

# Global Youth Tobacco Survey

Thailand, 2015



กรมควบคุมโรค  
Department of Disease Control



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## Acronyms

ASH	Action on Smoking and Health Foundation (Thailand)
CDC	Centers for Disease Control and Prevention (United States)
CI	confidence interval
GATS	Global Adult Tobacco Survey
GYTS	Global Youth Tobacco Survey
MoPH	Ministry of Public Health
MPOWER	a package of six evidence-based demand reduction measures: Monitor tobacco use and 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 and sponsorship; Raise taxes on tobacco
NGO	nongovernmental organization
NSO	National Statistical Office
OSH	Office on Smoking and Health (US)
SE	standard error
SHS	secondhand smoke
TFI	Tobacco-Free Initiative
ThaiHealth	Thai Health Promotion Foundation
UN	United Nations
WHO	World Health Organization
WHO FCTC	World Health Organization Framework Convention on Tobacco Control

## Foreword by the Minister of Public Health



Thailand ratified the WHO Framework Convention on Tobacco Control more than a decade ago. We also have two comprehensive tobacco control acts, which have been in force since 1992. These have been effective tools in curbing the tobacco epidemic in Thailand for more than 20 years. The results of implementing these two acts has been a continual decrease in cigarette smoking among adult smokers. In collaboration with WHO, we initiated and implemented the National Strategic Plan on Tobacco Control in 2010 to highlight the priority needs of our country and monitor national tobacco control interventions. Therefore, it is important to periodically monitor the prevalence of tobacco use and trends in the tobacco control situation in our country.

Protecting our youth from initiating tobacco use is a great challenge. Findings from the Global Youth Tobacco Survey (GYTS) show that the prevalence of tobacco use among youth, especially cigarette smoking, remains high and has not declined significantly over the years. This round of GYTS showed an upward trend in cigarette smoking among girls and an alarming rise in the use of new emerging tobacco products, including electronic cigarettes and *shisha*, among youth for the first time. Exposure to secondhand smoke in public places has decreased. However, nearly half of the students saw someone smoking in their school, even though schools are designated as 100% smoke free by law in Thailand.

This current report reveals the importance of planning and implementing tobacco control strategies, especially for the youth. The results can be used as baseline measures for evaluation of tobacco control programmes implemented in our country. On behalf of the Ministry of Public Health, I would like to acknowledge the technical assistance of and financial support from the Centers for Disease Control and Prevention and WHO in conducting this collaborative survey.

A handwritten signature in black ink that reads "P. Sakol". The signature is written in a cursive, flowing style.

Clin. Prof. Emeritus Piyasakol Sakolsatayadorn, M.D.  
Minister of Public Health, Thailand

## Message from the Regional Director



Globally, nearly 9 out of 10 smokers start before age of 18 years and about three out of four teen smokers become adult smokers. The higher sensitivity and vulnerability to nicotine addiction of children and adolescents implies that the earlier smokers start smoking, the more likely they are to become addicted.

Both the global voluntary noncommunicable disease (NCD) control targets 2025 and the Sustainable Development Goals 2030 have set ambitious targets of reducing the relative prevalence of tobacco use. While Thailand has been a leader in the WHO South-East Asia Region with the most comprehensive tobacco control legislations in place, one of the highest tax rates as a percentage of retail price imposed, and the National Strategic Plan for Tobacco Control (2010) implemented, its success in achieving the SDG and global NCD targets will depend on controlling prevailing tobacco use among adolescents.

The tobacco industry is actively exploiting the higher vulnerability of adolescents to nicotine addiction, and has been aggressively targeting marketing strategies at more and more young people. Recognizing both the difficulty in forcing existing users to quit as well as the importance of preventing initiation among teenagers, monitoring tobacco use among adolescents has become critical to inform any policies and measures to stem the tobacco epidemic.

Thailand has done impressive work in monitoring the use of tobacco, the exposure to secondhand smoke and tobacco advertising, and access to and availability of tobacco products among school adolescents. It has also conducted three (2005, 2009, 2015) nationwide tobacco surveys of youth enrolled in schools in the past 10 years, demonstrating the government's commitment to protecting the next generation from the tobacco disease burden.

This report presents results from the third round of the national youth tobacco survey. The findings are clearly alarming. The prevalence of cigarette smoking has stayed stubbornly high with some indication of increasing use among teenage girls. More than 65% of current teenage smokers bought cigarettes from a store, shop or street vendor and were not stopped from buying because of their age—a clear violation of the law prohibiting sale of tobacco to children under 18 years of age.

The findings and interpretations presented in the report suggest the need for proactive and sustained tobacco control efforts on multiple fronts. The findings from this and the previous two surveys will help in better planning and implementation of tobacco control strategies. I am optimistic that given the current political commitment, Thailand will be able to keep its next generation tobacco-free. Let us all work towards making the next generation tobacco-free in Thailand.

A handwritten signature in black ink, appearing to read 'Poonam Khetrpal Singh'.

Dr Poonam Khetrpal Singh  
Regional Director  
WHO South-East Asia Region



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The Department of Disease Control, Ministry of Public Health of Thailand has the honour and pleasure of acknowledging the technical assistance of and financial support from the World Health Organization and the United States Centers for Disease Control and Prevention (CDC) in supporting Thailand in implementing this third round of the Global Youth Tobacco Survey (GYTS) and printing this document.

This report is based on the 2015 GYTS findings in Thailand. The report was prepared by the following staff of the Bureau of Tobacco Control, Department of Disease Control, Ministry of Public Health: Dr Pantip Chotbenjamaporn, Director; Ms Seranee Julasereekul, Public Health Technical Officer, senior professional level; Ms Vilailak Haruhansapong – Public Health Technical Officer, professional level; and Ms Pensom Jumriangrit – Public Health Technical Officer, professional level.

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We also greatly appreciate the dedication and hard work of our partners from the regional office of the Department of Disease Control, the Provincial Public Health Office and our tobacco control networks.

# Executive summary

## Introduction

Tobacco use is the single biggest cause of preventable deaths, with an estimated 6 million deaths being attributed to tobacco use each year, globally. Tobacco use often starts in adolescence. To generate comparable and comprehensive tobacco use indicators among young people, WHO and the Centers for Disease Control and Prevention have developed the global Youth Tobacco Survey (GYTS) in collaboration with a number of countries. To monitor trends in tobacco use among the youth, Thailand has conducted two rounds of GYTS in 2005 and 2009, respectively.

## Methods

The third round of GYTS was conducted in Thailand in 2015 using standard tools. It was a school-based survey, which employed a two-stage cluster sample design to produce a nationally representative sample of students in grades 7, 8 and 9. A total of 31 public and private secondary schools were selected using random sampling based on probability proportional to school enrolment. In each school, 1–3 classes (grades 7–9) were selected using random sampling. All students in the selected classes from selected schools (30 schools) were invited to complete a self-administered questionnaire in the Thai language. Data from 13–15 year olds were analysed by applying a weighting factor to each record based on probability of selection and non-response.

## Results

Of 1876 students who completed the questionnaire (overall response rate 86.1%), 1721 were aged 13–15 years. Overall, 15% of students [95% confidence intervals: 11.2–19.8%] used tobacco; boys 21.8% [16.8–27.8%], girls 8.1% [5.1–12.5%]. The prevalence of cigarette use was 11.3% [8.2–15.3%] among all students—17.2% [12.9–22.5%] among boys and 5.2% [3.1–8.6%] among girls; 3.3% [2.2–5.1%] of students currently used electronic cigarettes. Exposure to secondhand smoke (SHS) at home, school or in enclosed public places was reported by 33.8% [29.6–38.3%], 47.9% [41.9–54.0%] and 38.6% [33.5–44.0%], respectively. The majority (72.6% [69.0–75.9%]) had noticed someone using tobacco on television, videos or the movies, and 30.9% [27.4–34.6%] had noticed tobacco advertising at points of sale. Among current smokers, 67.4% [58.5–75.3%] reported that they were easily able to buy cigarettes from stores. Moreover, 44% [31.7–57.1%] of the smokers were not declined cigarettes despite being underage. Though 72.2% [59.8–81.9%] of students wanted to quit smoking, only 29.3% [22.5–37.2%] had ever received help.

## Conclusions

The third round of Thailand's GYTS indicates that the use of tobacco products, especially cigarette use among Thai youth, has not declined over the years. This round of GYTS reveals an upward trend in cigarette smoking among girls and the use of electronic cigarettes among youth for the first time. Easy access to tobacco products may be an important reason for the continuing high use of tobacco among youth. Despite the ban on sale of tobacco to minors, a large proportion of students could easily buy tobacco from stores and convenience stores, despite being underage. While exposure to SHS has significantly decreased at home and in public places, a third of the students are still being exposed to SHS within the school premises. Many students who smoke want to quit but the services for smoking cessation fall

short of the current high demand. Despite laws that ban tobacco advertising and sponsorship, exposure to the use of tobacco on television, in videos and the Internet is common.

## Recommendations

- Policy-makers must urgently pass the new tobacco bill, which includes a number of good policies to curb access to and use of tobacco by the youth, including a higher age for purchasing tobacco products, ban on the sale of single cigarettes and expansion of the definition of tobacco use to include emerging tobacco products.
- The school administration must establish effective mechanisms to fully implement and enforce school-based tobacco control interventions, including implementation of a 100% smoke-free policy. There is a need to strengthen school-based smoking cessation interventions to meet the high demand for tobacco cessation services among students.
- Provincial and local authorities must ensure compliance with and enforce national tobacco control laws stringently.
- Urgent steps are needed to enforce bans on tobacco product advertisement in all media to “denormalize” tobacco use among youth.
- There is a need for continuing anti-tobacco campaigns in the media to inform the public and youth about the dangers of tobacco.



# 1. Introduction

Worldwide, tobacco use is the largest cause of preventable deaths. The World Health Organization (WHO) estimates that more than 6 million people die each year from tobacco-related causes. Exposure to secondhand smoke (SHS) is responsible for an estimated 600 000 deaths per year, including 170 000 deaths among children (1). Without urgent action, the annual number of deaths from tobacco will increase progressively to reach 8 million by 2030. Tobacco use leads to increased risk of cancers, cardiovascular diseases, diabetes and chronic respiratory diseases, which account for 68% of all deaths globally (2). Apart from the health burden, tobacco use poses a major economic burden on individuals, families and national economies, both from medical costs of illness and lost productivity from premature mortality.

Most smokers initiate smoking during adolescence or young adulthood (3,4). Evidence supports that earlier initiation of smoking is associated with subsequent regular smoking, irrespective of sex, race or ethnicity (5). Moreover, youth smokers are more likely to continue to smoke in adulthood. For these and other reasons, youth have long been a target group of the tobacco industry.

The Global Youth Tobacco Survey (GYTS) was developed by the Tobacco-Free Initiative (TFI), WHO and the Office on Smoking and Health (OSH) of the United States Centers for Disease Control and Prevention (CDC), in collaboration with a number of countries representing the six WHO regions to generate comprehensive tobacco prevention and control information on young people. It enables countries to systematically monitor tobacco use among the youth and track key tobacco control indicators using globally standardized tools. The GYTS is a nationally representative school-based survey of students aged 13–15 years, which uses consistent and standard protocols across countries. It is intended to generate comparable data within and across countries.

## 1.1 Country demographics

Thailand is a Member State of the WHO South-East Asia Region. The country covers an area of 513 120 km<sup>2</sup> and is the fourth-largest country in the South-East Asia Region in terms of land size, after India, Indonesia and Myanmar. Thailand is a democratic country, with a constitutional monarchy. The population is approximately 67.73 million (in 2014). The majority of the population is ethnically Thai and follows Buddhism. The official national language is Thai.

Thailand is considered an upper–middle-income country. The per capita gross domestic product (GDP) reported in 2014 was 0.9% while the annual national population growth rate during 2010–2015 was 0.3% (6). Thailand's currency is Baht and the exchange rate is US\$ 1 equals THB 35.72.<sup>1</sup> The life expectancy at birth is 77.7 years for women and 71.0 years for men (7).

## 1.2 WHO Framework Convention on Tobacco Control and MPOWER

In response to the globalization of the tobacco epidemic, 191 Member States of WHO unanimously adopted the WHO Framework Convention on Tobacco Control (FCTC) at the Fifty-sixth World Health Assembly in May 2003. The Convention entered into force on 27 February 2005 and, 90 days later, it had been approved by 40 Member States. The WHO FCTC is the world's first public health treaty on tobacco control. It is the driving force behind, and a blueprint for, the global response to the pandemic of tobacco-

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<sup>1</sup> Bank of Thailand (2015). Retrieved 2 November 2015, from [https://www.bot.or.th/english/statistics/financialmarkets/exchangerate/\\_layouts/application/exchangerate/exchangerate.aspx](https://www.bot.or.th/english/statistics/financialmarkets/exchangerate/_layouts/application/exchangerate/exchangerate.aspx).

induced deaths and diseases. The treaty embodies a coordinated, effective and urgent action plan to curb tobacco consumption, and lays out cost-effective tobacco control strategies for public policies, such as banning direct and indirect tobacco advertising, increasing tobacco taxes and prices, promoting smoke-free public places and workplaces, displaying prominent health messages on tobacco packaging, and tobacco surveillance, research and exchange of information. To assist countries in fulfilling their WHO FCTC obligations, in 2008, WHO introduced MPOWER, a technical package of six evidence-based tobacco control measures that are proven to reduce tobacco use and save lives.

- **M**onitor tobacco use and prevention policies.
- **P**rotect people from tobacco smoke.
- **O**ffer help to quit tobacco use.
- **W**arn about the dangers of tobacco.
- **E**nforce bans on tobacco advertising, promotion and sponsorship.
- **R**aise taxes on tobacco.

The GYTS supports the WHO MPOWER package by monitoring country-specific data on key tobacco indicators, including prevalence, knowledge and behaviour.

### 1.3 Purpose and rationale

The GYTS enhances countries' capacity to monitor tobacco consumption and initiation of tobacco use among youth, guides national tobacco prevention and control programmes, and facilitates comparison of tobacco-related data at the national, regional and global levels. Results from the GYTS are also useful for documenting changes in different variables of tobacco control measures in order to monitor implementation of different provisions of the tobacco control law and relevant Articles of the WHO FCTC.

In Thailand, smoking is the second leading health risk factor after alcohol consumption for premature death and disability, and more than 50 000 people die each year from tobacco-related diseases (8). The overall prevalence of current smoking among adults aged 15 years and above has been decreasing steadily since 1991, but it has plateaued in recent years. The 2015 report on tobacco consumption indicates that 19.6% of Thai people aged 15 years and above (approximately 10.94 million people) were current cigarette smokers (9).

Thailand has previously conducted two rounds of GYTS in 2004 and 2009, respectively. Over this period, the prevalence of cigarette smoking slightly increased from 10.1% to 11.7%, while exposure to SHS slightly decreased. In addition, the proportion of youth who owned something with a tobacco brand logo dropped significantly from 39.3% in 2004 to 9.3% in 2009 (10, 11).

The GYTS provides important information and an evidence base for developing policy measures and guiding suitable interventions and strategies for tobacco-free initiatives. It also provides data for monitoring and evaluating tobacco control programmes to assess progress towards achieving global targets on reducing tobacco use.

## 1.4 Current state of policy

Thailand ratified the WHO FCTC on 8 November 2004. However, several tobacco control programmes were developed and implemented even before 2004. Two comprehensive national tobacco control laws have been enacted since 1992, which cover most of the WHO FCTC provisions: the Tobacco Products Control Act, B.E. 2535 (1992) and the Non-Smokers' Health Protection Act, B.E. 2535 (1992). Accordingly, a number of corresponding notifications were subsequently issued in order to strengthen the implementation of tobacco control policies. Many of the relevant tobacco control regulations were addressed in the Tobacco Products Control Act, B.E. 2535 (1992), whereas measures for a smoke-free environment were addressed in the other Non-Smokers' Health Protection Act.

Major components of the Tobacco Products Control Act, B.E. 2535 (1992) are as follows:

- banning tobacco sales to minors below 18 years of age;
- prohibiting cigarette vending machines;
- prohibiting all forms of tobacco sale promotion;
- banning offers of free tobacco samples to others;
- banning almost all forms of tobacco advertisement, direct and indirect, including the trademark display;
- prohibiting the inclusion of any tobacco name or trademark in other products;
- prohibiting any imitation of cigarette or cigar;
- requiring the disclosure of the ingredients of cigarette products to the Ministry of Public Health (MoPH);
- requiring pictorial health warnings and warning labels, each with a different message, to be placed on the front and back of cigarette packets.

The Non-Smokers' Health Protection Act, B.E. 2535 (1992) directs most indoor and outdoor public places to be smoke-free areas to protect the health of nonsmokers, especially children. The policy on smoke-free public places was comprehensively updated by the latest notification number 19, which has been in force since 27 June 2010. This notification expanded the coverage of a 100% smoke-free policy to include many more public places, such as health care or health promotion service areas, schools and educational institutes, workplaces, vehicle and transport stations, places of religious worship and similar places.

Since 2009, Thailand has implemented several policies related to tobacco control as shown in Box 1.

## Box 1. Anti-tobacco policy measures, Thailand, 2009–2016

Time	Policy implementation in Thailand 2009–2015
May 2009	Excise taxes increase to 85% of the ex-factory price
April 2010	National Strategic Plan for Tobacco Control 2010–2014
Mar 2010	Set of 10 pictorial health warnings cover 55% of the front and back (cigarette packet)
June 2010	Ban on smoking extended to all public places (including total ban in schools)
Dec 2011	Ban on use of all misleading terms
Jan 2012	Set of 10 labels of toxicants/carcinogens introduced, covering 60% of each side panel
Aug 2012	Excise taxes increase to 87% of the ex-factory price
Aug 2013	Set of four pictorial health warnings (55%) (on shredded tobacco packets)
Oct 2013	New set of 10 pictorial health warnings introduced, covering 85% of the front and back
Dec 2014	Prohibition of the import of <i>shisha</i> , <i>e-shisha</i> and e-cigarette, and other smoke-producing devices
Feb 2015	National Strategic Plan for Tobacco Control 2016–2020
March 2015	Set of 10 textual health warnings introduced
Feb 2016	Excise taxes increase to 90% of the ex-factory price

In addition, there are two laws that prohibit certain activities to protect youth below 18 years of age. The first one is the Ministerial rule no. 28 according to the Tobacco Act of B.E. 2509 (1966), which prohibits retail shops/outlets in or near schools or educational institutes from stocking tobacco products. The second one is the Child Protection Act, B.E. 2546 (2003), which prohibits the sale, exchange or offering of tobacco to children below 18 years.

In 2008, the National Strategic Plan for Tobacco Control 2010–2014 was initiated. This contained eight strategic areas in accordance with the WHO FCTC and MPOWER through collaborative efforts of all sectors, including the government, nongovernmental organizations (NGOs) and civil society. In 2016, the Department of Disease Control, WHO Country Office for Thailand along with several tobacco control networks (Excise Department, Ministry of Finance; Fiscal Policy Office, Ministry of Finance; Thailand Health Promotion Institute; Action on Smoking and Health Foundation [ASH Thailand]; Faculty of Public Health, Mahidol University; Faculty of Public Health, Thammasat University; Tobacco Control Research and Knowledge Management Center; Faculty of Medicine, Srinakharintarawiroj University; Sukhothai Thammathirat Open University; Faculty of Mass Communication, Chulalongkorn University; Faculty of Nursing, Chulalongkorn University; Pharmacist Network Against Tobacco; Southeast Asia Tobacco Control Alliance; Thanyarak Institute and others) developed efficient strategies and measures for tobacco control, which were revised into six strategic areas. These include the following:



- 1) strengthening and developing national capacity for tobacco control operations;
- 2) preventing smoking initiation and conducting surveillance to identify tobacco industry interference;
- 3) providing help to quit tobacco;
- 4) reducing the harm caused by tobacco products;
- 5) providing a smoke-free environment;
- 6) applying tax and illicit trade measures for tobacco control.

As mentioned in the National Strategic Plan for Tobacco Control 2016–2020, strategic area no. 2 comprehensively focuses on four areas: (i) educating people, especially the youth, about the harmful use of tobacco and tobacco industry strategies; (ii) providing a smoke-free environment; (iii) capacity-building of resource persons or networks; (iv) monitoring the situation or factors related to tobacco initiation among youth.

A number of school-based interventions and policies have been implemented by the MoPH, along with other governmental agencies and the nongovernmental tobacco control network. ASH Thailand, the Thai Teacher Network for Smoke-free schools and the Thai Health Promotion Foundation (ThaiHealth) played a key role in launching the policy and implementing action.

Since 2013, the MoPH has implemented a smoke-free school policy, in collaboration with the Ministry of Education through the Office of the Basic Education Commission, and ASH Thailand, through a memorandum of understanding on the implementation of smoke-free schools. This initiative was first targeted at secondary schools under the Office of the Basic Education Commission of the Ministry of Education. The goal is to achieve 100% smoke-free coverage in schools by 2018 and prolong the sustainability of the non-smoking policy in those schools. In 2016, this programme was expanded to schools or educational institutes of the Department of Education under the Bangkok Metropolitan Administration. This programme will support MoPH notification number 19 in creating a 100% smoke-free environment in schools, which has been enforced since 27 June 2010.

The memorandum of understanding contains seven key components, which serve as an implementation tool for achieving the 100% smoke-free environment in schools. These seven components are as follows:

- 1) smoke-free school policy in the school;
- 2) smoke-free school management;
- 3) smoke-free environment in the school;
- 4) integration of tobacco control and extracurricular activities in the school lessons;
- 5) participation of students;
- 6) providing help for students to quit;
- 7) participation of the community.

## 1.5 Country-specific objectives

### General

To explore the current situation of tobacco use among youth in Thailand and strengthen national capacity for conducting youth tobacco surveillance

### Specific

- 1) to assess the prevalence of tobacco use, including smoked tobacco, smokeless tobacco and e-cigarettes, among students 13–15 years of age
- 2) to assess exposure to SHS
- 3) to assess the effect of the media on tobacco use among the youth
- 4) to explore attitudes to and perceptions of youth regarding tobacco use
- 5) to assess the school policy on tobacco use.

## 2. Methodology

### 2.1 Questionnaire

The GYTS questionnaire is used globally by all GYTS participating countries<sup>2</sup>. It contains three sections. The first section is a standard core questionnaire that includes 43 questions. The second one is a set of optional questions, which includes four modules on cigarette types: electronic cigarettes, smokeless tobacco, *bidi* and *shisha*, which allows countries to select from the list provided, as appropriate. The last is a set of additional or country-specific questions, which allows the country to address any important country-specific issues.

Thailand's GYTS 2015 questionnaire included a total of 66 multiple-choice questions. The survey included 42 questions from the GYTS standard core questionnaire, 15 selected optional questions and nine country-specific questions. One of the core questions (designated C24) was excluded because Thailand has a comprehensive national law in place, which bans smoking inside all enclosed public places.

The final questionnaire was translated into Thai and back-translated into English independently to check for accuracy. The questionnaire covers the following topics, and details are given in Annex 1.

- Tobacco use (smoking and smokeless)
- Cessation
- Secondhand smoke (SHS)
- Pro- and anti-tobacco media and advertising
- Access to and availability of tobacco products
- Knowledge and attitudes regarding tobacco use.

### 2.2 Sampling design

The 2015 Thailand GYTS was a school-based survey, which employed a two-stage cluster sample design to produce a nationally representative sample of students in grades 7, 8 and 9. The sampling frame consisted of all public and private schools containing grades 7, 8 and 9 in collaboration with five governmental agencies: Office of the Basic Education Commission, Office of the Private Education Commission and Office of the Higher Education Commission under the Ministry of Education; Department of Local Administration under the Ministry of Interior and Department of Education under Bangkok Metropolitan Administration. In the first stage, schools were selected with probability proportional to school enrolment size. The second sampling stage consisted of systematic equal probability sampling (with a random start) of classes from each school selected during the first stage. A total of 31 schools were sampled.

### 2.3 Data collection

Data were collected from 1 November to 15 December 2015. Twenty field workers were trained in survey procedures and introduced to the documents to be used in the fieldwork.

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2 Global Youth Tobacco Survey Collaborative Group. Global Youth Tobacco Survey (GYTS): implementation instructions, version 1.1. Atlanta, GA: Centers for Disease Control and Prevention; 2014.

At the beginning, all 31 selected schools received a letter from the Department of Disease Control, MoPH, describing the purposes and procedures of the survey. Survey procedures aimed to protect students' privacy by allowing for voluntary participation and ensuring anonymity. The questionnaire was self-administered in classroom settings. Students recorded their responses directly on an answer sheet that could be scanned by a computer.

## 2.4 Data analysis

A weighting factor was applied to each student's record to adjust for probability of selection, nonresponse and poststratification adjustment to population estimates. SUDAAN, a software package for statistical analysis of complex survey data, was used to calculate weighted prevalence estimates and standard errors (SEs) of the estimates (95% confidence intervals [CIs] were calculated from the SEs). Frequency tables were generated for survey questions from the GYTS that were considered to be key tobacco control indicators. Indicators were in accordance with the WHO FCTC and MPOWER technical package.

A weight was associated with each participating student's record to reflect the likelihood of sampling each student and to reduce bias by compensating for differing patterns of nonresponse. The weight used for estimation is given by the formula:

$$W = W1 * W2 * f1 * f2 * f3 * f4$$

**W1** = the inverse of the probability of selecting the school

**W2** = the inverse of the probability of selecting the class within the school

**f1** = a school-level nonresponse adjustment factor calculated by school size category (small, medium, large)

**f2** = a class adjustment factor calculated by school

**f3** = a student-level nonresponse adjustment factor calculated by class

**f4** = a post-stratification adjustment factor calculated by gender and grade

Table 1 provides information on the sample size and response rate. Out of 31 sampled schools, the survey was completed in 65 classes from 30 schools. A total of 1876 eligible students in grades 7–9 completed the survey, among whom 1721 were 13–15 years old. The school response rate was 96.8%, the class response rate was 100% and the student response rate was 89%. The overall response rate was 86.1%.

**Table 1:** Sample sizes and response rates (unweighted) – GYTS Thailand, 2015

	<i>Total</i>
<b>School level</b>	
Number of sampled schools	31
Number of participating schools	30
School response rate (%)	96.8%
<b>Class level</b>	
Number of sampled classes	65
Number of participating classes	65
Class response rate (%)	100.0%
<b>Student level</b>	
Number of sampled students	2109
Number of participating	1876
Student response rate (%)	89.0%
<b>Overall response rate (%)<sup>1</sup></b>	<b>86.1%</b>

<sup>1</sup>Overall response rate = School response rate x Class response rate x Student response rate



## 3. Results

In the 2015 Thailand GYTS round, tobacco use was defined by the use of smoked or smokeless tobacco products. Smoked tobacco products included cigarettes (manufactured cigarettes) and other types of smoked products such as cigar, *hookah/shisha*, pipe, hand-rolled tobacco products, *khee-yoh* (a certain type of traditional northern Thai cigarette) and others. Smokeless tobacco products included *yasen/yachun* (chewing tobacco/strong-smelling shredded tobacco), *yanat* (snuff taken through the nose), betel quid with tobacco, other tobacco imported from abroad and others.

### 3.1 Tobacco use

#### *Key findings*

- *15.0% of students, 21.8% of boys and 8.1% of girls. currently used any tobacco products.*
- *14.0% of students, 20.7% of boys and 7.1% of girls. currently smoked tobacco.*
- *11.3% of students, 17.2% of boys and 5.2% of girls. currently smoked cigarettes.*
- *2.7% of students, 4.1% of boys and 1.3% of girls. currently used smokeless tobacco.*
- *3.3% of students, 4.7% of boys and 1.9% of girls. currently used electronic cigarettes.*

#### Current use

Overall, the prevalence of tobacco use among students was 15% (Table 2). Tobacco use was significantly higher among boys (21.8%) than girls (8.1%). In all, 14% of students were current tobacco smokers. The prevalence of current cigarette smoking was 11.3%. In addition, 6.3% students currently smoked tobacco products other than cigarettes. Furthermore, 2.7% students currently used smokeless tobacco products. Also, 3.3% of students were currently using electronic cigarettes.

#### Ever use

Overall, 34.9% of students had ever used tobacco products. Boys were more likely than girls to have ever used tobacco products (46.6% and 22.6%, respectively). While 29% students reported that they had ever smoked cigarettes, 13.3% reported having ever smoked tobacco products other than cigarettes. Additionally, 4.7% students had ever used smokeless tobacco products (Table 2).

#### Susceptibility to tobacco use

Overall, 7.4% students who had never used tobacco indicated that they were susceptible to tobacco use and 4.3% thought they might enjoy smoking a cigarette in future. Boys were more likely to feel susceptible to tobacco use than girls (Table 2).

**Table 2** Prevalence of tobacco use among students 13–15 years old, by gender – GYTS Thailand, 2015

Indicators	Overall	Boys	Girls
	% (95% CI)		
<b>Tobacco use</b>			
Current tobacco users <sup>1</sup>	15.0 (11.2–19.8)	21.8 (16.8–27.8)	8.1 (5.1–12.5)
Ever tobacco users <sup>2</sup>	34.9 (29.1–41.1)	46.6 (39.2–54.1)	22.6 (17.3–29.0)
<b>Smoked tobacco</b>			
Current tobacco smokers <sup>3</sup>	14.0 (10.4–18.6)	20.7 (16.0–26.3)	7.1 (4.4–11.2)
Current cigarette smokers <sup>4</sup>	11.3 (8.2–15.3)	17.2 (12.9–22.5)	5.2 (3.1–8.6)
Current smokers of other tobacco <sup>5</sup>	6.3 (4.3–9.2)	8.9 (6.0–13.1)	3.6 (2.3–5.6)
Frequent cigarette smokers <sup>6</sup>	1.7 (0.8–3.5)	2.8 (1.3–6.1)	0.5 (0.1–1.7)
Ever tobacco smokers <sup>7</sup>	33.1 (27.3–39.5)	44.7 (37.6–51.9)	21.1 (15.7–27.7)
Ever cigarette smokers <sup>8</sup>	29.0 (23.3–35.5)	39.5 (32.2–47.2)	18.2 (13.4–24.2)
Ever smokers of other tobacco <sup>9</sup>	13.3 (9.8–17.8)	18.2 (13.0–24.8)	8.2 (5.7–11.6)
<b>Smokeless tobacco</b>			
Current smokeless tobacco users <sup>10</sup>	2.7 (2.0–3.6)	4.1 (2.8–5.9)	1.3 (0.6–2.6)
Ever smokeless tobacco users <sup>11</sup>	4.7 (3.6–6.1)	6.1 (4.0–9.2)	3.2 (2.4–4.4)
<b>Susceptibility to tobacco use</b>			
Never tobacco users susceptible to tobacco use in the future <sup>12</sup>	7.4 (5.6–9.7)	9.6 (6.6–13.7)	5.8 (3.9–8.7)
Never smokers who thought they might enjoy smoking a cigarette <sup>13</sup>	4.3 (2.9–6.5)	7.0 (4.5–10.7)	2.5 (1.4–4.4)

<sup>1</sup> Smoked and/or used smokeless tobacco any time during the past 30 days. <sup>2</sup> Ever smoked and/or used smokeless tobacco.

<sup>3</sup> Smoked any tobacco products any time during the past 30 days. <sup>4</sup> Smoked cigarettes any time during the past 30 days.

<sup>5</sup> Smoked tobacco products other than cigarettes during the past 30 days. <sup>6</sup> Smoked cigarettes on 20 or more days of the past 30 days.

<sup>7</sup> Ever smoked any tobacco products, even one or two puffs. <sup>8</sup> Ever smoked cigarettes, even one or two puffs.

<sup>9</sup> Ever smoked tobacco products other than cigarettes, even one or two puffs. <sup>10</sup> Used smokeless tobacco any time during the past 30 days.

<sup>11</sup> Ever used smokeless tobacco products. <sup>12</sup> Susceptible to future tobacco use includes those who answered “Definitely yes”, “Probably yes”, or “Probably not” to using tobacco if one of their best friends offered it to them, or those who answered “Definitely yes”, “Probably yes”, or “Probably not” to using tobacco during the next 12 months. <sup>13</sup> Those who answered “Agree” or “Strongly agree” to the statement: “I think I might enjoy smoking a cigarette.”

## Number of cigarettes smoked per day

Over half the students smoked more than 1 cigarette per day. One out of six students (15.4%) smoked less than 1 cigarette per day (Table 3). Girls smoked fewer cigarettes than boys. More than half the girls smoked one cigarette or less daily. While 6.1% of girls smoked 6 or more cigarettes per day, 20.3% or one in five boys smoked 6 or more cigarettes.



**Table 3:** Cigarettes smoked per day among current cigarette smokers 13–15 years of age, by gender – GYTS Thailand, 2015

Number of cigarettes usually smoked	Overall % (95% CI)	Boys % (95% CI)	Girls % (95% CI)
Less than 1 per day	15.4 (8.1–27.4)	11.6 (5.0–24.9)	28.6 (16.3–45.4)
1 per day	30.0 (22.1–39.2)	30.0 (21.8–39.8)	29.7 (13.7–52.7)
2–5 per day	37.5 (29.1–46.8)	38.1 (29.5–47.4)	35.7 (18.1–58.1)
6–10 per day	12.2 (6.4–21.8)	14.5 (8.1–24.6)	4.0 (0.7–19.5)
11–20 per day	2.3 (0.8–6.8)	2.4 (0.8–6.8)	2.1 (0.3–12.0)
More than 20 per day	2.6 (0.9–7.6)	3.4 (1.2–9.4)	0

Among ever cigarette smokers, almost 4 out of 10 (39.6%) initiated smoking at the age of 12–13 years. A total of 14.5% students (16.8% boys and 9.2% girls) had ever smoked cigarette had tried their first cigarette before the age of 10 years. One in 20 smokers tried their first cigarette at the age of 7 years or younger as shown in table 4.

**Table 4:** Percentage of ever cigarette smokers by age at which they first tried a cigarette – GYTS Thailand, 2015

Age when first trying a cigarette	Overall % (95% CI)	Boys % (95% CI)	Girls % (95% CI)
7 years old or younger	5.2 (2.8–9.6)	5.5 (2.9–10.2)	4.5 (1.8–10.8)
8 or 9 years old	9.3 (6.1–13.9)	11.2 (7.3–16.9)	4.7 (1.8–11.4)
10 or 11 years old	21.2 (17.0–26.1)	23.4 (18.0–29.8)	16.1 (11.1–22.9)
12 or 13 years old	39.6 (33.1–46.4)	39.0 (31.1–47.6)	40.8 (31.1–51.3)
14 or 15 years old	24.8 (21.3–28.6)	20.8 (16.2–26.3)	33.9 (25.9–42.8)

## 3.2 Cessation

### Key findings

- 4 in 5 current smokers had tried to stop smoking in the past 12 months.
- More than 7 in 10 current smokers wanted to stop smoking now.

### Signs of smoking dependence and cessation

Table 5 shows the current smokers who showed signs of nicotine dependence, as reflected by the interval between waking up to smoking the first cigarette. Upon waking up, 84.8% of current smokers reported feeling like smoking tobacco first thing in the morning.

More than 7 in 10 boys who were current smokers (72.2%) wanted to stop smoking now (Table 5). Eight in 10 boys (79.4%) had tried to quit smoking in the past 12 months. However, only 29.3% had ever

received professional help/advice to quit. Eight out of 10 current smokers thought that they would be able to stop smoking if they wanted to quit (Table 5).

**Table 5:** Indicators of smoking dependence and cessation among current smokers 13–15 years of age, by gender – GYTS Thailand, 2015

Indicator	Overall % (95% CI)	Boys % (95% CI)	Girls % (95% CI)
Signs of smoking dependence	84.8 (75.6–90.9)	92.0 (84.1–96.2)	65.6 (44.2–82.2)
Tried to stop smoking in the past 12 months	79.4 (70.0–86.3)	80.4 (65.9–89.7)	--
Wanted to stop smoking now	72.2 (59.8–81.9)	74.4 (57.8–86.1)	--
Thought they would be able to stop smoking if they wanted to	81.1 (65.6–90.6)	80.9 (63.3–91.2)	81.5 (52.3–94.6)
Had ever received help/ advice from a programme or professional to stop smoking	29.3 (22.5–37.2)	28.8 (22.0–36.8)	30.5 (19.3–44.5)

Remark -- cell size less than 35

### 3.3 Secondhand smoke

#### Key findings

- 33.8% of students were exposed to tobacco smoke at home.
- 38.6% of students were exposed to tobacco smoke inside enclosed public places.

At home, one in three students (33.8%) was exposed to SHS (31.3% of boys; 36.6% of girls). Nearly 2 in 5 students (38.6%) were exposed to SHS in enclosed public places and 37.7% of students were exposed to SHS at outdoor public places. Nearly half of the students (47.9%) were exposed to SHS inside the school building or outside in the school premises (Table 6). Girls were more likely to be exposed to SHS than boys at home, school, and other indoor or outdoor public places.

**Table 6:** Exposure to tobacco smoke during the past 30 days, among students 13–15 years of age, by gender – GYTS Thailand, 2015

Indicators	Overall % (95% CI)	Boys % (95% CI)	Girls % (95% CI)
Exposed to tobacco smoke at home	33.8 (29.6–38.3)	31.3 (26.1–37.0)	36.6 (32.1–41.4)
Exposed to tobacco smoke inside any enclosed public place	38.6 (33.5–44.0)	31.3 (26.2–36.9)	46.5 (39.6–53.4)
Exposed to tobacco smoke at any outdoor public place	37.7 (33.0–42.7)	32.1 (27.1–37.5)	43.7 (37.6–50.0)
Saw anyone smoking inside the school building or outside on school property	47.9 (41.9–54.0)	50.5 (44.2–56.7)	45.2 (37.9–52.6)

## 3.4 Access and availability

### Key findings

- 67.4% of current cigarette smokers obtained cigarettes by buying them from a store, small grocery, a stall, flea market, or convenience store.
- Among current cigarette smokers who bought cigarettes, 44.0% were not prevented from buying them because of their age.

Table 7 shows the percentage distribution of current cigarette smokers by source of purchase of last cigarette. Overall, 67.4% of current cigarette smokers purchased cigarettes from a store, a small grocery, a stall, flea market or a convenience store. The majority of current smokers bought cigarettes from a store or a small grocery store (54.4%).

**Table 7:** Access to tobacco products among current cigarette smokers 13–15 years of age – GYTS Thailand, 2015

Indicators	Overall % (95% CI)	Boys % (95% CI)	Girls % (95% CI)
Got them from someone else	12.8 ( 7.5–20.8)	11.3 (6.1–19.9)	17.0 (8.5–31.2)
Got them some other way	6.9 ( 3.1–14.4)	6.3 (2.2–16.6)	8.4 (4.8–14.6)
Purchased them from a store or small grocery	54.4 (46.5–62.0)	52.2 (42.3–62.0)	60.3 (45.0–73.9)
Purchased them from a stall, flea market	8.7 (5.4–13.7)	11.0 (6.5–18.2)	2.3 (0.4–12.9)
Purchased them from a convenience store, e.g. 7-Eleven, Family Mart	4.3 (1.7–10.7)	4.8 (1.6–13.6)	3.1 (0.4–21.8)
Borrowed them from others	13.0 (7.3–21.9)	14.4 (7.0–27.4)	8.9 (4.0–18.5)
Current cigarette smokers who were not prevented from buying cigarettes because of their age	44.0 (31.7–57.1)	40.8 (26.2–57.3)	53.5 (37.3–69.0)

Nearly half of the current cigarette smokers (44.0%) were not prevented from buying cigarettes despite being underage. Girls were less likely to be prevented from purchasing cigarettes than boys.

Table 8 shows the unit of purchase of cigarettes among current cigarette smokers. More than 5 out of 10 smokers (54.7%) purchased cigarettes in a pack. However, nearly 40% of current smokers purchased cigarettes in loose form, including individual sticks (19.6%) and a small pack divided for sale (19.1%).

**Table 8:** Unit of purchase of cigarettes among current cigarette smokers 13–15 years of age, by gender – GYTS Thailand, 2015

Indicators	Overall % (95% CI)	Boys % (95% CI)	Girls % (95% CI)
Individual sticks	19.6 (12.7–29.1)	19.6 (12.3–29.8)	19.6 (9.3–36.6)
Pack	54.7 (45.0–64.0)	56.0 (44.9–66.5)	51.0 (28.6–72.9)
Carton	4.8 (1.5–14.6)	6.4 (2.1–18.2)	0
Loose tobacco for hand-rolled cigarettes	1.8 (0.4–7.4)	1.1 (0.1–8.1)	4.0 (0.4–27.8)
Small cigarette pack divided for sale	19.1 (12.2–28.5)	16.8 (9.1–28.9)	25.5 (14.3–41.2)

Two in five students estimated that the cost of a cigarette pack was about Thai Baht (THB) 30–50, as shown in Table 9.

**Table 9:** Estimated cost of cigarettes bought by students 13–15 years of age, by gender and smoking status – GYTS Thailand, 2015

Indicators	Overall % (95% CI)	Boys % (95% CI)	Girls % (95% CI)
Less than 30 THB	13.1 (9.6–17.6)	15.2 (11.4–19.9)	10.7 (6.2–17.9)
30 to 50 THB	41.7 (37.8–45.7)	40.5 (34.2–47.1)	43.0 (38.1–48.0)
51 to 60 THB	24.2 (20.5–28.3)	24.3 (19.1–30.5)	24.0 (19.1–29.8)
61 to 70 THB	13.9 (11.5–16.8)	14.0 (10.7–18.0)	13.8 (11.0–17.1)
71 to 80 THB	4.2 (2.7–6.6)	2.9 (1.7–5.0)	5.7 (3.1–10.4)
81 to 90 THB	1.6 (0.7–3.4)	2.0 (0.7–5.8)	1.1 (0.5–2.7)
More than 90 THB	1.3 (0.8–2.2)	1.1 (0.4–2.9)	1.6 (0.9–3.1)

Exchange rate is US\$ 1 = THB 35.72<sup>3</sup>

### 3.5 Anti-tobacco messages

#### Key findings

- 3 in 4 students noticed anti-tobacco messages in the media.
- About 2 in 5 students noticed tobacco advertisements or promotions when visiting points of sale.
- 1 in 10 students owned something with a tobacco brand logo on it.

3 Bank of Thailand (2015). Retrieved 2 November 2015, from [https://www.bot.or.th/english/statistics/financialmarkets/exchangerate/\\_layouts/application/exchangerate/exchangerate.aspx](https://www.bot.or.th/english/statistics/financialmarkets/exchangerate/_layouts/application/exchangerate/exchangerate.aspx).

Table 10 shows the extent to which students noticed anti-tobacco messages in the media and other events in the past 30 days. Overall, 74.9% noticed such messages in past 30 days, while 72.2% of those who attended sporting or community events in the past 30 days noticed anti-tobacco information. About 3 in 4 students (76.2%) mentioned that they were taught about the dangers of tobacco use in the past 12 months in school.

**Table 10:** Exposure to anti-tobacco information among students 13–15 years of age, by gender – GYTS Thailand, 2015

Indicators	Overall % (95% CI)	Boys % (95% CI)	Girls % (95% CI)
Noticed anti-tobacco messages in the media in the past 30 days	74.9 (70.6–78.7)	69.8 (64.3–74.8)	80.1 (76.3–83.4)
Noticed anti-tobacco messages at sporting or community events (among all students)	44.1 (39.9–48.5)	40.7 (35.3–46.3)	47.8 (43.5–52.2)
Noticed anti-tobacco messages at sporting or community events (among those who attended sporting or community events in the past 30 days)	72.2 (68.1–75.9)	74.1 (68.9–78.6)	70.5 (65.9–74.7)
Taught in school about the dangers of tobacco use in the past 12 months	76.2 (72.1–79.9)	72.5 (67.7–76.9)	80.1 (75.4–84.1)

Table 11 provides details of students who noticed health warnings on cigarette packages. Among current smokers, most of them (94.8%) noticed health warnings on cigarette packages and more than one third (38.4%) thought of quitting smoking because of the health warnings. Nearly half the never smokers (46.1%) thought about not starting smoking because of the health warnings on cigarette packages.

**Table 11:** Exposure to health warnings on cigarette packages among current and never smokers 13–15 years of age, by gender – GYTS Thailand, 2015

Indicators	Overall % (95% CI)	Boys % (95% CI)	Girls % (95% CI)
Current smokers who noticed health warnings on cigarette packages	94.8 (88.7–97.7)	95.1 (86.5–98.3)	94.1 (82.0–98.2)
Thought about quitting smoking because of health warnings on cigarette packages (among current smokers)	36.4 (30.9–42.4)	37.0 (30.1–44.5)	34.9 (24.8–46.5)
Thought about quitting smoking because of health warnings on cigarette packages (among current smokers who noticed health warnings)	38.4 (32.4–44.9)	38.9 (31.2–47.2)	37.1 (26.9–48.5)
Never smokers who thought about not starting smoking because of health warnings on cigarette packages	46.1 (41.7–50.5)	44.4 (37.8–51.2)	47.4 (41.0–54.0)

### 3.6 Tobacco marketing and promotion

Table 12 shows the details of students who noticed tobacco marketing. Among those who visited a point of sale in the past 30 days, 35.5% of students noticed tobacco advertisements or promotions. Among those who watched television, videos or movies in the past 30 days, 77.4% of them noticed anyone using tobacco on television, videos or movies. Out of 100, seven students had been offered free tobacco products by tobacco company representatives.

**Table 12:** Exposure to tobacco marketing and promotion among students 13–15 years of age, by gender – GYTS Thailand, 2015

Indicators	Overall % (95% CI)	Boys % (95% CI)	Girls % (95% CI)
Noticed tobacco advertisements or promotions at points of sale (among all students in the past 30 days)	30.9 (27.4–34.6)	31.6 (26.2–37.5)	30.1 (26.5–33.8)
Noticed tobacco advertisements or promotions at points of sale (among those who visited a point of sale in the past 30 days)	35.5 (31.2–40.0)	37.5 (30.8–44.7)	33.5 (29.4–37.8)
Noticed anyone using tobacco on television, videos, or movies (among all students in the past 30 days)	72.6 (69.0–75.9)	69.8 (64.8–74.4)	75.5 (72.4–78.4)
Noticed anyone using tobacco on television, videos, or movies (among those who watched television, videos, or movies in the past 30 days)	77.4 (74.3–80.3)	76.2 (72.2–79.8)	78.7 (75.4–81.6)
Ever offered a free tobacco product from a tobacco company representative	7.3 (5.3–9.9)	10.2 (7.3–14.1)	4.2 (2.6–6.8)

In addition, Table 13 shows that 10.5% of students owned something with a tobacco product brand logo on it.

**Table 13:** Receptivity to tobacco marketing among students 13–15 years of age, by gender – GYTS Thailand, 2015

Indicators	Overall % (95% CI)	Boys % (95% CI)	Girls % (95% CI)
Owned something with a tobacco brand logo on it	10.5 ( 8.8–12.4)	13.4 (11.0–16.2)	7.4 ( 6.0–9.2)
Owned something with a tobacco brand logo on it or might in the future	30.8 (26.4–35.6)	34.5 (27.6–42.0)	28.2 (24.2–32.5)

## 3.7 Knowledge and attitudes

### Key findings

- 77.6% of students definitely thought other people's tobacco smoking was harmful to them.

Table 14 shows the level of knowledge and attitudes of students towards smoking. Overall, 16.6% of students definitely thought that it is difficult to quit once someone starts smoking tobacco, and 27.7% thought that smoking tobacco helps people feel more comfortable at celebrations, parties and social gatherings.

In addition, about 8 out of 10 students (77.6%) thought that tobacco smoking by other people was harmful to them and 78.9% was in favour of banning smoking at outdoor public places (Table 14).

**Table 14:** Attitudes towards smoking cessation, social smoking and secondhand smoke among students 13–15 years of age, by gender – GYTS Thailand, 2015

Indicators	Overall % (95% CI)	Boys % (95% CI)	Girls % (95% CI)
Definitely thought it is difficult to quit once someone starts smoking tobacco	16.6 (14.6–18.9)	15.5 (12.4–19.4)	17.7 (15.5–20.2)
Thought smoking tobacco helps people feel more comfortable at celebrations, parties, and social gatherings	27.7 (25.6–29.8)	30.4 (26.2–34.9)	24.9 (21.4–28.8)
Definitely thought other people's tobacco smoking is harmful to them	77.6 (74.7–80.4)	72.6 (67.6–77.0)	83.0 (79.0–86.3)
Favoured banning smoking at outdoor public places	78.9 (76.1–81.4)	76.5 (71.9–80.6)	81.3 (77.6–84.5)





## 4. Discussion

### 4.1 Discussion of survey findings

#### Tobacco use

Tobacco use remains high among Thai youth, with one out of six students currently using tobacco products. The majority of youth tobacco users smoked cigarettes and a small proportion used other smoked tobacco or smokeless tobacco products. As found in previous surveys, tobacco use of all types was nearly three times more common among boys than girls.

The prevalence of cigarette smoking has slightly increased among girls. Cigarette smoking among women has always been low in Thailand in part due to cultural reasons. The slight upward trend among girls found in this survey indicates that the tobacco industry may be targeting girls as there is a huge potential for expanding their market share.

This is the first round of GYTS that examined the use of alternative forms of tobacco products, particularly electronic cigarettes. The survey found that alternative products such as e-cigarettes and *shisha* are being used to some extent by Thai youth. These alternative products appear to have emerged in recent years. Besides these, there are some flavoured supplies or ones with additives that are provided for those devices.

#### Cessation

It is encouraging to note that nearly three out of four current smokers wanted to stop smoking right away and eight in 10 had tried to quit smoking. However, only three out of 10 smokers had ever received help or advice from a programme or a professional. These findings indicate that there are not enough cessation services to meet the high demand of students.

#### Secondhand smoke

The GYTS reveals that one in three youth is exposed to tobacco smoke at home and almost the same proportion is exposed to SHS at a public place (enclosed and outdoors). Although schools have been covered under 100% smoke-free places since 2010, nearly half of the students saw someone smoking within the school premises. This indicates that the 100% smoke-free regulation is not well implemented in schools. Exposure to SHS in any enclosed public place has dramatically decreased compared to the 2009 survey; this may have become possible because almost all enclosed public places were included in the 2010 smoke-free regulation. Furthermore, there is strong public support for banning smoking in outdoor public places, with nearly 4 out of 5 youth favouring it.

#### Access and availability

The findings of GYTS 2015 indicate that the youth have easy access to tobacco products. Nearly half of the smokers who bought cigarettes in a store were not refused purchase despite being underage. In addition, most current smokers can buy cigarettes from stores or small groceries. Most current smokers reported that they can buy cigarettes in packs and nearly half of them could buy individual sticks or a small or divided pack of cigarettes. These findings indicate loopholes in law enforcement resulting in easy access to tobacco products for students. As a result, nearly one out of three students had ever tried cigarette smoking and one of out of 10 continues to smoke.

## Exposure to anti-tobacco information

Thailand has a number of effective anti-tobacco communication initiatives in place, resulting in high exposure of students to anti-tobacco messages. Moreover, most schools teach students about the harmful effects of smoking. In addition, health warnings provided on tobacco products appear to have had a strong impact, resulting in encouraging most current smokers to think about quitting and discouraging never smokers from starting smoking.

## Tobacco marketing

Aggressive tobacco advertisement and marketing are key deterrents of tobacco control. Youth are at a vulnerable age and could be easily lured by tobacco promotion. Our findings show that the majority of students had noticed someone using tobacco in the media or internet, and nearly two out of five students had noticed tobacco advertising or promotion at the point of sale. Moreover, a small proportion of students owned something with a tobacco brand logo. This indicates that despite legal interventions, tobacco companies manage to find mechanisms to reach out and market tobacco products to the youth.

## Knowledge and attitudes

Peer pressure is important for inducing youth to initiate tobacco. One out of four youth indicated that they would use a tobacco product if their friends offered it. This suggests that peer education and peer-to-peer interventions may be an important strategy for reaching out to the youth. A small proportion of youth definitely thought that it was difficult to quit once someone started smoking tobacco. This perception is incorrect, and needs to be corrected.

## 4.2 Comparison with the second round of GYTS

### Tobacco use

The overall current tobacco use has changed little, from 17.9% in 2009 to 15.0% in 2015. The prevalence of current cigarette smoking also remained unchanged since the previous round, from 11.7% to 11.3%. However, the prevalence of ever cigarette smoking increased from 25.8% in 2009 to 29.0% in 2015. Of concern, there was an increase in cigarette smoking among girls, from 3.8% to 5.2%.

### Cessation

The demand for quitting is high and about the same as in the previous round. This is the first time that students were asked if they had received help/advice from a programme or professional to quit.

### Secondhand smoke

Another positive finding was that exposure to SHS at home or inside any enclosed public place dropped dramatically from 67.6% in 2009 to 38.6% in 2015. Exposure to tobacco smoke at any outdoor public place, which was reported for the first time in this survey, was also similarly low at 37.7%. Exposure of students to tobacco smoke at home also decreased significantly, from 45.7% in 2009 to 33.8% in 2015.

## Access and availability

The percentage of current smokers who were not prevented from buying cigarettes despite being underage increased from 38.3% in 2009 to 44.0% in 2015. This indicates increasing access to tobacco products of minors, and is a cause for concern.

## Exposure to anti-tobacco information

It is a concern that the percentage of students who noticed anti-tobacco messages in the media decreased significantly from 89.5% in 2009 to 74.9% in 2015. Similarly, the percentage of students who noticed anti-tobacco messages at sporting or community events decreased from 90.4% in 2009 to 72.2% in 2015. However, the percentage of students who were taught in school about the dangers of tobacco significantly increased from 59.6% in 2009 to 76.2% in 2015.

## Tobacco advertising and marketing

The percentage of students who noticed anyone using tobacco on television, in videos or movies reduced slightly from 86.3% in 2009 to 77.4% in 2015. In contrast, from 2009 to 2015, the percentage of students who were ever offered a free tobacco product from a tobacco company slightly increased from 5.5% to 7.3%, and the percentage of students who owned something with a tobacco product brand logo on it also slightly increased from 9.3% to 10.5%.

## 4.3 Relevance to the FCTC

The results of the GYTS are critical for gauging progress toward implementation and uptake of the WHO FCTC and MPOWER.

This section highlights key data points within the MPOWER components.

### Monitor tobacco use and prevention policies

Thailand has consistently been monitoring the prevalence of tobacco use among adults and youth at regular intervals over three decades. In addition to tobacco surveys being conducted by National Statistical Office (NSO) once in two years, Thailand has conducted the Global Adult Tobacco Survey (GATS) in 2009 and 2011, and GYTS in 2005, 2009 and 2015. Thailand's participation in GYTS addresses the first element of MPOWER (Monitor tobacco use and prevention policies) for youth. GYTS asks students a range of questions that covers many of the remaining elements of MPOWER. Information generated from these surveys is critical for assessing Thailand's progress toward fully implementing the elements of MPOWER among its youth. The information provided by GYTS addresses several provisions of the FCTC that relate to the role of school personnel and implementation of comprehensive school tobacco control policies.

Tobacco control laws have been enforced in Thailand since 1992. All products that contain any amount of tobacco have been under the control of these laws. Despite strong laws, tobacco use remains high and youth start using cigarettes at a very young age. The third round of GYTS detected for the first time the use of new and emerging tobacco products that are not included in the definition of tobacco under the current Tobacco Products Control Act. The new tobacco bill, which is pending approval for over two years, includes an expanded definition of tobacco products to cover emerging tobacco products.

## **Protect people from tobacco smoke**

The GYTS 2015 data reveal that exposure to SHS has decreased at home, and at indoor and outdoor public places. This indicates a positive impact of the 2010 policy of comprehensive ban on smoking at all public places.

## **Offer help to quit tobacco use**

Results from this round of GYTS show that the majority of students who currently smoke are interested in quitting. However, this high demand for quitting is not met by existing services, as less than a third of interested students received help for quitting. Thailand has been providing a smoking quit-line service (phone number 1600) since 1 July 2013, which is free of charge. The 100% smoke-free policy was launched in schools, which includes providing assistance to current smokers. Under this, schools are required to monitor for new initiators and provide support to students who want to stop smoking. The findings of this survey indicate that smoking cessation services for students need to be further scaled up.

## **Warn about the dangers of tobacco**

In the past 12 months, over three quarters of students had learnt about the dangers of tobacco use in schools and through other channels. Most students (94.8%) noticed health warnings on cigarette packages. These positive findings reflect the strong steps that Thailand has taken in warning the public about the harms of tobacco, including introducing effective graphic warnings. Thailand revised the pictorial health warnings on cigarette packs and cartons from nine rotating pictorial health warnings (55% of front and back of package area) in 2009 to 10 rotating pictorial health warnings (85% of package area) in 2014. Furthermore, the pictorial health warning on shredded tobacco was revised to four coloured rotating ones (55% of package area) in 2012. In addition, criteria, procedures and conditions for displaying statements about toxic substances or carcinogens on cigarette labels were updated in 2012.

## **Enforce bans on tobacco advertising, promotion and sponsorship**

The GYTS data show high exposure of students to tobacco products in the media. In all, 74.9% of students saw anti-smoking media messages in the past 30 days and 72.6% saw someone using tobacco on television, videos or movies. Further, 10.5% of students had an object with a cigarette brand logo and 7.3% were offered free cigarettes by a tobacco company representative. The MoPH provides many channels for complaining about any illegal activities regarding tobacco use via a call centre number 1422 and online website (<http://btc.ddc.moph.go.th/complain/>). However, there may be some ambiguities in interpreting the law, which may have led to ineffective enforcement.

## **Raise taxes on tobacco products**

Thailand raised the excise taxes on the ex-factory price of cigarettes from 85% in 2009 to 87% in 2012 to 90% in February 2016. In 2012, for the first time, there was an increase in the tax on shredded tobacco from THB 0.01/10 g to THB 0.01/g.

The GYTS methodology provides an excellent framework for monitoring and guiding the implementation of school tobacco control programmes. Also, GYTS is compliant with the monitoring requirements of the FCTC. The results of this survey will be disseminated widely and used to adopt and implement effective legislative measures for preventing and reducing tobacco consumption, nicotine addiction and exposure to tobacco smoke.

## 4.4 Relevance to the country

This section summarizes the findings from the GYTS and how they are specifically applicable to Thailand.

- Thailand is facing a high prevalence of tobacco use among its youth. In addition to conventional cigarettes, youth are exposed to a number of emerging tobacco products such as flavoured cigarettes, *shisha* and e-cigarettes. The current Tobacco Products Control Act B.E. 2535 (1992), which has been in use for the past 25 years, does not directly cover emerging tobacco products. The Bureau of Tobacco Control addresses this issue through supplementary notifications/regulations, such as the Ministry of Commerce's notification on prohibiting the import of *shisha*, *e-shisha*, e-cigarettes or other smoke-producing devices. The new tobacco bill that is pending approval has expanded the definition of tobacco products to include emerging tobacco products. The new bill has other provisions to discourage tobacco use by the youth, such as raising the age of purchase from 18 to 20 years and a ban on the sale of loose cigarettes. The new tobacco bill must be passed without further delay to protect Thai youth from the harms of tobacco.
- Many current youth smokers expressed the desire to quit but they do not receive assistance due to limited tobacco cessation services. This underscores the need for strengthening smoking cessation services.
- Exposure to SHS in public places has successfully declined over the past years. Given that there is no safe level of exposure to SHS, stronger policies are needed to protect youth from exposure to SHS. Although schools are defined as being 100% smoke-free environments by law, nearly half of the students in Thailand saw anyone smoking inside the school building or outside on school property. This underscores the need for effective enforcement of current laws by school and local authorities.
- Sale of tobacco to minors has been banned according to the Tobacco Product Control Act B.E. 2535 (1992). However, Thai youth can easily buy tobacco products in stores without being checked for age. In this round of GYTS, a larger proportion of youth bought cigarettes in stores compared to the last round. Point-of-sale advertising is not effectively addressed by the current law.
- Over the past few years, the anti-tobacco media has been quite effective, as a significant number of students understood that SHS from smoking by others is harmful to them. The majority of students noticed anti-tobacco messages in the media in the past 30 days and at sporting or community events in the past 30 days. ASH Thailand and ThaiHealth have periodically launched anti-tobacco mass media campaigns on television, radio, billboards, newspaper, cinema and others. For example, in 2012, a TV campaign highlighted that using shredded tobacco is as dangerous as using cigarettes.
- Despite laws banning tobacco advertising, sponsorship and promotion, a significant proportion of Thai students are exposed to pro-smoking media campaigns and tobacco marketing. Most students reported noticing anyone using tobacco on television, videos or movies. Because of continuing exposure to tobacco products in the media, youth may tend to accept it as a part of normal culture. There is an urgent need to enforce bans on tobacco advertising and promotion, and "denormalize" the use of tobacco in all media.

## 5. Conclusions

The third round of Thailand's GYTS indicates that the use of tobacco products, especially cigarette use among Thai youth, has not declined over the years. This round of GYTS reveals an upward trend in cigarette smoking among girls and the use of electronic cigarettes among youth for the first time. Easy access to tobacco products may be an important reason for the continuing high use of tobacco among youth. Despite the ban on sale of tobacco to minors, a large proportion of students could easily buy tobacco from stores and convenience stores, despite being underage. While exposure to SHS has significantly decreased at home and in public places, a third of the students are still being exposed to SHS within the school premises. Many students who smoke want to quit but the services for smoking cessation fall short of the current high demand. Despite laws that ban tobacco advertising and sponsorship, exposure to the use of tobacco on television, in videos and the Internet is common.

## 6. Recommendations

- Policy-makers must urgently pass the new tobacco bill, which includes a number of good policies to curb access to and use of tobacco by the youth, including a higher age for purchasing tobacco products, ban on the sale of single cigarettes and expansion of the definition of tobacco use to include emerging tobacco products.
- The school administration must establish effective mechanisms to fully implement and enforce school-based tobacco control interventions, including implementation of a 100% smoke-free policy. There is a need to strengthen school-based smoking cessation interventions to meet the high demand for tobacco cessation services among students.
- Provincial and local authorities must ensure compliance with and enforce national tobacco control laws stringently.
- Urgent steps are needed to enforce bans on tobacco product advertisement in all media to “denormalize” tobacco use among youth.
- There is a need for continuing anti-tobacco campaigns in the media to inform the public and youth about the dangers of tobacco.

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# Annexes

## Annex 1: Questionnaire on use of tobacco products among youth, 2015

### Questionnaire Instructions:

- Please read each question carefully before answering it
- Choose the answer that describes what you believe or feel related to your experience the most
- Choose only one answer from each question
- Darken the full circle ● in the chosen answer with the pencil provided by the staff
- If the you wish to edit the answer, erase the previous answer clearly prior darkening the full circle ● in the new chosen one
- This questionnaire is not the examination and has no effect on your test or behavioral marks. You have full rights to deny completing this survey.

### Sample

24. Do you believe the fish live in the water?

- Ⓐ Definitely yes
- Ⓑ Probably yes
- Ⓒ Probably not
- Ⓓ Definitely not

24. ● Ⓑ Ⓒ Ⓓ Ⓔ Ⓕ Ⓖ Ⓗ

Please read carefully through the definitions listed below prior completing the questionnaire

## Tobacco Products Use

### Smoked Tobacco Products

1. Cigarette is produced from the factory contained in the pack which is available in today's market. It also offers in the fruit flavor which is called, Flavored Cigarette



### Smokeless Tobacco Products

1. Cigarette is produced from the factory contained in the pack which is available in today's market. It also offers in the fruit flavor which is called, Flavored Cigarette



### Other Smoked Tobacco Products

2. Hand-Rolled tobacco eg., the cigarette that is produced by the compact rolling machine OR rolled by hands with paper/ banana leaves/ nipa leaves



3. Pipe (a tube loaded with shredded tobacco used for smoking like cigarettes).



4. Cigar OR large rolled smoked tobacco rolled by tobacco leaves



5. Tobacco products used through water eg., Hookah/ Shisha etc.



6. "Khee-Yoh", local Northern part of Thailand's tobacco



2. Smokeless tobacco/ inhale through the nose



3. Betel Vine contained with tobacco



4. Other tobacco imported from abroad eg., chewing tobacco/ contained in the small container OR Snus etc.



### Electronic Cigarette (Vapor Cigarette)



## Part 1: The following questions are regarded to your basic background

1. How old are you? (C1)
  - Ⓐ 11 year-old or younger
  - Ⓑ 12 year-old
  - Ⓒ 13 year-old
  - Ⓓ 14 year-old
  - Ⓔ 15 year-old
  - Ⓕ 16 year-old
  - Ⓖ 17 year-old or older
  
2. Sex? (C2)
  - Ⓐ Male
  - Ⓑ Female
  
3. What grade are you in? (C3)
  - Ⓐ Mattayom 1
  - Ⓑ Mattayom 2
  - Ⓒ Mattayom 3
  
4. How much per week do you receive the money from your parents OR other incomes for daily usage eg., pocket money for snack and food, travel expenses etc.? (C4)
  - Ⓐ Receive no money
  - Ⓑ Less OR equal 100 THB
  - Ⓒ 101 to 300 THB
  - Ⓓ 301 to 500 THB
  - Ⓔ 501 to 1,000 THB
  - Ⓕ 1,001 to 2,000 THB
  - Ⓖ 2,001 to 3,000 THB
  - Ⓗ More than 3,000 THB

## Part 2: The following questions are regarded to your tobacco products use

5. Have you ever smoked the cigarettes OR experimented the smoking for 1 to 2 times? (C5)
- Ⓐ Yes
  - Ⓑ No
6. What age was your first time smoking the cigarettes? (C6)
- Ⓐ I have never smoked before
  - Ⓑ 7 year-old or younger
  - Ⓒ 8 to 9 year-old
  - Ⓓ 10 to 11 year-old
  - Ⓔ 12 to 13 year-old
  - Ⓕ 14 to 15 year-old
  - Ⓖ 16 year-old OR older
7. During the past 30 days, how many days you have been smoked cigarettes? (C7)
- Ⓐ 0 day
  - Ⓑ 1 to 2 days
  - Ⓒ 3 to 5 days
  - Ⓓ 6 to 9 days
  - Ⓔ 10 to 19 days
  - Ⓕ 20 to 29 days
  - Ⓖ Every day during the past 30 days
8. During the past 30 days, how many cigarettes have you smoked per day? (C8)
- Ⓐ I have never smoked the cigarettes during the past 30 days
  - Ⓑ Less than a stick per day
  - Ⓒ A stick per day
  - Ⓓ 2-5 stick per day
  - Ⓔ 6-10 stick per day
  - Ⓕ 11-20 stick per day
  - Ⓖ More than 20 stick per day
9. Have you ever smoked Flavored Cigarettes eg., the cigarette with fruit, chocolate, vanilla flavor etc.? (CO1)
- Ⓐ I have never smoked before and not acquainted with Flavored Cigarettes at all
  - Ⓑ I have never smoked before but acquainted with Flavored Cigarettes
  - Ⓒ Yes, I smoke and have experimented the Flavored Cigarettes earlier
  - Ⓓ Yes, I smoke and have never experimented the Flavored Cigarettes

10. During the past 30 days, what was the cigarette brand you have been smoked? (Choose only one answer) (CO2)
- Ⓐ I have not smoked during the past 30 days
  - Ⓑ No specific brand
  - Ⓒ Marlboro
  - Ⓓ L & M
  - Ⓔ Krong-thip
  - Ⓕ Sai-fon
  - Ⓖ Wonder
  - Ⓗ Others (such as SMS, etc.)
11. Where do you usually smoke? (Choose only one answer) (CO3)
- Ⓐ I have never smoked the cigarettes
  - Ⓑ At home
  - Ⓒ At school
  - Ⓓ At the workplace
  - Ⓔ At the friend's house
  - Ⓕ At the social events
  - Ⓖ In public areas (eg., parks, shopping malls, street corners)
  - Ⓗ At other places
12. Does your father, mother or guardian use tobacco products? (CO4)
- Ⓐ None of them
  - Ⓑ Both father and mother
  - Ⓒ Only father (OR male guardian)
  - Ⓓ Only mother (OR female guardian)
  - Ⓔ I don't know
13. Have you ever experimented or used the smoked tobacco products apart from cigarettes (eg., cigar, Hooka/Shisha, pipe, Hand-rolled tobacco products, Khee-Yoh etc.)? (C9)
- Ⓐ Yes
  - Ⓑ No
14. During the past 30 days, have you ever experimented using other smoked tobacco products apart from cigarettes (eg., cigar, Hooka/Shisha, pipe, Hand-rolled tobacco products, Khee-Yoh etc.)? (C10)
- Ⓐ Yes
  - Ⓑ No

15. Do you smoke OR have strong desire for smoked tobacco products (eg., cigar, Hooka/Shisha, pipe, Hand-rolled tobacco products, Khee-Yoh etc.) as the first thing in the morning? (C11)

- Ⓐ I do not smoke
- Ⓑ I do not smoke OR have no strong desire to smoke as the first thing in the morning
- Ⓒ I smoke OR have strong desire to smoke sometimes as the first thing in the morning
- Ⓓ I smoke OR always have strong desire to smoke as the first thing in the morning

16. Have you ever smoked Shisha OR experimented smoking 1 to 2 times? (S1)

- Ⓐ Yes
- Ⓑ No

17. What age was your first time smoking Shisha? (S2)

- Ⓐ I have never smoked Shisha before
- Ⓑ 7 year-old or younger
- Ⓒ 8 to 9 year-old
- Ⓓ 10 to 11 year-old
- Ⓔ 12 to 13 year-old
- Ⓕ 14 to 15 year-old
- Ⓖ 16 year-old OR older

18. During the past 30 days, how many days have you smoked Shisha? (S3)

- Ⓐ 0 day
- Ⓑ 1 to 2 days
- Ⓒ 3 to 5 days
- Ⓓ 6 to 9 days
- Ⓔ 10 to 19 days
- Ⓕ 20 to 29 days
- Ⓖ Every day during the past 30 days

19. During the past 30 days, where did you smoke Shisha last time? (Choose only one answer) (S8)

- Ⓐ I have not smoked Shisha during the past 30 days
- Ⓑ At home
- Ⓒ At the coffee shop
- Ⓓ At the restaurant
- Ⓔ At the nightclub OR bar
- Ⓕ At other places

20. After your previous smoking, when did you think you have a strong desire for smoked tobacco products? (C12)

- Ⓐ I do not smoke
- Ⓑ I have no strong desire after my previous smoking
- Ⓒ within 60 minutes
- Ⓓ 1 to 2 Hours
- Ⓔ More than 2 to 4 hours
- Ⓕ More than 4 hours but less than a day
- Ⓖ 1 to 3 days
- Ⓗ 4 days OR more

21. Have you ever heard of Electronic Cigarettes before? (E1)

- Ⓐ Yes
- Ⓑ No

22. During the past 30 days, how many days have you been used Electronic Cigarettes? (E2)

- Ⓐ 0 day
- Ⓑ 1 OR 2 days
- Ⓒ 3 to 5 days
- Ⓓ 6 to 9 days
- Ⓔ 10 to 19 days
- Ⓕ 20 to 29 days
- Ⓖ Every day during the past 30 days

23. During your past days, how many days have you used Electronic Cigarettes? (E3)

- Ⓐ 0 day
- Ⓑ 1 day
- Ⓒ 2 to 10 days
- Ⓓ 11 to 20 days
- Ⓔ 21 to 50 days
- Ⓕ 51 to 100 days
- Ⓖ More than 100 days

24. Have you ever used OR experimented using smokeless tobacco products (eg., chewing shredded tobacco, strong-smell shredded tobacco for dissolved in the mouth/ stick to the mouth, smokeless tobacco/ inhale through the nose and betel vine with tobacco etc.)? (C13)

- Ⓐ Yes
- Ⓑ No

25. During the past 30 days, have you ever used smokeless tobacco products (eg., chewing shredded tobacco, strong-smell shredded tobacco for dissolved in the mouth/ stick to the mouth, smokeless tobacco/ inhale through the nose and betel vine with tobacco etc.)? (C14)
- Ⓐ Yes
  - Ⓑ No
26. What age was your first experiment using smokeless tobacco products (eg., chewing shredded tobacco, strong-smell shredded tobacco for dissolved in the mouth/ stick to the mouth, smokeless tobacco/ inhale through the nose and betel vine with tobacco etc.)? (SL1)
- Ⓐ I have never used smokeless tobacco products before
  - Ⓑ 7 year-old OR younger
  - Ⓒ 8 OR 9 year-old
  - Ⓓ 10 OR 11 year-old
  - Ⓔ 12 OR 13 year-old
  - Ⓕ 14 OR 15 year-old
  - Ⓖ 16 year-old OR older
27. During the past 30 days, how many days have you used smokeless tobacco products? (SL2)
- Ⓐ 0 day
  - Ⓑ 1 to 2 days
  - Ⓒ 3 to 5 days
  - Ⓓ 6 to 9 days
  - Ⓔ 10 to 19 days
  - Ⓕ 20 to 29 days
  - Ⓖ Every day during the past 30 days
28. During the past 30 days, how many times have you used smokeless tobacco products per day? (SL3)
- Ⓐ I have never used the smokeless tobacco products during the past 30 days
  - Ⓑ Less than 1 time per day
  - Ⓒ 1 time per day
  - Ⓓ 2 to 5 times per day
  - Ⓔ 6 to 10 times per day
  - Ⓕ 11 to 20 times per day
  - Ⓖ More than 20 times per day



### Part 3: The following questions are regarded to the attitude towards smoking cessation

29. Do you want to quit smoking nowadays? (C15)
- Ⓐ I have never smoked
  - Ⓑ I do not smoke nowadays
  - Ⓒ Yes, I want to quit smoking
  - Ⓓ No, I do not want to quit smoking
30. During the past 12 months, have you ever tried in stop smoking the smoked tobacco products? (C16)
- Ⓐ I have never smoked
  - Ⓑ I have not smoked during the past 12 months
  - Ⓒ Yes, I have
  - Ⓓ No, I have not
31. If you need to stop using smoked tobacco products, do you think it is possible to do so? (C17)
- Ⓐ I have never smoked
  - Ⓑ I do not smoke nowadays
  - Ⓒ Yes, it is possible to stop using it
  - Ⓓ No, it is not possible to stop using it
32. Have you ever obtained the support or advice in stop smoking the smoked tobacco products? (Choose only one answer) (C18)
- Ⓐ I have never smoked
  - Ⓑ Obtained from the smoking cessation program or specialist
  - Ⓒ Obtained from friends
  - Ⓓ Obtained from the family member
  - Ⓔ Obtained from both ways; from smoking cessation program/ specialist and from friends OR family member
  - Ⓕ I have never obtained support or advice before

## Part 4: The following questions are regarded to your exposure to other people's smoking

33. During the past 7 days, how many days have you seen anyone using smoked tobacco products in your house? (C19)
- (A) 0 day
  - (B) 1 to 2 days
  - (C) 3 to 4 days
  - (D) 5 to 6 days
  - (E) 7 days
34. During the past 7 days, how many days have you seen anyone smoked tobacco while you were inside the building of the public places but not in your own house eg.,classrooms, shops, restaurants, shopping malls, movie theatres etc.? (C20)
- (A) 0 day
  - (B) 1 to 2 days
  - (C) 3 to 4 days
  - (D) 5 to 6 days
  - (E) 7 days
35. During the past 7 days, how many days have you seen anyone smoked tobacco while you were outside the building of the public places for examples, playgrounds, sidewalks, building entrances, parks, beaches etc.? (C21)
- (A) 0 day
  - (B) 1 to 2 days
  - (C) 3 to 4 days
  - (D) 5 to 6 days
  - (E) 7 days
36. During the past 30 days, have you seen anyone used smoked tobacco products inside the school buildings or in school's area? (C22)
- (A) Yes
  - (B) No
37. Do you think the tobacco smoke derived from other people's smoking is harmful for your health? (C23)
- (A) Definitely not harmful
  - (B) Probably not harmful
  - (C) Probably harmful
  - (D) Definitely harmful

38. Do you think Shisha smoke derived from other people's smoking is harmful for your health? (S7)

- Ⓐ Definitely not harmful
- Ⓑ Probably not harmful
- Ⓒ Probably harmful
- Ⓓ Definitely harmful

39. Do you agree in banning smoking tobaccos in the open-air public area for example, playgrounds, sidewalks, building entrances, parks, beaches etc.? (C25)

- Ⓐ Yes
- Ⓑ No

## Part 5: The following questions are regarded to the derivation of cigarette among youths

40. During the past 30 days, how did you obtain the cigarettes for smoking last time? (Choose only one answer) (C26)
- Ⓐ I have not smoked the cigarettes during the past 30 days
  - Ⓑ Bought the cigarettes from the store OR small grocery
  - Ⓒ Bought the cigarettes from the stall, flea market
  - Ⓓ Bought the cigarettes from the convenience store eg., 7-Eleven, Family Mart
  - Ⓔ Borrow the cigarettes from others
  - Ⓕ Someone gave you the cigarettes
  - Ⓖ Obtained by other ways
41. During the past 30 days, did anyone refuse to sell you the cigarettes due to your age condition? (C27)
- Ⓐ I did not attempt to purchase the cigarettes during the past 30 days
  - Ⓑ Someone refused to sell me cigarettes because I am under 18 year-old
  - Ⓒ My age has no effects on purchasing the cigarettes
42. During the past 30 days, what were your cigarettes like according to your last purchase?(C28)
- Ⓐ I have not purchased the cigarettes during the past 30 days
  - Ⓑ Bought as in a cigarette pack
  - Ⓒ Bought as a cigarette stick
  - Ⓓ Bought as in a carton
  - Ⓔ Bought as in a small cigarette pack divided for sell
  - Ⓕ Bought as tobacco and roll by hands myself
43. How much do you think 1 pack of cigarettes (20 sticks) costs in average? (C29)
- Ⓐ Less than 30 THB
  - Ⓑ 30 to 50 THB
  - Ⓒ 51 to 60 THB
  - Ⓓ 61 to 70 THB
  - Ⓔ 71 to 80 THB
  - Ⓕ 81 to 90 THB
  - Ⓖ More than 90 THB
  - Ⓗ I am not sure

**Part 6: The following questions are regarded to your perception concerning the tobacco products through the media (all lines of tobacco products)**

44. During the past 30 days, have you ever seen or heard of anti-tobacco media messages from the televisions, radios, internet, billboards, posters, newspapers, magazines, or movies? (C30)
- Ⓐ Yes
  - Ⓑ No
45. During the past 30 days, when you attended the sport events, product fairs, music festivals, community events, or social events, have you seen or heard about the anti-tobacco messages? (C31)
- Ⓐ I have never attended those events mentioned
  - Ⓑ I attend the events and saw or heard about the anti-tobacco messages
  - Ⓒ I attend the events but did not see or hear the anti-tobacco messages
46. During the past 30 days, have you ever seen the Pictorial Health Warnings displayed on the cigarette packages? (C32)
- Ⓐ Yes but I have no interest in it
  - Ⓑ Yes The health warnings displayed on the cigarette packs make me do not want to start smoking and want to stop smoking.
  - Ⓒ I have never seen it
47. During the past 12 months, have you ever been taught on the harm caused by the cigarettes or other tobacco products in the classroom?(C33)
- Ⓐ Yes
  - Ⓑ No
  - Ⓒ I don't know

**Part 7: The following questions are regarded to the advertisement and tobacco products sales promotion (cigarettes, other smoked tobacco products and smokeless tobacco products are included)**

48. During the past 30 days, have you ever seen the people smoking cigarettes or other tobacco products on televisions, videos or movies? (C34)
- (A) I have not watched televisions, videos or movies during the past 30 days
  - (B) Yes
  - (C) No
49. During the past 30 days, have you ever seen the advertisement or tobacco products sales promotion at the points of sale (eg., stores, shops, small size groceries, stalls)? (C35)
- (A) I have not been to any points of sale mentioned during the past 30 days
  - (B) Yes
  - (C) No
50. Have you ever used or wear something displaying the label of tobacco products companies, cigarette brands or cigarette picture on it eg., lighters, clothes, cap, glasses etc? (C36)
- (A) Yes, I have
  - (B) I am not sure
  - (C) I have never used them before
51. Do you possess the belongings (eg., clothes, pens, bags etc) that labels the tobacco products' brand and logos? (C37)
- (A) Yes
  - (B) No
52. Have you ever obtained the cigarettes or other tobacco products for free from the cigarette dealers? (C38)
- (A) Yes
  - (B) No
53. During the past 30 days, have you ever seen the advertisement of cigarettes or other tobacco products on the internet or other online media? (CO7)
- (A) I have not used the internet or other online media during the past 30 days
  - (B) Yes
  - (C) I have seen the electronic cigarettes advertised
  - (D) I have never seen it before

54. During the past 30 days, have you ever seen the advertisement on electronic cigarettes on the internet or other online media? (CO8)

- Ⓐ I have not used the internet or other online media during the past 30 days
- Ⓑ Yes
- Ⓒ I have seen the electronic cigarettes advertised
- Ⓓ I have never seen it before

## Part 8: The following questions are regarded to the attitude or beliefs the students have towards the use of tobacco products

55. If your close friend gives you the tobacco products, will you smoke it? (C39)
- Ⓐ Definitely not smoke
  - Ⓑ Probably not smoke
  - Ⓒ Probably smoke
  - Ⓓ Definitely smoke
56. During the next 12 months, will you use or smoke the tobacco products? (C40)
- Ⓐ Definitely not smoke
  - Ⓑ Probably not smoke
  - Ⓒ Probably smoke
  - Ⓓ Definitely smoke
57. Do you think whoever starts smoking the tobacco products will face the difficulties in smoking cessation? (C41)
- Ⓐ Definitely not difficult
  - Ⓑ Probably not difficult
  - Ⓒ Probably difficult
  - Ⓓ Definitely difficult
58. Do you think smoking tobaccos in the feasts, parties or other social events will help the smokers to feel relax more or less than those who are not smoking? (C42)
- Ⓐ More relaxed
  - Ⓑ Less relaxed
  - Ⓒ No differences
59. To which extent you agree or disagree with the following sentence "I think I may find myself joyful by smoking cigarettes" (C43)
- Ⓐ I smoke cigarette nowadays
  - Ⓑ Strongly agree
  - Ⓒ Agree
  - Ⓓ Disagree
  - Ⓔ Strongly disagree
60. If your close friend gives you Shisha, will you smoke it? (S11)
- Ⓐ Definitely not smoke
  - Ⓑ Probably not smoke
  - Ⓒ Probably smoke
  - Ⓓ Definitely smoke



61. Do you think whoever starts smoking Shisha will face the difficulties in stop smoking it? (S12)
- Ⓐ Definitely not difficult
  - Ⓑ Probably not difficult
  - Ⓒ Probably difficult
  - Ⓓ Definitely difficult
62. Do you think smoking Shisha in the feasts, parties or other social events will help the smokers to feel relax more or less than those who are not smoking? (S13)
- Ⓐ More relaxed
  - Ⓑ Less relaxed
  - Ⓒ No differences
63. To which extent you agree or disagree with the following sentence "I think I may find myself joyful by smoking Shisha? (S14)
- Ⓐ I smoke Shisha nowadays
  - Ⓑ Strongly agree
  - Ⓒ Agree
  - Ⓓ Disagree
  - Ⓔ Strongly disagree
64. Do you think those who smoke tobacco have more or less friends than those who do not smoke? (CO5)
- Ⓐ More friends
  - Ⓑ Less friends
  - Ⓒ No differences
65. Do you think those who smoke tobacco are attractive more or less than those who do not smoke? (CO6)
- Ⓐ More attractive
  - Ⓑ Less attractive
  - Ⓒ No differences
66. Do you think those who use the electronic cigarettes are attractive more or less than those who do not smoke? (CO9)
- Ⓐ More attractive
  - Ⓑ Less attractive
  - Ⓒ No differences

## แบบสอบถามการสำรวจการบริโภคยาสูบในเยาวชน พ.ศ.2558

### คำแนะนำในการตอบแบบสอบถาม

- การทำแบบสอบถามนี้ ขอให้นักเรียนอ่านข้อคำถามให้เข้าใจก่อนที่จะตอบคำถาม
- ขอให้เลือกคำตอบที่ตรงกับความเป็นจริงเกี่ยวกับตัวนักเรียนเองมากที่สุด
- นักเรียนต้องตอบคำถามทุกข้อ โดยเลือกเพียง 1 คำตอบ
- โปรดระบาย ● ลงในข้อคำตอบที่นักเรียนเลือก ด้วยดินสอที่เจ้าหน้าที่ได้จัดเตรียมมาให้ โดยระบายให้เต็มวง
- หากนักเรียนต้องการแก้ไขคำตอบ กรุณาลบคำตอบเก่าให้สะอาด ก่อนที่จะระบาย ● ลงในคำตอบใหม่ที่นักเรียนเลือก
- แบบสอบถามนี้ไม่ใช่ข้อสอบ จึงไม่มีผลต่อคะแนนสอบ หรือคะแนนความประพฤติของนักเรียน นักเรียนสามารถที่จะไม่ยินยอมทำแบบสอบถามชุดนี้ได้

### ตัวอย่าง

24. นักเรียนคิดว่าปลาอาศัยอยู่ในน้ำใช่หรือไม่

- Ⓔ ใช่
- Ⓕ น่าจะใช่
- Ⓖ น่าจะไม่ใช่
- Ⓗ ไม่ใช่อย่างแน่นอน

24. ● (B) (C) (D) (E) (F) (G) (H)

ก่อนที่นักเรียนจะเริ่มทำแบบสอบถาม กรุณาอ่านและทำความเข้าใจ ความหมายของคำ ดังต่อไปนี้

## การใช้ผลิตภัณฑ์ยาสูบ

### ผลิตภัณฑ์ยาสูบแบบมีควัน

1) บุหรี่ซอง (Cigarette) คือ บุหรี่ที่ผลิตจากโรงงาน แบบ มวนที่บรรจุซองวางขายทั่วไป หรือบางครั้งเป็นรสผลไม้ เรียกว่า บุหรี่ชูรส



### ผลิตภัณฑ์ยาสูบแบบมีควันชนิดอื่น

2) บุหรี่มวนเอง ได้แก่ บุหรี่ที่ใช้เครื่องมวนบุหรี่ขนาดเล็ก หรือมวนเองด้วยมือ มักห่อ ด้วยกระดาษ/ใบตอง/ใบจาก



3) ไปป์ หรือกล่องสำหรับสูบ



4) ซิการ์ หรือใบยาสูบมวน



5) ผลิตภัณฑ์ยาสูบที่สูบ ผ่านน้ำ เช่น อุกก้า/บาราฎ์ เป็นต้น



6) จั๊ย หรือบุหรี่พื้นเมือง ภาคเหนือ



### ผลิตภัณฑ์ยาสูบแบบไม่มีควัน

1) ยาเส้น/ยาฉุน ใช้เคี้ยว/อม/จุกทางปาก /สฟีน



2) ยานัตถุที่ใช้สูดเข้าทางจมูก



3) หมากพลูที่มียาเส้นเป็นส่วนประกอบ



4) อื่นๆ เช่น ยาสูบชนิดเคี้ยวจากต่างประเทศ มักบรรจุ ตลับหรือกล่อง “สบูช หรือ snus” เป็นต้น



### บุหรี่อิเล็กทรอนิกส์ (บุหรี่ไฟฟ้าหรือบุหรี่ไอน้ำ)



## ส่วนที่ 1 คำถามต่อไปนี้เป็นการถามเกี่ยวกับข้อมูลพื้นฐานของตัวท่าน

1. นักเรียนอายุเท่าไร? (C1)
  - (A) 11 ปี หรือน้อยกว่า
  - (B) 12 ปี
  - (C) 13 ปี
  - (D) 14 ปี
  - (E) 15 ปี
  - (F) 16 ปี
  - (G) 17 ปี หรือมากกว่า
2. เพศ? (C2)
  - (A) ชาย
  - (B) หญิง
3. เรียนอยู่ชั้นใด? (C3)
  - (A) ม.1
  - (B) ม.2
  - (C) ม.3
4. นักเรียนได้รับเงินจากผู้ปกครองหรือจากรายได้อื่นๆ เพื่อเป็นค่าใช้จ่ายประจำวัน เช่น ค่าขนม ค่าอาหาร ค่ารถ ฯลฯ รวมแล้วสัปดาห์ละเท่าไร? (C4)
  - (A) ไม่ได้รับเงินค่าใช้จ่าย
  - (B) น้อยกว่า หรือเท่ากับ 100 บาท
  - (C) 101–300 บาท
  - (D) 301–500 บาท
  - (E) 501–1,000 บาท
  - (F) 1,001–2,000 บาท
  - (G) 2,001–3,000 บาท
  - (H) มากกว่า 3,000 บาท ขึ้นไป

## ส่วนที่ 2 คำถามต่อไปนี้เป็นการใช้ผลิตภัณฑ์ยาสูบของนักเรียน

5. นักเรียนเคยสูบบุหรี่ซอง หรือลองสูบบุหรี่ซองเพียง 1-2 ครั้งหรือไม่? (C5)
- Ⓐ เคย
  - Ⓑ ไม่เคย
6. นักเรียนเคยลองสูบบุหรี่ซองครั้งแรกเมื่ออายุเท่าใด? (C6)
- Ⓐ ไม่เคยสูบบุหรี่เลย
  - Ⓑ เมื่ออายุน้อยกว่าหรือเท่ากับ 7 ปี
  - Ⓒ อายุ 8 หรือ 9 ปี
  - Ⓓ อายุ 10 หรือ 11 ปี
  - Ⓔ อายุ 12 หรือ 13 ปี
  - Ⓕ อายุ 14 หรือ 15 ปี
  - Ⓖ อายุ 16 ปี หรือมากกว่า
7. ในช่วง 30 วันที่ผ่านมา นักเรียนสูบบุหรี่ซองกี่วัน? (C7)
- Ⓐ 0 วัน
  - Ⓑ 1-2 วัน
  - Ⓒ 3-5 วัน
  - Ⓓ 6-9 วัน
  - Ⓔ 10-19 วัน
  - Ⓕ 20-29 วัน
  - Ⓖ ทุกวันใน 30 วันที่ผ่านมา
8. ในช่วง 30 วันที่ผ่านมา ในวันที่สูบบุหรี่ซอง นักเรียนสูบกี่มวนต่อวัน? (C8)
- Ⓐ ไม่ได้สูบบุหรี่ซองเลยใน 30 วัน (1 เดือน) ที่ผ่านมา
  - Ⓑ น้อยกว่า 1 มวนต่อวัน
  - Ⓒ 1 มวนต่อวัน
  - Ⓓ 2-5 มวนต่อวัน
  - Ⓔ 6-10 มวนต่อวัน
  - Ⓕ 11-20 มวนต่อวัน
  - Ⓖ มากกว่า 20 มวนต่อวัน
9. ในช่วงชีวิตที่ผ่านมา นักเรียนเคยสูบบุหรี่ซอง เช่น บุหรี่รสผลไม้ รสช็อคโกแลต รสวานิลลา เป็นต้น หรือไม่? (CO1)
- Ⓐ ไม่เคยสูบบุหรี่ และไม่เคยรู้จักบุหรี่ซอง
  - Ⓑ ไม่เคยสูบบุหรี่ แต่เคยรู้จักบุหรี่ซอง
  - Ⓒ สูบบุหรี่ และเคยสูบบุหรี่ซอง
  - Ⓓ สูบบุหรี่ แต่ไม่เคยสูบบุหรี่ซอง

10. ในช่วง 30 วันที่ผ่านมา นักเรียนสูบบุหรี่ของยี่ห้อใดเป็นประจำ? (เลือกเพียง 1 คำตอบเท่านั้น) (CO2)
- Ⓐ ฉันไม่ได้สูบบุหรี่ตลอดเวลา 30 วันที่ผ่านมา
  - Ⓑ ไม่มียี่ห้อใดเป็นพิเศษ
  - Ⓒ มาร์ลโบโร
  - Ⓓ แอลแอนด์เอ็ม (L & M)
  - Ⓔ กรองทิพย์
  - Ⓕ สายฝน
  - Ⓖ Wonder
  - Ⓗ SMS
  - Ⓘ ยี่ห้ออื่นๆ
11. นักเรียนสูบบุหรี่ของเป็นประจำที่ไหน? (เลือกเพียง 1 คำตอบเท่านั้น) (CO3)
- Ⓐ ฉันไม่เคยสูบบุหรี่
  - Ⓑ สูบที่บ้าน
  - Ⓒ สูบที่โรงเรียน
  - Ⓓ สูบที่ทำงาน
  - Ⓔ สูบที่บ้านเพื่อน
  - Ⓕ สูบตามงานสังคมต่างๆ
  - Ⓖ สูบในที่สาธารณะต่างๆ (เช่น สวนสาธารณะ ห้างสรรพสินค้า มุมถนนต่างๆ)
  - Ⓗ ที่อื่นๆ
12. พ่อ แม่ หรือ ผู้ปกครองของนักเรียนใช้ผลิตภัณฑ์ยาสูบหรือไม่? (CO4)
- Ⓐ ไม่มีใครใช้
  - Ⓑ ทั้งพ่อและแม่ใช้ (หรือผู้ปกครองใช้)
  - Ⓒ พ่อใช้คนเดียว (หรือผู้ปกครองที่เป็นผู้ชายใช้)
  - Ⓓ แม่ใช้คนเดียว (หรือผู้ปกครองที่เป็นผู้หญิงใช้)
  - Ⓔ ไม่ทราบ
13. นักเรียนเคยลองใช้หรือเคยใช้ผลิตภัณฑ์ยาสูบแบบมีควันที่นอกเหนือจากบุหรี่ซองหรือไม่ (เช่น ซิการ์ สุกก้า/บารากู่ ไปถึง บุหรี่มวนเอง ซิโย เป็นต้น)? (C9)
- Ⓐ เคย
  - Ⓑ ไม่เคย
14. ในช่วง 30 วันที่ผ่านมา นักเรียนเคยใช้ผลิตภัณฑ์ยาสูบแบบมีควันชนิดอื่น นอกเหนือจากบุหรี่ซองหรือไม่? (เช่น ซิการ์ สุกก้า/บารากู่ ไปถึง บุหรี่มวนเอง ซิโย เป็นต้น)? (C10)
- Ⓐ เคย
  - Ⓑ ไม่เคย

15. นักเรียนสูบบุหรี่หรืออยากใช้ยาสูบแบบมีควัน(เช่น บุหรี่ซอง บุหรี่มวนเอง ซิการ์ สุคน้ำ/บาราเก้ ไปป์ ซิโก้ เป็นต้น) เป็นสิ่งแรกในตอนเช้าหรือไม่? (C11)
- Ⓐ ไม่สูบบุหรี่
  - Ⓑ ไม่สูบบุหรี่หรืออยากสูบบุหรี่ เป็นสิ่งแรกในตอนเช้า
  - Ⓒ สูบบุหรี่หรืออยากสูบบุหรี่เป็นบางครั้ง เป็นสิ่งแรกในตอนเช้า
  - Ⓓ สูบบุหรี่หรืออยากสูบบุหรี่เป็นประจำ เป็นสิ่งแรกในตอนเช้า
16. นักเรียนเคยสูบบุหรี่หรือลองใช้เพียง 1 หรือ 2 ครั้งหรือไม่? (S1)
- Ⓐ เคย
  - Ⓑ ไม่เคย
17. นักเรียนเคยลองสูบบุหรี่ครั้งแรกเมื่ออายุเท่าใด? (S2)
- Ⓐ ไม่เคยสูบเลย
  - Ⓑ เมื่ออายุน้อยกว่าหรือเท่ากับ 7 ปี
  - Ⓒ อายุ 8 หรือ 9 ปี
  - Ⓓ อายุ 10 หรือ 11 ปี
  - Ⓔ อายุ 12 หรือ 13 ปี
  - Ⓕ อายุ 14 หรือ 15 ปี
  - Ⓖ อายุ 16 ปี หรือมากกว่า
18. ในช่วง 30 วันที่ผ่านมา นักเรียนสูบบุหรี่กี่วัน? (S3)
- Ⓐ 0 วัน
  - Ⓑ 1-2 วัน
  - Ⓒ 3-5 วัน
  - Ⓓ 6-9 วัน
  - Ⓔ 10-19 วัน
  - Ⓕ 20-29 วัน
  - Ⓖ ทุกวันใน 30 วันที่ผ่านมา
19. ในช่วง 30 วันที่ผ่านมา นักเรียนสูบบุหรี่ครั้งสุดท้ายที่ใด? (เลือกเพียง 1 คำตอบเท่านั้น) (S8)
- Ⓐ ไม่ได้สูบบุหรี่เลยในช่วง 30 วันที่ผ่านมา
  - Ⓑ สูบที่บ้าน
  - Ⓒ สูบที่ร้านกาแฟ
  - Ⓓ สูบที่ร้านอาหารหรือภัตตาคาร
  - Ⓔ สูบที่ผับบาร์ หรือสโมสร
  - Ⓖ สูบที่อื่นๆ

20. นักเรียนรู้สึกอยากใช้ยาสูบแบบมีควันอย่างมาก หลังจากการใช้ยาสูบครั้งก่อนเป็นเวลานานเท่าใด? (C12)
- (A) ไม่สูบบุหรี่
  - (B) ไม่รู้สึกอยากสูบบุหรี่อย่างมาก หลังการใช้ยาสูบครั้งก่อน
  - (C) ภายใน 60 นาที
  - (D) 1-2 ชั่วโมง
  - (E) มากกว่า 2 ชั่วโมง ถึง 4 ชั่วโมง
  - (F) มากกว่า 4 ชั่วโมงแต่ไม่เกิน 1 วัน
  - (G) 1-3 วัน
  - (H) 4 วันหรือมากกว่า
21. ก่อนหน้านี้ นักเรียนเคยได้ยินเกี่ยวกับบุหรี่อิเล็กทรอนิกส์ หรือบุหรี่ไฟฟ้าหรือไม่? (E1)
- (A) เคย
  - (B) ไม่เคย
22. ในช่วง 30 วันที่ผ่านมา นักเรียนใช้บุหรี่อิเล็กทรอนิกส์ หรือบุหรี่ไฟฟ้ากี่วัน? (E2)
- (A) 0 วัน
  - (B) 1 หรือ 2 วัน
  - (C) 3 ถึง 5 วัน
  - (D) 6 ถึง 9 วัน
  - (E) 10 ถึง 19 วัน
  - (F) 20 ถึง 29 วัน
  - (G) ทุกวันใน 30 วันที่ผ่านมา
23. ในช่วงชีวิตที่ผ่านมา นักเรียนเคยใช้บุหรี่อิเล็กทรอนิกส์หรือบุหรี่ไฟฟ้ากี่วัน? (E3)
- (A) 0 วัน
  - (B) 1 วัน
  - (C) 2 ถึง 10 วัน
  - (D) 11 ถึง 20 วัน
  - (E) 21 หรือ 50 วัน
  - (F) 51 ถึง 100 วัน
  - (G) มากกว่า 100 วัน
24. นักเรียนเคยลองใช้หรือเคยใช้ผลิตภัณฑ์ยาสูบแบบไม่มีควัน (เช่น เคี้ยวยาเส้น ยาสูบอม/จุกทางปาก ยานัตถุที่มีส่วนผสมของยาสูบสูดทางจมูก และหมากพลูที่มียาเส้นเป็นส่วนประกอบ เป็นต้น) หรือไม่? (C13)
- (A) เคย
  - (B) ไม่เคย



25. ในช่วง 30 วันที่ผ่านมา นักเรียนเคยใช้ผลิตภัณฑ์ยาสูบแบบไม่มีควันหรือไม่ (เช่น เคี้ยวยาเส้น ยาฉุนอม/จุกทางปาก ยานัตถุที่มีส่วนผสมของยาสูบสูดทางจมูก และหมากพลูที่มียาเส้นเป็นส่วนประกอบเป็นต้น)? (C14)
- (A) เคย  
(B) ไม่เคย
26. นักเรียนเคยลองใช้ผลิตภัณฑ์ยาสูบแบบไม่มีควัน (เช่น เคี้ยวยาเส้น ยาฉุนอม/จุกทางปาก ยานัตถุที่มีส่วนผสมของยาสูบสูดทางจมูก และหมากพลูที่มียาเส้นเป็นส่วนประกอบ เป็นต้น) ครั้งแรกเมื่ออายุเท่าใด? (SL1)
- (A) ไม่เคยใช้เลย  
(B) เมื่ออายุน้อยกว่าหรือเท่ากับ 7 ปี  
(C) อายุ 8 หรือ 9 ปี  
(D) อายุ 10 หรือ 11 ปี  
(E) อายุ 12 หรือ 13 ปี  
(F) อายุ 14 หรือ 15 ปี  
(G) อายุ 16 ปี หรือมากกว่า
27. ในช่วง 30 วันที่ผ่านมา นักเรียนใช้ผลิตภัณฑ์ยาสูบแบบไม่มีควันกี่วัน? (SL2)
- (A) 0 วัน  
(B) 1-2 วัน  
(C) 3-5 วัน  
(D) 6-9 วัน  
(E) 10-19 วัน  
(F) 20-29 วัน  
(G) ทุกวันใน 30 วันที่ผ่านมา
28. ในช่วง 30 วันที่ผ่านมา นักเรียนใช้ผลิตภัณฑ์ยาสูบแบบไม่มีควันกี่ครั้งต่อวัน? (SL3)
- (A) ไม่ได้ใช้เลยใน 30 วันที่ผ่านมา  
(B) น้อยกว่า 1 ครั้งต่อวัน  
(C) 1 ครั้งต่อวัน  
(D) 2-5 ครั้งต่อวัน  
(E) 6-10 ครั้งต่อวัน  
(F) 11-20 ครั้งต่อวัน  
(G) มากกว่า 20 ครั้งต่อวัน

### ส่วนที่ 3 คำถามต่อไปนี้ถามเกี่ยวกับทัศนคติต่อการเลิกสูบบุหรี่

29. ปัจจุบัน นักเรียนต้องการเลิกใช้ยาสูบหรือไม่? (C15)
- Ⓐ ไม่เคยสูบ
  - Ⓑ ปัจจุบันไม่สูบ
  - Ⓒ คิดว่าสามารถเลิกสูบได้
  - Ⓓ คิดว่าไม่สามารถเลิกสูบได้
30. ในช่วง 12 เดือนที่ผ่านมา นักเรียนเคยพยายามเลิกสูบบุหรี่ผลิตภัณฑ์ยาสูบแบบมีควันหรือไม่? (C16)
- Ⓐ ไม่เคยสูบ
  - Ⓑ ไม่ได้สูบในช่วง 12 เดือนที่ผ่านมา
  - Ⓒ เคยพยายามเลิก
  - Ⓓ ไม่เคยพยายามเลิก
31. ถ้านักเรียนต้องการเลิกสูบบุหรี่ผลิตภัณฑ์ยาสูบแบบมีควัน คิดว่าสามารถเลิกได้หรือไม่? (C17)
- Ⓐ ไม่เคยสูบ
  - Ⓑ ปัจจุบันไม่สูบ
  - Ⓒ คิดว่าสามารถเลิกสูบได้
  - Ⓓ คิดว่าไม่สามารถเลิกสูบได้
32. นักเรียนเคยได้รับความช่วยเหลือ หรือคำแนะนำเพื่อเลิกสูบบุหรี่ผลิตภัณฑ์ยาสูบแบบมีควันหรือไม่? (เลือกเพียง 1 คำตอบเท่านั้น) (C18)
- Ⓐ ไม่เคยสูบ
  - Ⓑ เคยได้รับจากโปรแกรมเลิกบุหรี่ หรือผู้เชี่ยวชาญ
  - Ⓒ เคยได้รับจากเพื่อน
  - Ⓓ เคยได้รับจากสมาชิกในครอบครัว
  - Ⓔ เคยได้รับจากทั้ง 2 ทาง คือ โปรแกรมเลิกบุหรี่หรือผู้เชี่ยวชาญ และ จากเพื่อนหรือสมาชิกในครอบครัว
  - Ⓕ ไม่เคยได้รับ

#### ส่วนที่ 4 คำถามต่อไปนี้ถามเกี่ยวกับความเสี่ยงที่จะได้รับควันบุหรี่จากการสูบบุหรี่ของผู้อื่น

33. ในช่วง 7 วันที่ผ่านมา นักเรียนพบเห็นบุคคลสูบบุหรี่ผลิตภัณฑยาสูบแบบมีควัน ภายในบ้านกี่วัน? (C19)
- Ⓐ 0 วัน
  - Ⓑ 1 – 2 วัน
  - Ⓒ 3 – 4 วัน
  - Ⓓ 5 – 6 วัน
  - Ⓔ 7 วัน
34. ในช่วง 7 วันที่ผ่านมา มีกี่วันที่มีผู้อื่นสูบบุหรี่แบบมีควัน ในขณะที่นักเรียนอยู่ภายในอาคารของสถานที่สาธารณะที่ไม่ใช่บ้านของนักเรียน เช่น ห้องเรียน ร้านค้า ร้านอาหาร ห้างสรรพสินค้า โรงหนัง เป็นต้น? (C20)
- Ⓐ 0 วัน
  - Ⓑ 1 – 2 วัน
  - Ⓒ 3 – 4 วัน
  - Ⓓ 5 – 6 วัน
  - Ⓔ 7 วัน
35. ในช่วง 7 วันที่ผ่านมา มีกี่วันที่มีผู้อื่นสูบบุหรี่แบบมีควัน ในขณะที่นักเรียนอยู่นอกอาคารของสถานที่สาธารณะ เช่น สนามเด็กเล่น ทางเท้า ทางเข้าอาคาร สวนสาธารณะ บริเวณชายหาด เป็นต้น? (C21)
- Ⓐ 0 วัน
  - Ⓑ 1 – 2 วัน
  - Ⓒ 3 – 4 วัน
  - Ⓓ 5 – 6 วัน
  - Ⓔ 7 วัน
36. ในช่วง 30 วันที่ผ่านมา นักเรียนเคยเห็นคนสูบบุหรี่ผลิตภัณฑยาสูบแบบมีควัน ภายในอาคารเรียนหรือในเขตพื้นที่โรงเรียนหรือไม่? (C22)
- Ⓐ เคยเห็น
  - Ⓑ ไม่เคยเห็น
37. นักเรียนคิดว่าควันจากการสูบบุหรี่ของผู้อื่น มีอันตรายต่อสุขภาพของนักเรียนหรือไม่? (C23)
- Ⓐ ไม่มีอันตรายอย่างแน่นอน
  - Ⓑ น่าจะไม่มีอันตราย
  - Ⓒ น่าจะมีอันตราย
  - Ⓓ มีอันตรายอย่างแน่นอน

38. นักเรียนคิดว่าวันจากการสูบบุหรี่ของผู้อื่น มีอันตรายต่อสุขภาพของนักเรียนหรือไม่? (S7)

- Ⓐ ไม่มีอันตรายอย่างแน่นอน
- Ⓑ น่าจะไม่มีอันตราย
- Ⓒ น่าจะมีอันตราย
- Ⓓ มีอันตรายอย่างแน่นอน

39. นักเรียนเห็นด้วยกับการห้ามสูบบุหรี่ในสถานที่มีลักษณะเปิดโล่ง เช่น สนามเด็กเล่น ทางเท้า ทางเข้าอาคาร สวนสาธารณะ บริเวณชายหาด เป็นต้น หรือไม่? (C25)

- Ⓐ เห็นด้วย
- Ⓑ ไม่เห็นด้วย

## ส่วนที่ 5 คำถามต่อไปนี้ถามเกี่ยวกับการได้บุหรี่ซองมา

40. ในช่วง 30 วันที่ผ่านมา นักเรียนได้บุหรี่ซองเพื่อสูบครั้งสุดท้ายมาโดยวิธีใด? (เลือกเพียง 1 คำตอบเท่านั้น)? (C26)
- (A) ไม่ได้สูบบุหรี่ซองเลยใน 30 วันที่ผ่านมา
  - (B) ซื้อบุหรี่ซองจากร้านค้า หรือร้านขายของชำ
  - (C) ซื้อบุหรี่ซองจากร้านค้าเร่ แผงลอย ตลาดนัด
  - (D) ซื้อบุหรี่ซองจากร้านสะดวกซื้อ เช่น 7-Eleven, Family Mart (คำตอบเฉพาะประเทศไทย)
  - (E) ขอยืมบุหรี่ซองมาจากคนอื่น
  - (F) มีคนให้บุหรี่ซองมา
  - (G) ได้บุหรี่ซองมาสูบโดยวิธีอื่นๆ
41. ในช่วง 30 วันที่ผ่านมา มีผู้ปฏิเสธที่จะขายบุหรี่ซองเพราะอายุของนักเรียนหรือไม่? (C27)
- (A) ไม่ได้พยายามซื้อบุหรี่ซองใน 30 วันที่ผ่านมา
  - (B) มีบางคนปฏิเสธที่จะขายบุหรี่แก่นักเรียนเพราะอายุน้อยกว่า 18 ปี
  - (C) อายุไม่เป็นอุปสรรคต่อการซื้อบุหรี่
42. ในช่วง 30 วันที่ผ่านมา บุหรี่ซองที่นักเรียนซื้อครั้งสุดท้าย เป็นลักษณะใด? (C28)
- (A) ไม่เคยซื้อบุหรี่ซองเลยในช่วง 30 วันที่ผ่านมา
  - (B) เคยซื้อแบบซอง
  - (C) เคยซื้อแบบเป็นมวน
  - (D) เคยซื้อเป็นห่อใหญ่
  - (E) เคยซื้อบุหรี่แบบซองแบ่งขาย
  - (F) เคยซื้อแบบยาลิ้นและนำมามวนเอง
43. นักเรียนคิดว่าบุหรี่ซอง 1 ซอง (20 มวน) ราคาโดยเฉลี่ยเท่าไร? (C29)
- (A) ถูกกว่า 30 บาท
  - (B) 30-50 บาท
  - (C) 51-60 บาท
  - (D) 61-70 บาท
  - (E) 71-80 บาท
  - (F) 81-90 บาท
  - (G) แพงกว่า 90 บาท
  - (H) ไม่แน่ใจ

## ส่วนที่ 6 คำถามต่อไปนี้ถามเกี่ยวกับความรู้เกี่ยวกับผลิตภัณฑ์ยาสูบจากสื่อต่างๆ (รวมทุกผลิตภัณฑ์)

44. ในช่วง 30 วันที่ผ่านมา นักเรียนเคยเห็นหรือได้ยินข่าวสารเพื่อการไม่สูบบุหรี่ จากโทรทัศน์ วิทยุ อินเทอร์เน็ต ป้ายโฆษณาขนาดใหญ่ ไปสเตอร์ หนังสือพิมพ์ นิตยสาร หรือภาพยนตร์ หรือไม่? (C30)
- Ⓐ เคย
  - Ⓑ ไม่เคยเลย
45. ในช่วง 30 วันที่ผ่านมา เมื่อนักเรียนไปชมการแข่งขันกีฬา งานแสดงสินค้า การแสดงดนตรี งานเทศกาลของชุมชน หรืองานสังคมต่างๆ นักเรียนเห็นหรือได้ยินข่าวสารเพื่อการไม่สูบบุหรี่หรือไม่? (C31)
- Ⓐ ไม่เคยไปงานดังกล่าวเลย
  - Ⓑ เคยไปและเคยเห็นหรือได้ยินข่าวสารเพื่อการไม่สูบบุหรี่
  - Ⓒ เคยไปแต่ไม่เคยเห็นและไม่ได้ยินข่าวสารเพื่อการไม่สูบบุหรี่
46. ในช่วง 30 วันที่ผ่านมา นักเรียนเคยเห็นภาพคำเตือนบนซองบุหรี่หรือไม่? (C32)
- Ⓐ เคยเห็น แต่ไม่ได้สนใจ
  - Ⓑ เคยเห็น ภาพคำเตือนบนซองบุหรี่ทำให้รู้สึกไม่อยากจะเริ่มสูบบุหรี่ และอยากเลิกสูบบุหรี่
  - Ⓒ ไม่เคยเห็นเลย
47. ในช่วง 12 เดือนที่ผ่านมา นักเรียนเคยเรียนเกี่ยวกับอันตรายจากบุหรี่หรือผลิตภัณฑ์ยาสูบอื่นในชั้นเรียนหรือไม่? (C33)
- Ⓐ เคยเรียน
  - Ⓑ ไม่เคยเรียน
  - Ⓒ ไม่ทราบ

## ส่วนที่ 7 คำถามต่อไปนี้ถามเกี่ยวกับการโฆษณาและการส่งเสริมการขายผลิตภัณฑ์ยาสูบ (รวมทั้งบุหรี่ของ ผลิตภัณฑ์ยาสูบมีควันอื่น และผลิตภัณฑ์ยาสูบไม่มีควัน)

48. ในช่วง 30 วันที่ผ่านมา นักเรียนเคยเห็นคนสูบบุหรี่หรือใช้ผลิตภัณฑ์ยาสูบอื่นๆ ในโทรทัศน์ วีดีโอ หรือในภาพยนตร์หรือไม่? (C34)
- Ⓐ ไม่ได้ดูโทรทัศน์ วีดีโอ หรือภาพยนตร์ใน 30 วันที่ผ่านมา
  - Ⓑ เคยเห็น
  - Ⓒ ไม่เคยเห็น
49. ในช่วง 30 วันที่ผ่านมา นักเรียนเคยเห็นการโฆษณาหรือส่งเสริมการขายผลิตภัณฑ์ยาสูบ ณ จุดขาย (เช่น ร้านค้า ร้านของชำ ร้านขายของขนาดเล็ก แผงลอย ร้านค้าเร่) หรือไม่? (C35)
- Ⓐ ในช่วง 30 วันที่ผ่านมา ไม่เคยไป ณ บริเวณจุดขายผลิตภัณฑ์ยาสูบ
  - Ⓑ เคยเห็น
  - Ⓒ ไม่เคยเห็น
50. นักเรียนเคยสวมใส่หรือใช้สิ่งของที่มีชื่อบริษัทผลิตภัณฑ์ยาสูบ หรือชื่อตราบุหรี่ หรือรูปภาพบุหรี่ หรือไม่ ตัวอย่างเช่น ไฟแช็ค เสื้อผ้า หมวก และแว่นตา เป็นต้น? (C36)
- Ⓐ เคย
  - Ⓑ ไม่แน่ใจ
  - Ⓒ ไม่เคย
51. นักเรียนมีสิ่งของ (เช่น เสื้อผ้า ปากกา กระเป๋า เป็นต้น) ที่มียี่ห้อ/ตราผลิตภัณฑ์ยาสูบ หรือไม่? (C37)
- Ⓐ มี
  - Ⓑ ไม่มี
52. นักเรียนเคยได้รับบุหรี่หรือผลิตภัณฑ์ยาสูบชนิดอื่นๆ ฟรีจากตัวแทนจำหน่ายบุหรี่หรือไม่? (C38)
- Ⓐ เคย
  - Ⓑ ไม่เคย
53. ในช่วง 30 วันที่ผ่านมา นักเรียนเคยเห็นการโฆษณาบุหรี่หรือผลิตภัณฑ์ยาสูบอื่นๆ ทางอินเทอร์เน็ตหรือสื่อสังคมออนไลน์อื่นหรือไม่? (C07)
- Ⓐ ไม่ได้ใช้อินเทอร์เน็ตหรือสื่อออนไลน์อื่น ในช่วง 30 วันที่ผ่านมา
  - Ⓑ เคยเห็น
  - Ⓒ เคยเห็นบุหรี่อิเล็กทรอนิกส์หรือบุหรี่ไฟฟ้า
  - Ⓓ ไม่เคยเห็น

54. ในช่วง 30 วันที่ผ่านมา นักเรียนเคยเห็นการโฆษณาบุหรี่หรือเด็กทอริกส์หรือบุหรี่ไฟฟ้าทางอินเทอร์เน็ตหรือสื่อสังคมออนไลน์หรือไม่? (CO8)
- Ⓐ ไม่ได้ใช้อินเทอร์เน็ตหรือสื่อออนไลน์อื่น ในช่วง 30 วันที่ผ่านมา
  - Ⓑ เคยเห็น
  - Ⓒ เคยเห็นบุหรี่หรือเด็กทอริกส์หรือบุหรี่ไฟฟ้า
  - Ⓓ ไม่เคยเห็น



## ส่วนที่ 8 คำถามต่อไปนี้ถามเกี่ยวกับทัศนคติหรือความเชื่อของนักเรียนต่อการใช้ผลิตภัณฑ์ยาสูบ

55. ถ้าเพื่อนสนิทให้ผลิตภัณฑ์ยาสูบแก่นักเรียน นักเรียนจะสูบหรือไม่? (C39)
- Ⓐ ไม่สูบอย่างแน่นอน
  - Ⓑ น่าจะไม่สูบ
  - Ⓒ น่าจะสูบ
  - Ⓓ สูบอย่างแน่นอน
56. ในอีก 12 เดือนข้างหน้า นักเรียนคิดว่าจะใช้/สูบผลิตภัณฑ์ยาสูบหรือไม่? (C40)
- Ⓐ ไม่ใช้อย่างแน่นอน
  - Ⓑ น่าจะไม่ใช้
  - Ⓒ น่าจะใช้
  - Ⓓ ใช้อย่างแน่นอน
57. นักเรียนคิดว่าใครก็ตามที่เริ่มสูบบุหรี่แล้ว จะเลิกสูบได้ยากหรือไม่? (C41)
- Ⓐ ไม่ยากอย่างแน่นอน
  - Ⓑ น่าจะไม่ยาก
  - Ⓒ น่าจะยาก
  - Ⓓ ยากอย่างแน่นอน
58. การสูบบุหรี่แบบมีควันในงานเลี้ยง งานสังสรรค์ หรืองานชุมนุมทางสังคมอื่นๆ จะช่วยให้ผู้สูบบุหรี่เลิกสูบบุหรี่มากกว่าหรือน้อยกว่าผู้ไม่สูบ? (C42)
- Ⓐ เลิกสูบบุหรี่มากกว่า
  - Ⓑ เลิกสูบบุหรี่น้อยกว่า
  - Ⓒ ไม่แตกต่างกัน
59. นักเรียนเห็นด้วยหรือไม่เห็นด้วยกับประโยคที่ว่า “ฉันคิดว่า ฉันอาจจะสนุกกับการสูบบุหรี่”? (C43)
- Ⓐ ปัจจุบันฉันสูบบุหรี่
  - Ⓑ เห็นด้วยอย่างยิ่ง
  - Ⓒ เห็นด้วย
  - Ⓓ ไม่เห็นด้วย
  - Ⓔ ไม่เห็นด้วยอย่างยิ่ง
60. ถ้าเพื่อนสนิทให้บารากูแก่นักเรียน นักเรียนจะสูบหรือไม่? (S11)
- Ⓐ ไม่สูบอย่างแน่นอน
  - Ⓑ น่าจะไม่สูบ
  - Ⓒ น่าจะสูบ
  - Ⓓ สูบอย่างแน่นอน

61. นักเรียนคิดว่าใครก็ตามที่เริ่มสูบบุหรี่แล้ว จะเลิกสูบบุหรี่ได้ยากหรือไม่? (S12)
- Ⓐ ไม่ยากอย่างแน่นอน
  - Ⓑ น่าจะไม่ยาก
  - Ⓒ น่าจะยาก
  - Ⓓ ยากอย่างแน่นอน
62. การสูบบุหรี่ในงานเลี้ยง งานสังสรรค์ หรืองานชุมนุมทางสังคมอื่นๆ จะช่วยให้ผู้สูบบุหรี่รู้สึกผ่อนคลายมากกว่าหรือน้อยกว่าผู้ไม่สูบบุหรี่? (S13)
- Ⓐ ผ่อนคลายมากกว่า
  - Ⓑ ผ่อนคลายน้อยกว่า
  - Ⓒ ไม่แตกต่างกัน
63. นักเรียนเห็นด้วยหรือไม่เห็นด้วยกับประโยคที่ว่า “ฉันคิดว่า ฉันอาจจะสนุกกับการสูบบุหรี่”? (S14)
- Ⓐ ปัจจุบันฉันสูบบุหรี่
  - Ⓑ เห็นด้วยอย่างยิ่ง
  - Ⓒ เห็นด้วย
  - Ⓓ ไม่เห็นด้วย
  - Ⓔ ไม่เห็นด้วยอย่างยิ่ง
64. นักเรียนคิดว่าผู้ที่สูบบุหรี่ผลิตภัณฑ์ยาสูบแบบมีควัน มีเพื่อนฝูง มากกว่า หรือ น้อยกว่า เด็กที่ไม่สูบบุหรี่? (CO5)
- Ⓐ มากกว่า
  - Ⓑ น้อยกว่า
  - Ⓒ ไม่แตกต่างกัน
65. นักเรียนคิดว่าผู้ที่สูบบุหรี่ผลิตภัณฑ์ยาสูบแบบมีควันจะทำให้ดูมีเสน่ห์ดึงดูด มากกว่า หรือ น้อยกว่า คนที่ไม่สูบบุหรี่? (CO6)
- Ⓐ มากกว่า
  - Ⓑ น้อยกว่า
  - Ⓒ ไม่แตกต่างกัน
66. นักเรียนคิดว่าผู้ที่สูบหรือเลิกทอริกซ์หรือบุหรี่ไฟฟ้า จะทำให้ดูมีเสน่ห์น่าดึงดูด มากกว่า หรือ น้อยกว่า ผู้ที่ไม่สูบบุหรี่? (CO9)
- Ⓐ มากกว่า
  - Ⓑ น้อยกว่า
  - Ⓒ ไม่แตกต่างกัน

## Annex 2: Core GYTS indicators

The core GYTS indicators are described in detail in this chapter. This includes the indicators provided in the GYTS Fact Sheet Template and GYTS Country Report Template.

The GYTS Fact Sheet is intended to provide an overview of the key findings and highlights of the survey for a broad audience. The GYTS Country Report provides an opportunity to examine the core indicators and other findings in more detail and to describe the results in the context of each country's unique tobacco control environment.

### 2.1 Tobacco Use

#### 1. Current Tobacco Smokers

**Indicator:** Percentage of youth who currently smoke any tobacco products.

**Numerator:** Number of respondents who smoked cigarettes or any other smoked tobacco products in the past 30 days.

**Denominator:** Total number of respondents.

**Variable Name:** CSMK

**Comments:**

- (1) This indicator is generated using questions CR7 and CR10.
  - (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
- 

#### 2. Current Cigarette Smokers

**Indicator:** Percentage of youth who currently smoke cigarettes.

**Numerator:** Number of respondents who smoked cigarettes on 1 or more days in the past 30 days.

**Denominator:** Total number of respondents.

**Variable Name:** CSMKCIG

**Comments:**

- (1) This indicator is generated using question CR7.
  - (3) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
- 

#### 3. Frequent Cigarette Smokers

**Indicator:** Percentage of youth who smoked cigarettes on 20 or more days of the past 30 days.

**Numerator:** Number of respondents who smoked cigarettes on 20 or more days of the past 30 days.

**Denominator:** Total number of respondents.

**Variable Name:** FSMKCIG

**Comments:**

- (1) This indicator is generated using question CR7.
  - (4) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
-

#### 4. Current Smokers of Other Products

**Indicator:** Percentage of youth who currently smoke tobacco products other than cigarettes.

**Numerator:** Number of respondents who smoked tobacco products other than cigarettes during the past 30 days.

**Denominator:** Total number of respondents.

**Variable Name:** CSMKOTH

**Comments:**

(1) This indicator is generated using question CR10.

(2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.

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#### 5. Ever Tobacco Smokers

**Indicator:** Percentage of youth who ever smoked any tobacco products.

**Numerator:** Number of respondents who tried or experimented with cigarette smoking or any smoked tobacco products other than cigarettes.

**Denominator:** Total number of respondents.

**Variable Name:** ESMK

**Comments:**

(1) This indicator is generated using questions CR5 and CR9.

(5) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.

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#### 6. Ever Cigarette Smokers

**Indicator:** Percentage of youth who ever smoked cigarettes.

**Numerator:** Number of respondents who tried or experimented with cigarette smoking, even one or two puffs.

**Denominator:** Total number of respondents.

**Variable Name:** ESMKCIG

**Comments:**

(1) This indicator is generated using question CR5.

(2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.

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#### 7. Ever Smokers of Other Products

**Indicator:** Percentage of youth who ever smoked tobacco products other than cigarettes.

**Numerator:** Number of respondents who tried or experimented with any smoked tobacco products other than cigarettes.

**Denominator:** Total number of respondents.

**Variable Name:** ESMKOTH

**Comments:**

(1) This indicator is generated using question CR9.

(2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.

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## 8. Current Smokeless Tobacco Users

**Indicator:** Percentage of youth who currently use smokeless tobacco products.

**Numerator:** Number of respondents who used any smokeless tobacco products in the past 30 days.

**Denominator:** Total number of respondents.

**Variable Name:** CSLT

**Comments:**

(1) This indicator is generated using question CR14.

(2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.

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## 9. Ever Smokeless Tobacco Users

**Indicator:** Percentage of youth who ever used any smokeless tobacco products.

**Numerator:** Number of respondents who tried or experimented with any smokeless tobacco products.

**Denominator:** Total number of respondents.

**Variable Name:** ESLT

**Comments:**

(1) This indicator is generated using question CR13.

(2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.

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## 10. Current Tobacco Users

**Indicator:** Percentage of youth who currently use any tobacco products.

**Numerator:** Number of respondents who smoked cigarettes on 1 or more days in the past 30 days or smoked any tobacco products other than cigarettes in the past 30 days or used any smokeless tobacco products in the past 30 days.

**Denominator:** Total number of respondents.

**Variable Name:** CTOB

**Comments:**

(1) This indicator is generated using questions CR7, CR10, and CR14.

(2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.

---

## 11. Ever Tobacco Users

**Indicator:** Percentage of youth who ever used any tobacco products.

**Numerator:** Number of respondents who tried or experimented with cigarettes or any other smoked tobacco products or any smokeless tobacco products.

**Denominator:** Total number of respondents.

**Variable Name:** ETOB

**Comments:**

(1) This indicator is generated using questions CR5, CR9, and CR13.

(2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.

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## 12. Susceptibility to Future Tobacco Use

**Indicator:** Percentage of never tobacco users who are susceptible to using tobacco in the future.

**Numerator:** Number of respondents who have never used any tobacco products who answered: 1) "Definitely Yes", "Probably Yes", or "Probably Not" to using tobacco if one of their best friends offered it to them, or 2) "Definitely Yes", "Probably Yes", or "Probably Not" to using tobacco during the next 12 months.

**Denominator:** Number of never tobacco users.

**Variable Name:** CORE3940

**Comments:**

- (1) This indicator is generated using the variable ETOB and questions CR39 and CR40.
  - (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
- 

## 13. Susceptibility to Cigarette Smoking

**Indicator:** Percentage of never smokers who think they might enjoy smoking a cigarette.

**Numerator:** Number of respondents who have never smoked tobacco who Strongly Agree or Agree with the statement "I think I might enjoy smoking a cigarette".

**Denominator:** Number of never smokers.

**Variable Name:** CORE43

**Comments:**

- (1) This indicator is generated using the variable ESMK and question CR43.
  - (2) Respondents who answered "I currently smoke cigarettes" should be excluded from the denominator.
  - (3) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
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## 14. Number of Cigarettes Smoked per Day

**Indicator:** Percentage of current cigarette smokers who usually smoke [less than 1; 1; 2 to 5; 6 to 10; 11 to 20; more than 20] cigarettes per day, on the days they smoke.

**Numerator:** Number of current cigarette smokers who reported usually smoking [less than 1; 1; 2 to 5; 6 to 10; 11 to 20; more than 20] cigarettes per day on the days they smoked in the past 30 days.

**Denominator:** Number of current cigarette smokers.

**Variable Name:** NUMCIG

**Comments:**

- (1) This indicator is generated using the variable CSMKCIG and question CR8.
  - (2) This indicator is included in the GYTS Country Report Template.
  - (3) This indicator is reported separately for each category.
-

## 15. Age at Cigarette Smoking Initiation

**Indicator:** Percentage of ever cigarette smokers who first tried a cigarette at the age of [7 or younger; 8 or 9; 10 or 11; 12 or 13; 14 or 15] years old.

**Numerator:** Number of ever cigarette smokers who reported trying a cigarette at the age of [7 or younger; 8 or 9; 10 or 11; 12 or 13; 14 or 15] years old.

**Denominator:** Number of ever cigarette smokers.

**Variable Name:** AGEICIG

### Comments:

- (1) This indicator is generated using the variable ESMKCIG and question CR6.
  - (6) This indicator is included in the GYTS Country Report Template.
  - (7) This indicator is reported separately for each category.
- 

## 16. Smoking Dependency

**Indicator:** Percentage of current smokers who are showing signs of smoking dependence.

**Numerator:** Number of current smokers who sometimes or always smoke or feel like smoking tobacco first thing in the morning OR start to feel a strong desire to smoke again within 1 full day after smoking.

**Denominator:** Number of current smokers.

**Variable Name:** SMKDEP

### Comments:

- (1) This indicator is generated using the variable CSMK and questions CR11 and CR12.
  - (4) Respondents who answered "I don't smoke tobacco" should be excluded from the denominator.
  - (2) This indicator is included in the GYTS Country Report Template.
- 

## 2.2 Cessation

### 17. Attempt to Stop Smoking in the Past 12 Months

**Indicator:** Percentage of current smokers who tried to stop smoking during the past 12 months.

**Numerator:** Number of current smokers who tried to stop smoking during the past 12 months.

**Denominator:** Number of current smokers.

**Variable Name:** CORE16

### Comments:

- (1) This indicator is generated using the variable CSMK and question CR16.
  - (2) Respondents who answered "I have never smoked" and "I did not smoke during the past 12 months" should be excluded from the denominator.
  - (3) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
-

## 18. Desire to Stop Smoking

**Indicator:** Percentage of current smokers who want to stop smoking.

**Numerator:** Number of current smokers who want to stop smoking now.

**Denominator:** Number of current smokers.

**Variable Name:** CORE15

### Comments:

- (1) This indicator is generated using the variable CSMK and question CR15.
  - (2) Respondents who answered "I have never smoked" and "I don't smoke now" should be excluded from the denominator.
  - (3) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
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## 19. Ability to Stop Smoking

**Indicator:** Percentage of current smokers who think they would be able to stop smoking.

**Numerator:** Number of current smokers who think they would be able to stop smoking if they wanted to.

**Denominator:** Number of current smokers.

**Variable Name:** CORE17

### Comments:

- (1) This indicator is generated using the variable CSMK and question CR17.
  - (2) Respondents who answered "I have never smoked" and "I don't smoke now" should be excluded from the denominator.
  - (3) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
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## 20. Received Help to Stop Smoking

**Indicator:** Percentage of current smokers who have received help/advice to stop smoking from a program or professional.

**Numerator:** Number of current smokers who received any help/advice from a program or professional to help them stop smoking.

**Denominator:** Number of current smokers.

**Variable Name:** CORE18

### Comments:

- (1) This indicator is generated using the variable CSMK and question CR18.
  - (2) Respondents who answered "I have never smoked" should be excluded from the denominator.
  - (3) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
-



## 2.3 Secondhand Smoke

### 21. Exposure to Secondhand Smoke at Home

**Indicator:** Percentage of youth who were exposed to tobacco smoke at home in the past 7 days.

**Numerator:** Number of respondents who reported that smoking occurred in their presence inside their home on 1 or more days in the past 7 days.

**Denominator:** Total number of respondents.

**Variable Name:** CORE19

**Comments:**

(1) This indicator is generated using question CR19.

(2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.

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### 22. Exposure to Secondhand Smoke in Enclosed Public Places

**Indicator:** Percentage of youth who were exposed to tobacco smoke in enclosed public places in the past 7 days.

**Numerator:** Number of respondents who reported that smoking occurred in their presence in any enclosed public place other than their home (such as schools, shops, restaurants, shopping malls, and movie theaters) in the past 7 days.

**Denominator:** Total number of respondents.

**Variable Name:** CORE20

**Comments:**

(1) This indicator is generated using question CR20.

(2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.

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### 23. Exposure to Secondhand Smoke at Outdoor Public Places

**Indicator:** Percentage of youth who were exposed to tobacco smoke at outdoor public places in the past 7 days.

**Numerator:** Number of respondents who reported that smoking occurred in their presence at any outdoor public place other than their home (such as playgrounds, sidewalks, entrance of buildings, parks, and beaches) in the past 7 days.

**Denominator:** Total number of respondents.

**Variable Name:** CORE21

**Comments:**

(1) This indicator is generated using question CR21.

(2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.

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## 24. Exposure to Secondhand Smoke at School

**Indicator:** Percentage of youth who saw anyone smoking inside the school building or outside on school property in the past 30 days.

**Numerator:** Number of respondents who saw someone smoke inside the school building or outside on school property during the past 30 days.

**Denominator:** Total number of respondents.

**Variable Name:** CORE22

**Comments:**

- (1) This indicator is generated using question CR22.
  - (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
- 

## 2.4 Access and Availability

### 25. Source for Obtaining Cigarettes

**Indicator:** Percentage of current cigarette smokers who last obtained cigarettes from various sources in the past 30 days.

**Numerator:** Number of current cigarette smokers who last obtained cigarettes by [purchasing from a store or shop; purchasing from a street vendor; purchasing from a kiosk; purchasing from a vending machine; getting them from someone else; getting them some other way].

**Denominator:** Number of current cigarette smokers.

**Variable Name:** CORE26

**Comments:**

- (1) This indicator is generated using the variable CSMKCIG and question CR26.
  - (2) Question CR26 may include country-specific response categories.
  - (3) This indicator is included in the GYTS Country Report Template.
  - (4) This indicator is reported separately for each category.
-

## 26. Obtaining Cigarettes from a Person-to-Person Retail Purchase

**Indicator:** Percentage of current cigarette smokers who last obtained cigarettes by purchasing them from a store, shop, street vendor, or kiosk in the past 30 days.

**Numerator:** Number current cigarette smokers who last obtained cigarettes by purchasing them from a store, shop, street vendor, or kiosk in the past 30 days.

**Denominator:** Number of current cigarette smokers.

**Variable Name:** CORE26A

### Comments:

- (1) This indicator is generated using the variable CSMKCIG and question CR26.
  - (5) Question CR26 may include country-specific response categories. The categories that include purchases from a retail person-to-person exchange (such as from a store or street vendor) should be incorporated in this indicator. Getting/purchasing cigarettes from other people not in a retail setting (e.g., friends) and purchasing from vending machines should not be included.
  - (6) Respondents who answered "I did not smoke any cigarettes during the past 30 days" should be excluded from the denominator.
  - (7) This indicator is included in the GYTS Fact Sheet Template.
- 

## 27. Minors' Access to Purchasing Cigarettes

**Indicator:** Percentage of current cigarette smokers who were not prevented from buying cigarettes in the past 30 days because of their age.

**Numerator:** Number of current cigarette smokers who were not prevented from buying cigarettes in the past 30 days because of their age.

**Denominator:** Number of current cigarette smokers who tried to buy cigarettes in the past 30 days.

**Variable Name:** CORE27

### Comments:

- (1) This indicator is generated using the variable CSMKCIG and question CR27.
  - (2) Respondents who answered "I did not try to buy cigarettes during the past 30 days" should be excluded from the denominator.
  - (3) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
-

## 28. Unit of Purchased Cigarettes

**Indicator:** Percentage of current cigarette smokers who last bought cigarettes as [individual sticks; packs, cartons; rolls; loose tobacco for hand-rolled cigarettes] in the past 30 days.

**Numerator:** Number of current cigarette smokers who last purchased cigarettes as [individual sticks; packs, cartons; rolls; loose tobacco for hand-rolled cigarettes] in the past 30 days.

**Denominator:** Number of current cigarette smokers.

**Variable Name:** CORE28

### Comments:

- (1) This indicator is generated using the variable CSMKCIG and question CR28.
  - (2) Question CR28 may include country-specific responses.
  - (3) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
  - (4) The GYTS Fact Sheet Template includes this indicator for current cigarette smokers who last bought cigarettes in the past 30 days as individual sticks only.
  - (5) This indicator is reported separately for each category.
- 

## 29. Purchasing Cigarettes: Cost

**Indicator:** Percentage of youth who estimate the cost of a pack of 20 cigarettes is [Range 1, Range 2, Range 3, etc.].

**Numerator:** Number of respondents who think, on average, a pack of 20 cigarettes costs [Range 1, Range 2, Range 3, etc.].

**Denominator:** Total number of respondents.

**Variable Name:** CORE29

### Comments:

- (1) This indicator is generated using question CR29.
  - (2) Question CR29 includes country-specific response categories.
  - (3) Respondents who answered "I don't know" should be excluded from the denominator. (The frequency of "I don't know" answers should be examined as a measure of data quality for this question/indicator.)
  - (4) This indicator is included in the GYTS Country Report Template and can be presented by smoking status.
  - (5) This indicator is reported separately for each category.
-

## 2.5 Media: Anti-Tobacco

### 30. Awareness of Anti-Tobacco Messages in the Media

**Indicator:** Percentage of youth who saw or heard any anti-tobacco messages in the media in the past 30 days.

**Numerator:** Number of respondents who saw or heard any anti-tobacco messages in the media (e.g., television, radio, internet, billboards, posters, newspapers, magazines, or movies) in the past 30 days.

**Denominator:** Total number of respondents.

**Variable Name:** CORE30

**Comments:**

- (1) This indicator is generated using question CR30.
  - (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
- 

### 31. Awareness of Anti-Tobacco Messages at Sporting or Community Events (Among the Population)

**Indicator:** Percentage of youth who saw or heard any anti-tobacco messages at sporting or other community events in the past 30 days.

**Numerator:** Number of respondents who saw or heard any anti-tobacco messages at sporting events, fairs, concerts, community events, or social gatherings in the past 30 days.

**Denominator:** Total number of respondents.

**Variable Name:** CORE31A

**Comments:**

- (1) This indicator is generated using question CR31.
  - (2) This indicator provides a measure of exposure to anti-tobacco messages at sporting or community events across the entire population.
  - (3) This indicator is included in the GYTS Country Report Template.
-

### 32. Awareness of Anti-Tobacco Messages at Sporting or Community Events (Among Those who Attended Events)

**Indicator:** Percentage of youth who attended sporting or other community events in the past 30 days who saw or heard any anti-tobacco messages at the events.

**Numerator:** Number of respondents who saw or heard any anti-tobacco messages at sporting events, fairs, concerts, community events, or social gatherings in the past 30 days.

**Denominator:** Number of respondents who attended sporting or other community events in the past 30 days.

**Variable Name:** CORE31B

#### Comments:

- (1) This indicator is generated using question CR31.
  - (2) This indicator provides a measure of exposure to anti-tobacco messages at sporting or community events among those that attended sporting or community events in the past 30 days.
  - (3) Respondents who answered "I did not go to sports events, fairs, concerts, or community events, or social gatherings in the past 30 days" should be excluded from the denominator.
  - (8) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
- 

### 33. Noticing Health Warnings on Cigarette Packages

**Indicator:** Percentage of current smokers who noticed health warnings on cigarette packages in the past 30 days.

**Numerator:** Number of current smokers who answered "Yes, but I didn't think much of them" or "Yes, and they led me to think about quitting smoking or not starting smoking" to seeing health warnings on cigarette packages in the past 30 days.

**Denominator:** Number of current smokers.

**Variable Name:** CORE32A

#### Comments:

- (1) This indicator is generated using the variable CSMK and question CR32.
  - (2) This indicator is included in the GYTS Country Report Template.
-

### 34. Thinking of Quitting Because of Health Warnings on Cigarette Packages (Among All Current Smokers)

**Indicator:** Percentage of current smokers who thought about quitting smoking in the past 30 days because of health warnings on cigarette packages.

**Numerator:** Number of current smokers who reported that seeing health warnings on cigarette packages in the past 30 days led them to think about quitting smoking.

**Denominator:** Number of current smokers.

**Variable Name:** CORE32B

**Comments:**

- (1) This indicator is generated using the variable CSMK and question CR32.
  - (2) This indicator provides a measure of the effect of cigarette package health warnings messages among all current smokers.
  - (3) This indicator is included in the GYTS Country Report Template.
- 

### 35. Thinking of Quitting Because of Health Warnings on Cigarette Packages (Among Current Smokers who Noticed Health Warnings)

**Indicator:** Percentage of current smokers who noticed health warnings on cigarette packages in the past 30 days, who thought about quitting smoking because of the health warnings.

**Numerator:** Number of current smokers who reported that seeing health warnings on cigarette packages in the past 30 days led them to think about quitting smoking.

**Denominator:** Number of current smokers who saw health warnings on cigarette packages in the past 30 days.

**Variable Name:** CORE32C

**Comments:**

- (1) This indicator is generated using the variable CSMK and question CR32.
  - (2) This indicator provides a measure of the effect of cigarette package health warnings messages among current smokers who saw the health warnings.
  - (3) Respondents who answered "No" should be excluded from the denominator.
  - (4) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
-

### 36. Thinking of Not Starting Smoking Because of Health Warnings on Cigarette Packages

**Indicator:** Percentage of never smokers who thought about not starting smoking in the past 30 days because of health warnings on cigarette packages.

**Numerator:** Number of never smokers who reported that seeing health warnings on cigarette packages in the past 30 days led them to think about not starting smoking.

**Denominator:** Number of never smokers who saw health warnings on cigarette packages in the past 30 days.

**Variable Name:** CORE32D

**Comments:**

- (1) This indicator is generated using the variable ESMK and question CR32.
  - (9) This indicator provides a measure of the effect of cigarette package health warnings messages among never smokers who saw the health warnings.
  - (2) Respondents who answered “No” should be excluded from the denominator.
  - (3) This indicator is included in the GYTS Country Report Template.
- 

### 37. Learning About Dangers of Tobacco Use at School

**Indicator:** Percentage of youth who were taught about the dangers of tobacco use in class during the past 12 months.

**Numerator:** Number of respondents who were taught in any classes about the dangers of tobacco use during the past 12 months.

**Denominator:** Total number of respondents.

**Variable Name:** CORE33

**Comments:**

- (1) This indicator is generated using question CR33.
  - (2) The denominator should include any “I don’t know” responses.
  - (3) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
- 

## 2.6 Media: Pro-Tobacco

### 38. Awareness of Tobacco Marketing at Points of Sale (Among the Population)

**Indicator:** Percentage of youth who saw any tobacco marketing at points of sale in the past 30 days.

**Numerator:** Number of respondents who saw any advertisements or promotions for tobacco products at point of sale (such as stores, shops, kiosks, etc.) in the past 30 days.

**Denominator:** Total number of respondents.

**Variable Name:** CORE35A

**Comments:**

- (1) This indicator is generated using question CR35.
  - (2) This indicator provides a measure of exposure to tobacco marketing at points of sale across the entire population.
  - (3) This indicator is included in the GYTS Country Report Template.
-



### 39. Awareness of Tobacco Marketing at Points of Sale (Among Those who Visited Points of Sale)

**Indicator:** Percentage of youth who visited points of sale in the past 30 days who saw any tobacco marketing at the points of sale.

**Numerator:** Number of respondents who saw any advertisements or promotions for tobacco products at point of sale (such as stores, shops, kiosks, etc.) in the past 30 days.

**Denominator:** Number of respondents who visited points of sale in the past 30 days.

**Variable Name:** CORE35B

**Comments:**

- (1) This indicator is generated using question CR35.
  - (10) This indicator provides a measure of exposure to tobacco marketing at points of sale among those who visited points of sale.
  - (11) Respondents who answered “I did not visit any points of sale in the past 30 days” should be excluded from the denominator.
  - (12) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
- 

### 40. Awareness of Tobacco Use on Television, Videos, or Movies (Among the Population)

**Indicator:** Percentage of youth who saw someone using tobacco on television, videos, or movies in the past 30 days.

**Numerator:** Number of respondents who saw someone using tobacco on television, videos, or movies in the past 30 days.

**Denominator:** Total number of respondents.

**Variable Name:** CORE34A

**Comments:**

- (1) This indicator is generated using question CR34.
  - (2) This indicator provides a measure of exposure to seeing tobacco use on television, videos, or movies across the entire population.
  - (3) This indicator is included in the GYTS Country Report Template.
-

#### **41. Awareness of Tobacco Use on Television, Videos, or Movies (Among Those who Watched Television, Videos, or Movies)**

**Indicator:** Percentage of youth who watched television, videos, or movies in the past 30 days who saw someone using tobacco on television, videos, or movies.

**Numerator:** Number of respondents who saw someone using tobacco on television, videos, or movies in the past 30 days.

**Denominator:** Number of respondents who watched television, videos, or movies in the past 30 days.

**Variable Name:** CORE34B

**Comments:**

- (1) This indicator is generated using question CR34.
  - (13) This indicator provides a measure of exposure to seeing tobacco use on television, videos, or movies among those who watched television, videos, or movies.
  - (14) Respondents who answered "I did not watch any TV, videos, or movies in the past 30 days" should be excluded from the denominator.
  - (15) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
- 

#### **42. Exposure to Free Tobacco Promotion**

**Indicator:** Percentage of youth who were ever offered a free tobacco product from a tobacco company representative.

**Numerator:** Number of respondents who were ever offered a free tobacco product from a tobacco company representative.

**Denominator:** Total number of respondents.

**Variable Name:** CORE38

**Comments:**

- (1) This indicator is generated using question CR38.
  - (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
- 

#### **43. Ownership of an Object with a Tobacco Brand Logo**

**Indicator:** Percentage of youth who have something with a tobacco product brand logo on it.

**Numerator:** Number of respondents who have something (e.g., t-shirt, pen, backpack) with a tobacco product brand logo on it.

**Denominator:** Total number of respondents.

**Variable Name:** CORE37

**Comments:**

- (1) This indicator is generated using question CR37.
  - (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
-

#### 44. High Receptivity to Tobacco Marketing

**Indicator:** Percentage of youth who own something with a tobacco product brand logo or who might use or wear something that has a tobacco company or product name or picture on it.

**Numerator:** Number of respondents who own something with a tobacco product brand logo on it or answered “Yes” or “Maybe” to would they ever use or wear something that has a tobacco company or tobacco product name or picture on it (such as a lighter, t-shirt, hat, or sunglasses).

**Denominator:** Number of never tobacco users.

**Variable Name:** CORE3637

**Comments:**

- (1) This indicator is generated using the variable ETOB and questions CR36 and CR37.
  - (2) This indicator is included in the GYTS Country Report Template.
- 

## 2.7 Knowledge and Attitudes

#### 45. Belief about the Addictiveness of Smoking

**Indicator:** Percentage of youth who definitely think that once someone starts smoking tobacco it is difficult to quit.

**Numerator:** Number of respondents who answered “Definitely Yes” to thinking it would be difficult to quit smoking tobacco once they started.

**Denominator:** Total number of respondents.

**Variable Name:** CORE41

**Comments:**

- (1) This indicator is generated using question CR41.
  - (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
- 

#### 46. Belief that Smoking Helps People Feel Comfortable at Social Gatherings

**Indicator:** Percentage of youth who think that smoking tobacco helps people feel more comfortable at celebrations, parties, and social gatherings.

**Numerator:** Number of respondents who think smoking tobacco helps people feel more comfortable at celebrations, parties or in other social gatherings.

**Denominator:** Total number of respondents.

**Variable Name:** CORE42

**Comments:**

- (1) This indicator is generated using question CR42.
  - (2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.
-

#### 47. Beliefs about the Dangers of Secondhand Smoke

**Indicator:** Percentage of youth who think other people's tobacco smoking is harmful to them.

**Numerator:** Number of respondents who answered "Definitely Yes" when asked if smoke from other people's tobacco smoking is harmful to them.

**Denominator:** Total number of respondents.

**Variable Name:** CORE23

**Comments:**

(1) This indicator is generated using question CR23.

(2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.

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#### 48. Banning Smoking in Enclosed Public Places

**Indicator:** Percentage of youth who are in favor of banning smoking in enclosed public places.

**Numerator:** Number of respondents who favor banning smoking in enclosed public places (such as schools, shops, restaurants, shopping malls, and movie theaters).

**Denominator:** Total number of respondents.

**Variable Name:** CORE24

**Comments:**

(1) This indicator is generated using question CR24.

(2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.

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#### 49. Banning Smoking at Outdoor Public Places

**Indicator:** Percentage of youth who are in favor of banning smoking at outdoor public places.

**Numerator:** Number of respondents who favor banning smoking at outdoor public places (such as playgrounds, sidewalks, entrances to buildings, parks, and beaches).

**Denominator:** Total number of respondents.

**Variable Name:** CORE25

**Comments:**

(1) This indicator is generated using question CR25.

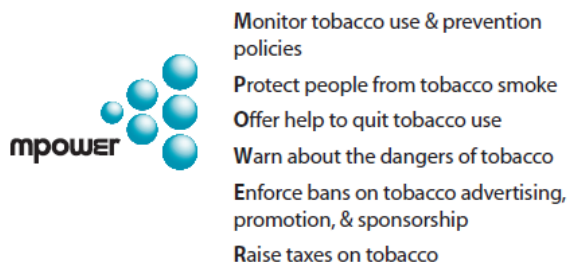
(2) This indicator is included in the GYTS Fact Sheet Template and GYTS Country Report Template.

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### 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 nationally representative school-based survey of students in grades associated with 13 to 15 years of age and is designed to produce cross-sectional estimates for each country. 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 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 permits adaptation to meet the needs of the country on tobacco use and key tobacco control indicators. The questionnaire covers the following topics: tobacco use (smoking and smokeless), cessation, secondhand smoke (SHS), pro- and anti-tobacco media and advertising, access to and availability of tobacco products, and knowledge and attitudes regarding tobacco use. The questionnaire is self-administered; using scannable paper-based bubble sheets, it is anonymous to ensure confidentiality.

In Thailand, GYTS was conducted in 2015 by the Bureau of Tobacco Control, under the Department of Disease Control, Ministry of Public Health. The overall response rate was 86.1%. A total of 1,876 eligible students in grades 7 -9 completed the survey, of which 1,721 were aged 13-15 years. Data is reported for students aged 13-15.



### GYTS Highlights

#### TOBACCO USE

- 15.0% of students, 21.8% of boys, and 8.1% of girls currently used any tobacco products.
- 14.0% of students, 20.7% of boys, and 7.1% of girls currently smoked tobacco.
- 11.3% of students, 17.2% of boys, and 5.2% of girls currently smoked cigarettes.
- 2.7% of students, 4.1% of boys, and 1.3% of girls currently used smokeless tobacco.
- 3.3% of students, 4.7% of boys, and 1.9% of girls currently used electronic cigarettes.

#### CESSATION

- 8 in 10 current smokers tried to stop smoking in the past 12 months.
- More than 7 in 10 current smokers wanted to stop smoking now.

#### SECONDHAND SMOKE

- 33.8% of students were exposed to tobacco smoke at home.
- 38.6% of students were exposed to tobacco smoke inside enclosed public places.

#### ACCESS & AVAILABILITY

- 67.4% of current cigarette smokers obtained cigarettes by buying them from a store, small grocery, a stall, flea market, or convenience store.
- Among current cigarette smokers who bought cigarettes, 44.0% were not prevented from buying them because of their age.

#### MEDIA

- 3 in 4 students noticed anti-tobacco messages in the media.
- Almost 4 in 10 students noticed tobacco advertisements or promotions when visiting points of sale.
- 1 in 10 students owned something with a tobacco brand logo on it.

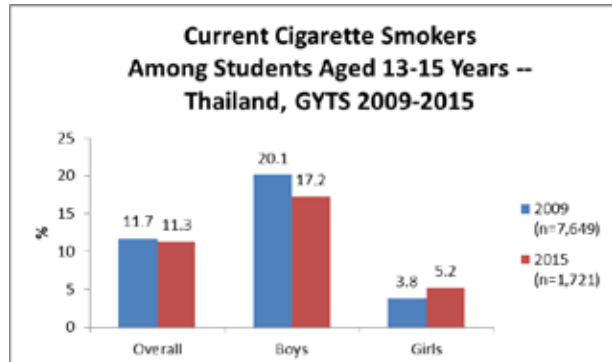
#### KNOWLEDGE & ATTITUDES

- 77.6% of students definitely thought other people's tobacco smoking is harmful to them.



**TOBACCO USE**

SMOKED TOBACCO	OVERALL (%)	BOYS (%)	GIRLS (%)
Current tobacco smokers <sup>1</sup>	14.0	20.7	7.1
Current cigarette smokers <sup>2</sup>	11.3	17.2	5.2
Frequent cigarette smokers <sup>3</sup>	1.7	2.8	0.5
Current smokers of other tobacco <sup>4</sup>	6.3	8.9	3.6
Ever tobacco smokers <sup>5</sup>	33.1	44.7	21.1
Ever cigarette smokers <sup>6</sup>	29.0	39.5	18.2
Ever smokers of other tobacco <sup>7</sup>	13.3	18.2	8.2
<b>SMOKELESS TOBACCO</b>			
Current smokeless tobacco users <sup>8</sup>	2.7	4.1	1.3
Ever smokeless tobacco users <sup>9</sup>	4.7	6.1	3.2
<b>TOBACCO USE (smoked and/or smokeless)</b>			
Current tobacco users <sup>10</sup>	15.0	21.8	8.1
Ever tobacco users <sup>11</sup>	34.9	46.6	22.6
<b>ELECTRONIC CIGARETTES</b>			
Current electronic cigarette users <sup>12</sup>	3.3	4.7	1.9
<b>SUSCEPTIBILITY</b>			
Never tobacco users susceptible to tobacco use in the future <sup>13</sup>	7.4	9.6	5.8
Never smokers who thought they might enjoy smoking a cigarette <sup>14</sup>	4.3	7.0	2.5



**CESSATION**

	OVERALL (%)	BOYS (%)	GIRLS (%)
Current smokers who tried to stop smoking in the past 12 months	79.4	80.4	--
Current smokers who want to stop smoking now	72.2	74.4	--
Current smokers who thought they would be able to stop smoking if they wanted to	81.1	80.9	81.5
Current smokers who have ever received help/advice from a program or professional to stop smoking	29.3	28.8	30.5

**SECONDHAND SMOKE**

	OVERALL (%)	BOYS (%)	GIRLS (%)
Exposure to tobacco smoke at home <sup>††</sup>	33.8	31.3	36.6
Exposure to tobacco smoke inside any enclosed public place <sup>††</sup>	38.6	31.3	46.5
Exposure to tobacco smoke at any outdoor public place <sup>††</sup>	37.7	32.1	43.7
Students who saw anyone smoking inside the school building or outside on school property <sup>†</sup>	47.9	50.5	45.2

**ACCESS & AVAILABILITY**

	OVERALL (%)	BOYS (%)	GIRLS (%)
Current cigarette smokers who obtained cigarettes by buying them from a store, small grocery, a stall, flea market, or convenience store <sup>15</sup>	67.4	68.0	65.7
Current cigarette smokers who were not prevented from buying cigarettes because of their age <sup>16</sup>	44.0	40.8	53.5
Current cigarette smokers who bought cigarettes as individual sticks <sup>17</sup>	19.6	19.6	19.6

**MEDIA**

TOBACCO ADVERTISING	OVERALL (%)	BOYS (%)	GIRLS (%)
Noticing tobacco advertisements or promotions at points of sale <sup>18</sup>	35.5	37.5	33.5
Students who saw anyone using tobacco on television, videos, or movies <sup>19</sup>	77.4	76.2	78.7
Students who were ever offered a free tobacco product from a tobacco company representative	7.3	10.2	4.2
Students who own something with a tobacco brand logo on it	10.5	13.4	7.4
<b>ANTI-TOBACCO ADVERTISING</b>			
Noticing anti-tobacco messages in the media <sup>†</sup>	74.9	69.8	80.1
Noticing anti-tobacco messages at sporting or community events <sup>20</sup>	72.2	74.1	70.5
Current smokers who thought about quitting because of a warning label <sup>21</sup>	38.4	38.9	37.1
Students who were taught in school about the dangers of tobacco use in the past 12 months	76.2	72.5	80.1

**KNOWLEDGE & ATTITUDES**

	OVERALL (%)	BOYS (%)	GIRLS (%)
Students who definitely thought it is difficult to quit once someone starts smoking tobacco	16.6	15.5	17.7
Students who thought smoking tobacco helps people feel more comfortable at celebrations, parties, and social gatherings	27.7	30.4	24.9
Students who definitely thought other people's tobacco smoking is harmful to them	77.6	72.6	83.0
Students who favor banning smoking at outdoor public places	78.9	76.5	81.3

<sup>1</sup> Smoked tobacco anytime during the past 30 days. <sup>2</sup> Smoked cigarettes anytime during the past 30 days. <sup>3</sup> Smoked cigarettes on 20 or more days of the past 30 days. <sup>4</sup> Smoked tobacco other than cigarettes anytime during the past 30 days. <sup>5</sup> Ever smoked any tobacco, even one or two puffs. <sup>6</sup> Ever smoked cigarettes, even one or two puffs. <sup>7</sup> Ever smoked tobacco other than cigarettes, even one or two puffs. <sup>8</sup> Used smokeless tobacco anytime during the past 30 days. <sup>9</sup> Ever used smokeless tobacco. <sup>10</sup> Smoked tobacco and/or used smokeless tobacco anytime during the past 30 days. <sup>11</sup> Ever smoked tobacco and/or used smokeless tobacco. <sup>12</sup> Used electronic cigarettes anytime during the past 30 days. Current use of electronic cigarettes is assessed separately from the question used to define current smokers of other tobacco. <sup>13</sup> Susceptible to future tobacco use includes those who answered "definitely yes", "probably yes", or "probably not" to using tobacco if one of their best friends offered it to them, or "definitely yes", "probably yes", or "probably not" to using tobacco during the next 12 months. <sup>14</sup> Those who answered "Agree" or "Strongly Agree" to the statement: "I think I might enjoy smoking a cigarette". <sup>15</sup> How cigarettes were obtained the last time respondents smoked cigarettes in the past 30 days. <sup>16</sup> Of those who tried to buy cigarettes during the past 30 days. <sup>17</sup> Based on the last purchase, of those who bought cigarettes during the past 30 days. <sup>18</sup> Among those who visited a point of sale in the past 30 days. <sup>19</sup> Among those who watched television, videos, or movies in the past 30 days. <sup>20</sup> Among those who attended sporting or community events in the past 30 days. <sup>21</sup> Among those who noticed warning labels on cigarette packages in the past 30 days. <sup>†</sup> During the past 30 days. <sup>††</sup> During the past 7 days.

**NOTE:** Students refer to persons aged 13-15 years who are enrolled in school. Data have been weighted to be nationally representative of all students aged 13-15 years. Percentages reflect the prevalence of each indicator in each group, not the distribution across groups.

--Estimates based on unweighted cases less than 35 are suppressed.

## Annex 4: List of contributors

This Thailand Global Youth Tobacco Survey Report 2015 contributes of many individuals through intensive development, discussion, meeting, workshops, and fieldwork. In this regard, we recognize the outstanding contributions of the following:

### Technical Advisory

Dr Thaksaphon Thamarangsi, Director, Non-communicable Diseases and Environmental Health/ WHO Regional Office for South-East Asia; Mr Naveen Agarwal, Surveillance Management Associate WHO Country Office for Thailand; Dr Renu Madanlal Garg, Medical Officer Noncommunicable Diseases and Dr Nima Asgari-Jirhandeh, Public Health Administrator

Global Tobacco Control Branch/Office on Smoking and Health/NCCDPHP/ONDIEH/CDC: Dr. Krishna Palipudi, Team Lead; Linda Anton, GYTS Coordinator; Kyung Ah Lee, Statistician; Candace Kirksey Jones, Epidemiologist.

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- 3. Dr Suthep Petchmark** Deputy Director General, DDC, MoPH
- 4. Dr Kumnuan Ungchusak** Advisory, DDC, MoPH
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- 13. Mr Yutthanavee Khosoo** Office of the Higher Education Commission Ministry of Education
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| <b>8. Mr Chat Chaiyaso</b>              | Bureau of Tobacco Control, DDC, MoPH |
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| <b>11. Ms Natnaree Khingchatturat</b>   | Bureau of Tobacco Control, DDC, MoPH |
| <b>12. Ms Suraluk Botto</b>             | Bureau of Tobacco Control, DDC, MoPH |

### Field workers (Provincial Network)

- |                                       |   |
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| <b>2. Ms Rusnee Ma</b>                | Disease Prevention and Control Regional Office XII (Songkhla), MoPH     |
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