

Marshall Islands (Ages 13-15) Global Youth Tobacco Survey (GYTS)



FACT SHEET

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

The Marshall Islands GYTS was a school-based survey of students in grades 7-9 conducted in 2009.

A census was done of all schools containing students in grades 7-9 in the Marshall Islands. All students within all schools were surveyed. The school response rate was 63.6%, the class response rate was 100.0%, the student response rate was 92.4%, and the overall response rate was 58.8%. A total of 351 students aged 13-15 participated in the Marshall Islands GYTS.

Prevalence

- 19.9% of students had ever smoked cigarettes (Boy = 24.6%, Girl = 14.6%)
- 25.9% currently use any tobacco product (Boy = 29.4%, Girl = 21.6%)
- 13.3% currently smoke cigarettes (Boy = 17.0%, Girl = 10.6%)
- 20.1% currently use other tobacco products (Boy = 22.6%, Girl = 15.8%)
- 9.3% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

- 50.4% think girls who smoke have more friends
- 53.5% think boys and 49.3% think girls who smoke look more attractive

Access and Availability - Current Smokers

- 6.5% usually smoke at home
- 12.0% buy cigarettes in a store

Exposure to Secondhand Smoke (SHS)

- 52.1% live in homes where others smoke in their presence
- 59.7% are around others who smoke in places outside their home
- 76.4% think smoking should be banned from public places
- 42.6% have one or more parents who smoke
- 8.4% have most or all friends who smoke

Media and Advertising

- 74.4% saw anti-smoking media messages, in the past 30 days
- 72.2% saw pro-cigarette ads on billboards, in the past 30 days
- 73.4% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 17.6% have an object with a cigarette brand logo
- 22.8% were offered free cigarettes by a tobacco company representative

School

- 64.7% had been taught in class, during the past year, about the dangers of smoking
- 48.7% had discussed in class, during the past year, reasons why people their age smoke
- 60.9% had been taught in class, during the past year, the effects of tobacco use

Highlights

- More than one-quarter of students currently use any form of tobacco; 13.3% currently smoke cigarettes; 20.1% currently use some other form of tobacco.
- SHS exposure is high – over one-half of the students live in homes where others smoke, and nearly three in five of the students are exposed to smoke around others outside of the home; more than two in five students have at least one parent who smokes.
- Over three-quarters of students think smoking in public places should be banned.
- Almost one in five students has an object with a cigarette brand logo on it.
- Almost three-quarters of students saw anti-smoking media messages in the past 30 days; over 7 in 10 students saw pro-cigarette ads on billboards and pro-tobacco ads in newspapers or magazines in the past 30 days.