KENYA
Global Youth Tobacco Survey (GYTS)
Fact Sheet (Ages 13-15)

The Kenya GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components Kenya could include in a comprehensive tobacco control program. The Kenya GYTS was a school-based survey of students in standard 7, standard 8, form 1 and form 2 conducted in 2007.

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

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

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

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

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

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

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

HIGHLIGHTS
• Over half the students think smoking should be banned from public places.
• More than 8 in 10 students who are currently smoking indicated that they want to stop smoking now; Over three-quarters of the students currently smoking tried to stop during the past year.
• More than 8 in 10 students saw anti-smoking messages while 8 in 10 saw pro-cigarette ads on billboards, and over half of the students saw pro-cigarette ads in newspapers & magazines.

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