



KENYA

Global Youth Tobacco Survey (GYTS)

Fact Sheet (Ages 13-15)



The Kenya 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, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components Kenya could include in a comprehensive tobacco control program. The Kenya GYTS was a school-based survey of students in standard 7, standard 8, form 1 and form 2 conducted in 2007.

A two-stage cluster sample design was used to produce representative data for Kenya. 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 100.0%, the student response rate was 89.4%, and the overall response rate was 89.4%. A total of 6,768 students aged 13-15 participated in the Kenya GYTS.

Prevalence

- 21.2% of students had ever smoked cigarettes (Boy = 29.5%, Girl = 13.5%)
- 15.1% currently use any tobacco product (Boy = 14.9%, Girl = 14.5%)
- 8.2% currently smoke cigarettes (Boy = 11.2%, Girl = 5.2%)
- 10.1% currently use other tobacco products (Boy = 8.2%, Girl = 11.4%)
- 19.5% of never smokers are likely to initiate smoking next year

Access and Availability - Current Smokers

- 36.6% usually smoke at home
- 17.9% buy cigarettes in a store
- 67.2% who bought cigarettes in a store were NOT refused purchase because of their age

Environmental Tobacco Smoke

- 24.7% live in homes where others smoke in their presence
- 48.2% are around others who smoke in places outside their home
- 52.0% think smoking should be banned from public places
- 68.3% think smoke from others is harmful to them
- 18.1% have one or more parents who smoke
- 5.5% have most or all friends who smoke

Knowledge and Attitudes

- 29.1% think boys and 18.7% think girls who smoke have more friends
- 13.0% think boys and 10.7% think girls who smoke look more attractive

Cessation - Current Smokers

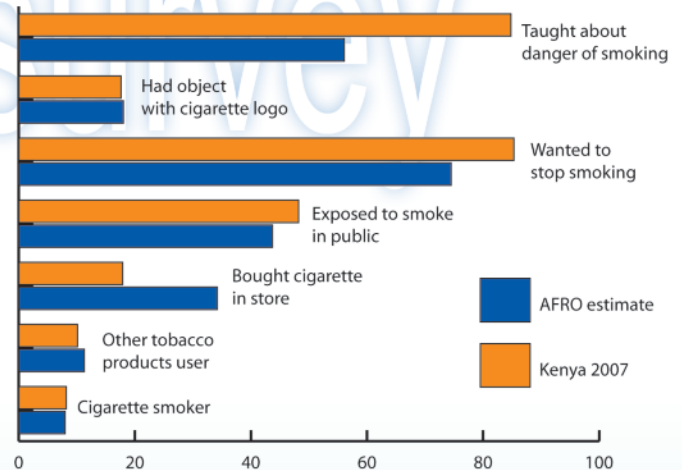
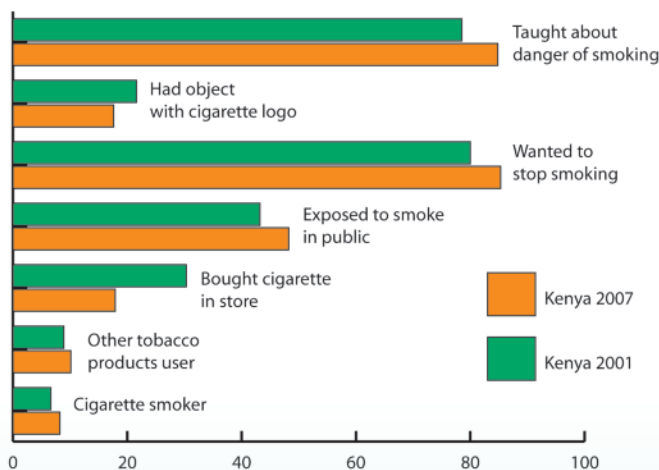
- 85.3% want to stop smoking
- 75.9% tried to stop smoking during the past year
- 86.9% have ever received help to stop smoking

Media and Advertising

- 82.5% saw anti-smoking media messages, in the past 30 days
- 82.2% saw pro-cigarette ads on billboards, in the past 30 days
- 69.0% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 17.6% have an object with a cigarette brand logo
- 11.3% were offered free cigarettes by a tobacco company representative

School

- 84.8% had been taught in class, during the past year, about the dangers of smoking
- 68.5% had discussed in class, during the past year, reasons why people their age smoke
- 86.5% had been taught in class, during the past year, the effects of tobacco use



HIGHLIGHTS

- 15.1% of students currently use any form of tobacco; 8.2% currently smoke cigarettes; One in 10 currently use some other form of tobacco.
- ETS exposure is high - Nearly one-quarter of the students live in homes where others smoke, while nearly half of the students are around others who smoke in places outside of their home; Almost 2 in 10 students have one or more parents who smoke.
- More than two-thirds of the students think smoke from others is harmful to them.
- Over half the students think smoking should be banned from public places.
- More than 8 in 10 students who are currently smoking indicated that they want to stop smoking now; Over three-quarters of the students currently smoking tried to stop during the past year.
- More than 8 in 10 students saw anti-smoking messages while 8 in 10 saw pro-cigarette ads on billboards, and over half of the students saw pro-cigarettes ads in newspapers & magazines.