

Liberia-Monrovia (Ages 13-15)

Global Youth Tobacco Survey (GYTS)

FACT SHEET



The Liberia-Monrovia 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 Liberia-Monrovia could include in a comprehensive tobacco control program.

The Liberia-Monrovia GYTS was a school-based survey of students in grades 6, 7, 8, and 9 conducted in 2008.

A two-stage cluster sample design was used to produce representative data for all Liberia-Monrovia. 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 88.0%, the class response rate was 100.0%, the student response rate was 81.0% and the overall response rate was 71.2%. A total of 660 13-15 year old students participated in the Liberia-Monrovia GYTS.

Prevalence

- 8.3% of students had ever smoked cigarettes (Boys = 8.4%, Girls = 7.3%)
- 13.6% currently use any tobacco product (Boys = 14.2%, Girls = 11.8%)
- 2.1% currently smoke cigarettes (Boys = 2.0%, Girls = 1.2%)
- 4.8% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

- 38.6% think boys and 31.3% think girls who smoke have more friends
- 26.8% think boys and 27.5% think girls who smoke look more attractive

Exposure to Secondhand Smoke (SHS)

- 23.6% live in homes where others smoke in their presence
- 45.5% are around others who smoke in places outside their home
- 78.5% think smoking should be banned from public places
- 67.6% think smoke from others is harmful to them
- 5.2% have one or more parents who smoke
- 1.2% have most or all friends who smoke

Media and Advertising

- 73.0% saw anti-smoking media messages, in the past 30 days
- 58.6% saw pro-cigarette ads on billboards, in the past 30 days
- 52.4% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 16.3% have an object with a cigarette brand logo
- 19.4% were offered free cigarettes by a tobacco company representative

School

- 47.7% had been taught in class, during the past year, about the dangers of smoking
- 36.0% had discussed in class, during the past year, reasons why people their age smoke
- 53.7% had been taught in class, during the past year, the effects of tobacco use

Highlights

- More than 1 in 10 students currently use any tobacco product; 2.1% of students currently smoke cigarettes.
- SHS exposure is moderate – over 1 in 5 students live in homes where others smoke; almost half of students are exposed to smoke of others outside their home; 5.2% of students have at least one parent who smokes.
- Almost 8 in 10 students think smoking should be banned in public places.
- Nearly 1 in 5 students was offered a free cigarette by a tobacco company representative.
- Almost 3 in 4 students saw anti-smoking media messages in the past 30 days; 58.6% of students saw pro-cigarette ads on billboards and 52.4% of students saw pro-cigarette ads in newspapers or magazines in the past 30 days.