 1.7% of boys and 0.1% of girls – currently smoked *bidi*.
- 1.3% of students – 2.0% of boys and 0.5% of girls – currently used smokeless tobacco.

### CESSATION

- 57% of students – 60% of boys and 21% of girls – tried to quit smoking in the past 12 months.
- 39% of current smokers wanted to quit smoking now.
- 34% of current users of smokeless tobacco tried to quit using in past 12 months.
- 37% of current users of smokeless tobacco wanted to quit now.

### SECONDHAND SMOKE

- 8.6% of students were exposed to tobacco smoke at home.
- 21% of students were exposed to tobacco smoke inside enclosed public places.

### ACCESS & AVAILABILITY

- 74% of current cigarette smokers and 57% 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*, 57% of cigarette smokers and 44% of *bidi* smokers were not refused because of their age.

### MEDIA

- 70% of students noticed anti-tobacco messages in the mass media.
- 19% of students noticed tobacco advertisements or promotions when visiting points of sale.

### KNOWLEDGE & ATTITUDES

- 83% of students thought other people's cigarette smoking is harmful to them.
- 86% of students favoured ban on smoking inside enclosed public places.

### SCHOOL POLICY

- 94% of school heads – 96% in rural and 89% in urban schools – were aware of COTPA, 2003.
- 88% of school heads – 87% in rural and 89% in urban schools – were aware of the policy to display 'tobacco-free school' board.



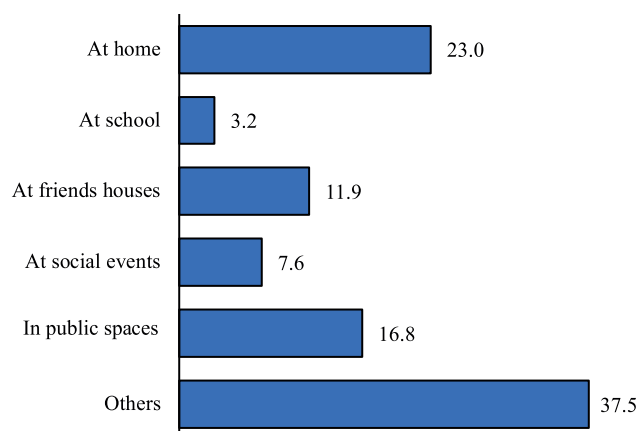
TOBACCO USE	Boys (%)	Girls (%)	Rural (%)	Urban (%)	Total (%)
<b>Any tobacco use<sup>1</sup> (smoked and/or smokeless)</b>					
a. Ever tobacco users <sup>2</sup>	20.5	5.1	14.2	6.2	13.0
b. Current tobacco users <sup>3</sup>	5.4	0.9	3.5	1.7	3.2
<b>Smoking tobacco<sup>4</sup></b>					
a. Ever tobacco smokers	15.7	2.3	10.1	4.9	9.3
b. Current tobacco smokers	4.4	0.4	2.7	1.0	2.4
<b>Cigarette</b>					
a. Ever cigarette users	12.5	1.4	7.6	3.9	7.1
b. Current cigarette users	3.8	0.1	2.2	0.9	2.0
<b>Bidi</b>					
a. Ever <i>bidi</i> users	8.4	1.0	5.2	2.4	4.8
b. Current <i>bidi</i> users	1.7	0.1	1.1	0.1	0.9
<b>Smokeless tobacco</b>					
a. Ever smokeless tobacco users	11.4	3.3	8.0	4.4	7.4
b. Current smokeless tobacco users	2.0	0.5	1.2	1.6	1.3
c. Ever users of <i>paan</i> masala <sup>5</sup> together with tobacco	1.2	0.3	0.7	1.3	0.8
<b>Susceptibility</b>					
a. Never cigarette smokers susceptible to cigarette use in future <sup>6</sup>	5.0	1.8	3.1	4.2	3.3
<b>Median age of initiation (in years)</b>					
a. Cigarette	12.0	11.3	12.0	11.6	11.9
b. <i>Bidi</i>	11.8	13.5	12.0	11.4	11.9
c. Smokeless tobacco	12.0	7.6	11.4	11.7	11.5
<b>ELECTRONIC CIGARETTE<sup>7</sup></b>					
a. Awareness about e-cigarette	42.0	39.9	41.4	38.7	41.0
b. Ever e-cigarette use	3.5	0.6	2.2	1.9	2.1
<b>CESSATION</b>					
<b>Smoking tobacco</b>					
a. Ever tobacco smokers who quit in last 12 months <sup>8</sup>	26.5	11.1	24.4	24.3	24.4
b. Current tobacco smokers who tried to quit smoking in the past 12 months <sup>9</sup>	59.8	21.1	59.2	19.0	56.6
c. Current tobacco smokers who wanted to quit smoking now <sup>9</sup>	42.4	0.0	40.9	9.4	38.9
<b>Smokeless tobacco</b>					
a. Ever smokeless tobacco users who quit in last 12 months <sup>8</sup>	11.9	10.3	10.7	20.4	11.6
b. Current smokeless tobacco users who tried to quit tobacco in the past 12 months <sup>9</sup>	39.1	15.6	32.2	43.2	34.4
c. Current smokeless tobacco users who wanted to quit tobacco now <sup>9</sup>	35.3	42.4	35.8	40.3	36.7
<b>SECONDHAND SMOKE (SHS)<sup>10</sup></b>					
a. Exposure to tobacco smoke at home/public place	34.4	34.0	35.3	28.3	34.2
b. Exposure to tobacco smoke at home	9.4	7.8	8.7	8.4	8.6
c. Exposure to tobacco smoke inside any enclosed public places <sup>11</sup>	21.5	19.8	21.6	15.4	20.7
d. Exposure to tobacco smoke at any outdoor public places <sup>12</sup>	26.8	26.7	27.5	22.8	26.7
e. Students who saw anyone smoking inside the school building or outside school property	17.5	10.7	14.3	13.4	14.2

**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.; #. the value 0.0 represent prevalence of less than 0.05.

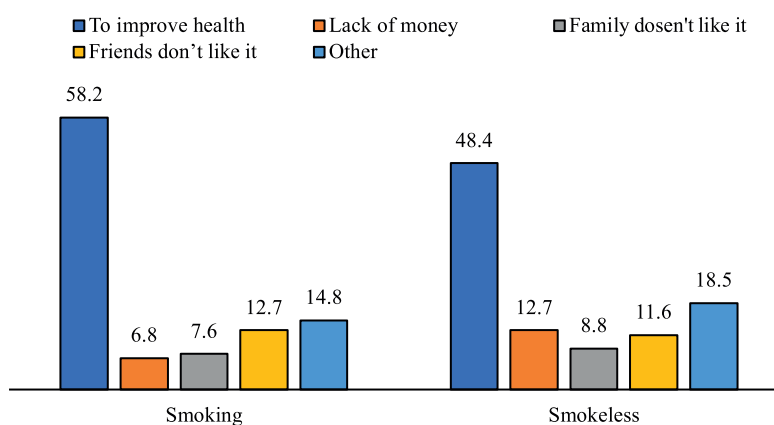
ACCESS AND AVAILABILITY	Boys (%)	Girls (%)	Rural (%)	Urban (%)	Total (%)
<b>Major source of tobacco products<sup>13</sup></b>					
a. Cigarette: Store	100.0	0.0	38.4	8.1	36.3
b. Cigarette: Some other way	100.0	0.0	13.7	0.0	12.7
c. <i>Bidi</i> : Store	37.8	0.0	37.4	32.5	37.2
d. <i>Bidi</i> : Someone else	20.3	100.0	20.6	50.8	21.4
e. Smokeless tobacco: Store	36.1	47.6	31.9	49.4	37.1
f. Smokeless tobacco: Someone else	23.7	42.1	17.4	44.2	25.4
g. Current cigarette smokers who bought cigarettes from a store, <i>paan</i> shop, street vendor, or vending machine	75.7	0.0	72.6	94.7	74.2
h. Current <i>bidi</i> smokers who bought <i>bidi</i> from a store, <i>paan</i> shop or street vendor	61.4	0.0	57.6	49.2	57.4
<b>Refused sale because of age in past 30 days</b>					
a. Refused sale of cigarette	43.3	0.0	46.5	2.9	43.3
b. Refused sale of <i>bidi</i>	56.1	0.0	56.7	31.9	56.1
c. Refused sale of smokeless tobacco	13.2	100.0	30.3	0.0	21.5
<b>Bought cigarette/<i>bidi</i> as individual sticks in past 30 days</b>					
a. Cigarette	100.0	0.0	44.6	86.6	47.6
b. <i>Bidi</i>	32.3	100.0	32.7	50.8	33.2
<b>MEDIA AND ANTI-TOBACCO MESSAGES</b>					
<b>Anti-tobacco advertising in past 30 days</b>					
a. Students who noticed anti-tobacco messages anywhere <sup>14</sup>	79.1	83.3	81.5	79.1	81.1
b. Students who noticed anti-tobacco messages in the mass media <sup>15</sup>	67.4	73.3	71.5	64.2	70.3
c. Students who noticed anti-tobacco messages at sporting, fairs, concerts, community events or social gatherings <sup>16</sup>	30.9	28.5	30.4	26.0	29.7
d. Students who noticed health warnings on any tobacco product/cigarette packages	28.0	24.5	26.7	24.3	26.3
<b>Tobacco advertising in past 30 days</b>					
a. Students who saw tobacco advertisements anywhere <sup>17</sup>	59.5	56.1	59.6	48.5	57.8
b. Students who saw anyone using tobacco on mass media <sup>15</sup>	49.6	46.1	49.2	40.8	47.9
c. Students who noticed cigarette advertisements/promotions at point of sale <sup>18</sup>	19.1	18.7	20.0	13.1	18.9
<b>Anti-tobacco message</b>					
a. Students who were taught in class about harmful effects of tobacco use during past 12 months	31.5	40.6	35.6	37.9	35.9
<b>KNOWLEDGE AND ATTITUDE</b>					
a. Students who thought it is difficult to quit once someone starts smoking tobacco	39.1	41.1	39.3	44.0	40.0
b. Students who thought other people's tobacco smoking is harmful to them	78.4	87.3	82.5	83.9	82.8
c. Students who favoured ban on smoking inside enclosed public places	81.8	90.9	86.9	82.7	86.2
d. Students who favoured ban on smoking at outdoor public places	79.6	90.3	85.1	83.4	84.8
<b>SCHOOL POLICY ON TOBACCO USE<sup>19</sup></b>					
a. School heads aware of COTPA <sup>20</sup> , 2003			95.7	88.9	93.8
b. Schools authorized by the state government to collect fine for violation under Section-6 of the COTPA, 2003			47.8	22.2	40.6
c. Schools followed 'tobacco-free school' guidelines			95.7	100.0	96.9
d. Schools aware of the policy for displaying 'tobacco-free school' board			87.0	88.9	87.5

**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.

### Places of usual smoking (%)



### Reasons for quitting tobacco (%)



### Ever used or ever heard about Tobacco Quitline (%)

