

RESULTS

A total of 2254 questionnaires were completed for both Harare and Manicaland. 24 schools were sampled in Harare and 1080 students were sampled from these schools but 896 completed the questionnaires, giving a response rate of 83%. 33 schools were sampled in Manicaland, 1514 students were sampled from these schools and 1358 questionnaires were satisfactorily completed, giving a response rate of 89.7%.

Background Characteristics of Respondents

Sex, age, form and type of residential area for students - Harare and Manicaland regions, Zimbabwe

| Characteristic | | Manicaland n (%) | Harare n (%) |
|---------------------------------|-----------------|---------------------|-----------------|
| Total | | 1358 | 896 |
| Sex | Male | 633 (48.7) | 419 (47.6) |
| | Female | 666 (51.3) | 454 (52.4) |
| Form | One | 412 (31.6) | 332 (35.9) |
| | Two | 402 (29.6) | 215 (24.0) |
| | Three | 493 (38.7) | 333 (40.2) |
| Age | <12 | 103 (7.8) | 33 (3.6) |
| | 13 | 114 (8.6) | 166 (17.6) |
| | 14 | 236 (17.2) | 238 (25.3) |
| | 15 | 350 (25.7) | 217 (25.0) |
| | 16+ | 539(40.8) | 237 (28.5) |
| Type of residential area | High Density | 322 (24.2) | 439 (51.6) |
| | Low Density | 336 (24.8) | 312 (33.9) |
| | Communal Area | 488 (36.9) | 68 (7.6) |
| | Commercial Farm | 137 (10.4) | 30 (3.3) |
| | Other | 51 (3.8) | 34 (3.7) |

There was a fair representation of male and female students in both regions. There were significant differences ($t=6.084$, $p=0.000$) in the age distributions between the two regions, with Harare having a slightly younger population of Forms one to three, with a mean age of 14.56, and 14.94 for Manicaland. There were also significant differences in ages between males and females for both regions (Harare $t=4.84$, $p<0.05$ and Manicaland $t=5.86$, $p<0.05$). Male students were significantly older than their female counterparts in both regions.

As mentioned earlier and also seen from the table above, students in Harare were predominantly from urban areas, 85.5% (adding high density and low density), compared to 49% in Manicaland. Combining commercial and communal areas, 47.3% in Manicaland were from these areas and 10.9% for Harare. These percentages are important in explaining some of the differences in the findings, especially access and exposure to information.

Prevalence

% Students age 13 – 15 who used tobacco – Manicaland & Harare Regions, Zimbabwe

| Region | | Ever smoked cigarettes | Current Use | | | 1 ST smoked cigarettes before age 10 |
|------------|------------------|------------------------|-------------|------------------------|----------------------|---|
| | | | Cigarettes | Other Tobacco Products | Any Tobacco Products | |
| | | % | % | % | % | % |
| Manicaland | Sex: Male | 29.0 | 12.6 | 15.8 | 23.0 | 21.0 |
| | Female | 16.3 | 9.7 | 15.3 | 20.0 | 22.1 |
| | Form: One | 20.3 | 13.3 | 19.3 | 25.1 | 18.6 |
| | Two | 19.7 | 9.6 | 13.0 | 19.1 | 20.8 |
| | Three | 26.6 | 10.7 | 14.5 | 20.4 | 23.2 |
| | Age: <12 | 32.9 | 15.9 | 27.4 | 34.5 | 40.3 |
| | 13 | 20.1 | 15.1 | 16.3 | 23.9 | 79.6 |
| | 14 | 23.6 | 11.7 | 12.1 | 18.7 | 34.1 |
| | 15 | 18.3 | 7.3 | 12.9 | 16.7 | 22.5 |
| | 16+ | 24.8 | 12.6 | 16.7 | 23.7 | 13.2 |
| Harare | Sex: Male | 30.1 | 11.4 | 12.4 | 21.5 | 30.3 |
| | Female | 21.5 | 10.1 | 10.1 | 17.2 | 29.4 |
| | Form: One | 21.0 | 9.3 | 9.7 | 16.5 | 38.5 |
| | Two | 40.9 | 19.0 | 10.5 | 25.7 | 21.2 |
| | Three | 21.5 | 8.5 | 12.6 | 18.5 | 29.8 |
| | Age: <12 | 38.6 | 27.6 | 16.2 | 36.2 | 56.5 |
| | 13 | 21.0 | 5.0 | 7.3 | 11.3 | 52.0 |
| | 14 | 31.4 | 16.4 | 7.6 | 20.8 | 24.3 |
| | 15 | 25.3 | 9.0 | 13.1 | 19.9 | 16.6 |
| | 16+ | 22.9 | 10.5 | 14.4 | 21.2 | 34.6 |

Current cigarette smokers, described as those who had smoked cigarettes on 1 or more days in the past 30 days from the day of interview, were quite high, 12.6% for boys and 9.7% for girls and 11.4% for boys and 10.1% for girls, for Manicaland and Harare respectively. The differences in current cigarette smokers between girls and boys and between regions were not significant at the 95% Confidence Interval. The percentages of those that had ever used any form of tobacco in the past 30 days, were even higher, 22% for Manicaland and 19.5% for Harare. The percentages of those that had used any form of tobacco in the past 30 days were higher amongst the younger students (those aged less than 12 years), for both regions. However, the totals for this agegroup should be noted, 33 for Harare and 103 for Manicaland. Other forms of tobacco included chewing tobacco, snuff, dip, cigars and pipes.

The percentages of students who had ever smoked cigarettes were quite high for both regions, 23.0% for Manicaland and 25.8% for Harare. Male students were more likely to have ever tried cigarette smoking, 30.1% (95% C.I. [23.2,37.0]) than their female counterparts 21.5% (95% C.I. [17.5,25.5]) for Harare and 29.0% (95% C.I. [23.4,34.6]) and 16.3% (95% C.I. [11.4,21.2]) for males and females respectively for Manicaland. The differences in the prevalence between male and female students were especially significant in Manicaland.

Of the students that were reported to have ever tried smoking, 21.3% had tried before the age of 10 for Manicaland and 29.4% for Harare. Form 1 students were more likely to have tried smoking before the age of 10, than both the Form 2s and 3s, but the differences were not significantly different at the 95% Confidence Interval. The proportion of students who had first tried cigarette smoking before the age of 10 between Harare and Manicaland were not significantly different at the 95% C.I., [16.0, 26.6] for Manicaland & [23.0, 35.8] for Harare.

Access

% Students age 13 – 15 who currently smoke cigarettes by where they usually smoke and how they obtain their cigarettes - Manicaland & Harare Regions, Zimbabwe

| | | Usually smoke at home | Usually smoke at school | Usually smoke at a friend's place | Bought cigarettes in a store | Bought cigarettes & were not refused because of age |
|------------|------------------|-----------------------|-------------------------|-----------------------------------|------------------------------|---|
| | | % | % | % | % | % |
| Manicaland | Sex: Male | 14.0 | 20.8 | 20.1 | 28.0 | 57.4 |
| | Female | 24.9 | 6.1 | 19.6 | 43.9 | 47.5 |
| | Form: One | 21.6 | 10.0 | 18.9 | 24.8 | 37.0 |
| | Two | 24.4 | 16.3 | 16.6 | 39.5 | 49.4 |
| | Three | 12.0 | 21.6 | 23.4 | 37.8 | 61.1 |
| | Age: <12 | 23.8 | 24.8 | 12.3 | 26.8 | 37.5 |
| | 13 | 35.2 | 13.7 | 10.9 | 42.9 | 49.7 |
| | 14 | 20.5 | 18.9 | 14.9 | 33.5 | 64.3 |
| | 15 | 25.2 | 11.6 | 18.5 | 39.1 | 58.6 |
| | 16+ | 10.6 | 14.5 | 26.2 | 30.4 | 48.4 |
| Harare | Sex: Male | 23.9 | 10.4 | 25.6 | 49.4 | 61.0 |
| | Female | 20.5 | 0 | 23.9 | 37.8 | 77.0 |
| | Form: One | 25.9 | 0 | 23.8 | 35.0 | 73.9 |
| | Two | 22.6 | 8.4 | 16.7 | 46.7 | 71.6 |
| | Three | 15.8 | 4.9 | 36.5 | 49.3 | 63.8 |
| | Age: <12 | 19.6 | 0 | 18.7 | 33.5 | 47.4 |
| | 13 | 35.9 | 0 | 23.2 | 24.1 | 75.0 |
| | 14 | 20.9 | 2.9 | 24.1 | 50.7 | 84.3 |
| | 15 | 28.0 | 7.4 | 17.5 | 52.2 | 62.5 |
| | 16+ | 13.1 | 8.0 | 34.1 | 38.5 | 64.0 |

Places where students usually smoked varied, as shown above. Most of the younger students usually smoked at home, compared to smoking at school and at a friend's place. On the other hand, the majority of older students smoked at a friend's place than at their own homes or at school.

Looking at where students frequently smoke by sex, for Manicaland 20.8% (95% C.I. [10.7, 30.9]) of males smoke at school, while 24.9% (95% C.I. [13.6, 36.2]) of females usually smoke at home. For

Harare, 25.6% (95% C.I. [13.5, 37.7] of males usually smoke at a friend's place and 23.9% [7.5, 40.3] of females also usually smoke at a friend's place.

On average, nearly a third of the current smokers get their cigarettes from a store, although the proportions were slightly higher for Harare than Manicaland between sexes, ages and forms. Overall 44.7% of current smokers in Harare bought their own cigarettes from a store as compared to 34.1% for Manicaland. The differences are however not significant at the 95% Confidence Interval.

A huge proportion of current smokers bought cigarettes and were not refused because of their age. The majority of those that were not refused were in Harare as compared to Manicaland, for the different sexes, ages and forms. For Harare, 69.7% of students bought cigarettes and were not refused because of their age. 51.7% were not refused in Manicaland. For Harare, more females were not refused (77%) as compared to males (61%) and in Manicaland it was the opposite, more males were not refused (57.4%) as compared to females (47.5%). In Harare more students in the lower form (Form 1, 73.9%) were not refused compared to those in the higher form (Form 3, 63.8%). In Manicaland more students in the higher form (Form 3, 61.1%) were not refused compared to the lower form (Form 1, 37.0%).

Cessation

% Students age 13 – 15 who currently smoke cigarettes but desire to stop and attempt to stop smoking - Manicaland & Harare Regions, Zimbabwe

| | | Desire to stop | Tried to stop | Able to stop smoking if wish to |
|------------|------------------|----------------|---------------|---------------------------------|
| | | % | % | % |
| Manicaland | Sex: Male | 73.9 | 64.2 | 70.8 |
| | Female | 66.6 | 53.6 | 58.0 |
| | Form: One | 84.7 | 40.3 | 72.8 |
| | Two | 48.5 | 58.4 | 65.6 |
| | Three | 71.9 | 77.3 | 62.7 |
| | Age: <12 | 61.3 | 28.1 | 66.6 |
| | 13 | 69.6 | 46.3 | 73.2 |
| | 14 | 67.9 | 59.0 | 69.5 |
| | 15 | 59.1 | 54.5 | 76.8 |
| | 16+ | 78.6 | 73.8 | 57.3 |
| Harare | Sex: Male | 70.9 | 38.0 | 84.3 |
| | Female | 64.7 | 57.4 | 71.8 |
| | Form: One | 61.7 | 55.2 | 74.0 |
| | Two | 63.4 | 47.1 | 78.0 |
| | Three | 78.4 | 46.5 | 76.0 |
| | Age: <12 | 100 | 0 | 0 |
| | 13 | 100 | 100 | 80.4 |
| | 14 | 58.4 | 40 | 65.8 |
| | 15 | 74.4 | 37.7 | 88.9 |
| | 16+ | 66.9 | 77.9 | 100.0 |

According to studies, once a person starts smoking, it becomes difficult to stop. This survey therefore tried to establish among students who smoked; how many had the desire to stop and how many had even tried to stop smoking. Of the current smokers in Harare, 66.2% (95% C.I. [50.5, 81.9]) wanted to stop smoking now and 49.1% (95% C.I. [34.7, 63.5]), had even tried to stop in the past year. Of the current smokers in Manicaland, 70.6% (95% C.I. [62.6, 78.6]) wanted to stop smoking now and 60.3% (95% C.I. [49.2, 71.4]) had even tried to stop smoking in the past year. These figures show that of the current smokers who desire to stop, nearly three quarters, from both regions, had tried but had not succeeded.

On the contrary, most of these students believe they can stop smoking if they wish to, as can be seen from the table above. In Harare, 76.3% of current smokers said they could stop smoking if they

wanted and 66.1% from Manicaland. There were no big differences between regions, gender, forms and ages.

Knowledge and Attitudes

% Students age 13 – 15 who know about the dangers of tobacco and attitudes towards smoking, for current and never smokers - Manicaland & Harare Regions, Zimbabwe

| | | Current smokers: Tobacco is harmful | Never smokers: Tobacco is harmful | Current smokers: Once someone starts smoking, difficult to stop | Never smokers: Once someone starts smoking, difficult to stop | Current smokers: Safe to smoke for 1/2 years | Never smokers: Safe to smoke for 1/2 year |
|------------|------------------|-------------------------------------|-----------------------------------|---|---|--|---|
| | | % | % | % | % | % | % |
| Manicaland | Sex: Male | 44.5 | 54.2 | 28.0 | 24.2 | 20.6 | 2.8 |
| | Female | 29.4 | 47.3 | 27.7 | 17.4 | 19.7 | 2.7 |
| | Form: One | 27.4 | 36.4 | 24.0 | 17.0 | 28.4 | 3.0 |
| | Two | 35.7 | 50.3 | 21.6 | 21.2 | 11.3 | 4.3 |
| | Three | 46.3 | 61.5 | 34.9 | 22.5 | 17.2 | 2.1 |
| | Age: <12 | 29.7 | 33.9 | 26.3 | 4.4 | 19.1 | 6.1 |
| | 13 | 49.9 | 43.4 | 30.0 | 19.7 | 13.6 | 2.4 |
| | 14 | 33.1 | 38.8 | 30.7 | 21.7 | 12.9 | 4.3 |
| | 15 | 32.3 | 54.0 | 25.6 | 21.6 | 33.5 | 2.6 |
| | 16+ | 37.6 | 56.3 | 29.4 | 20.5 | 20.0 | 2.2 |
| Harare | Sex: Male | 45.2 | 69.0 | 36.1 | 28.6 | 18.3 | 2.8 |
| | Female | 70.1 | 64.5 | 40.3 | 29.0 | 17.9 | 2.8 |
| | Form: One | 57.6 | 59.1 | 50.4 | 27.4 | 27.8 | 3.2 |
| | Two | 63.1 | 60.0 | 39.1 | 27.8 | 16.1 | 3.4 |
| | Three | 54.2 | 75.7 | 27.5 | 29.4 | 13.4 | 2.5 |
| | Age: <12 | 52.6 | 46.5 | 66.1 | 16.9 | 18.7 | 6.7 |
| | 13 | 76.8 | 66.4 | 50.8 | 29.9 | 27.5 | 3.1 |
| | 14 | 60.5 | 61.4 | 45.5 | 25.1 | 11.9 | 2.6 |
| | 15 | 54.0 | 69.9 | 28.2 | 34.2 | 30.8 | 2.7 |
| | 16+ | 56.1 | 69.8 | 27.2 | 27.4 | 15.9 | 2.9 |

The levels of knowledge were quite low amongst current smokers, especially for Manicaland. Overall, 36.4% (95% C.I. [29.0, 43.8]) of current smokers in Manicaland definitely thought that smoking was harmful and 50.5% (95% C.I. [41.6, 59.4]) of those that had never smoked cigarettes, definitely thought that smoking was harmful. For Harare, 58.1% (95% C.I. [49.8, 66.4]) of current

smokers definitely thought that smoking was harmful and 66.5% (95% C.I. [56.6, 76.4]) of those that had never smoked cigarettes, definitely thought that smoking was harmful. There was a significant difference amongst current smokers between Harare and Manicaland. The majority of current smokers in Harare actually knew that smoking was harmful to their health. The difference amongst never smokers between Harare and Manicaland was not significant, although as in current smokers, most never smokers from Harare know about the harmful effects of smoking. Only half of those that had never smoked from Manicaland knew that smoking was not good for their health.

About a third of both current and never smokers thought that once someone started smoking it was difficult to stop. Proportionally within regions, more current smokers thought it was difficult to quit than never smokers. The response to this enquiry could have been based on personal experience, for the current smokers.

The differences between current and never smokers within the two regions who thought it was safe to smoke for 1-2 years then quit, were very significant at the 95% Confidence Interval. Nearly a fifth of current smokers thought it was safe, compared to approximately 2% of never smokers. The distribution of these percentages across gender, age and forms were similar for both regions.

Media and Advertising

% Students age 13 – 15 who have seen anti-smoking messages and also advertisements for cigarettes - Manicaland & Harare Regions, Zimbabwe

| | | Saw Anti-Smoking Media Messages | Saw Anti-Smoking Messages at Sporting & Other Events | Discussed effects of smoking in a school class | Saw Ads For Cigarettes on Billboards | Saw Ads for Cigarettes in Newspapers & Magazines | Saw Brand names when watching sports events or other programs on TV | Saw Ads for Cigarettes at Sports Events |
|------------|------------------|---------------------------------|--|--|--------------------------------------|--|---|---|
| | | % | % | % | % | % | % | % |
| Manicaland | Sex: Male | 68.4 | 64.6 | 52.5 | 63.0 | 63.0 | 69.0 | 56.0 |
| | Female | 68.0 | 62.5 | 52.3 | 62.6 | 65.7 | 74.8 | 56.4 |
| | Form: One | 64.1 | 56.5 | 50.8 | 63.0 | 67.6 | 66.2 | 57.9 |
| | Two | 74.1 | 69.8 | 53.3 | 68.0 | 66.2 | 79.8 | 59.1 |
| | Three | 67.0 | 64.4 | 51.5 | 57.6 | 61.7 | 70.8 | 54.9 |
| | Age: <12 | 59.3 | 62.9 | 33.9 | 62.7 | 68.2 | 65.2 | 62.8 |
| | 13 | 67.9 | 61.3 | 51.0 | 69.7 | 69.9 | 74.4 | 66.5 |
| | 14 | 67.6 | 60.5 | 53.0 | 63.6 | 66.2 | 71.8 | 58.0 |
| | 15 | 71.6 | 66.7 | 49.2 | 63.6 | 65.2 | 76.5 | 59.5 |
| 16+ | 66.8 | 63.3 | 55.7 | 59.8 | 61.3 | 69.5 | 51.4 | |
| Harare | Sex: Male | 81.4 | 77.2 | 33.5 | 77.2 | 73.8 | 86.3 | 71.8 |
| | Female | 80.3 | 75.1 | 39.4 | 73.9 | 72.5 | 84.6 | 71.7 |
| | Form: One | 80.2 | 71.5 | 39.4 | 73.0 | 70.0 | 82.0 | 67.7 |
| | Two | 81.8 | 74.1 | 30.5 | 80.6 | 82.3 | 85.0 | 78.6 |
| | Three | 80.2 | 81.3 | 37.8 | 73.5 | 72.0 | 87.4 | 71.3 |
| | Age: <12 | 82.9 | 67.4 | 33.1 | 74.0 | 82.6 | 84.4 | 66.5 |
| | 13 | 81.7 | 71.5 | 35.1 | 78.0 | 71.5 | 82.7 | 65.0 |
| | 14 | 80.8 | 74.7 | 30.4 | 76.3 | 73.6 | 84.3 | 76.3 |
| | 15 | 79.9 | 72.9 | 35.1 | 75.8 | 78.9 | 85.6 | 74.8 |
| 16+ | 80.0 | 83.0 | 44.5 | 72.6 | 68.7 | 86.1 | 69.1 | |

The table on media and advertisements in the previous page shows students exposure to both positive and negative information from different mediums. The role of the media in influencing behavior is well known, and this is a starting point for most programs that try to advocate for anti-smoking. Students were asked about their exposure to anti-smoking messages as well as cigarettes advertisements.

Nearly 8 in every 10 students from Harare had seen anti-smoking media messages, as compared to 7 in every 10 from Manicaland. These differences were quite significant, with no noted differences between males & females, different forms and ages within the same region. Exposure to anti-smoking messages at sporting and other public events were slightly less, with 15 in every 20 students from Harare having seen the messages and 13 in every 20 from Manicaland.

The school environment also offers a good opportunity to deliver anti-smoking messages and a number of questions were asked on lessons and discussions in school on the effects of smoking. More students from Manicaland 52% (95% C.I [48.1, 55.9]) said they discussed the effects of smoking in a school class, as compared to Harare, 36.3% (95% C.I. [31.3, 41.3])

Exposure to cigarette advertisements was also quite high. On students who had seen cigarette billboard advertisements, three quarters had seen these from Harare, with 30% having seen these advertisements a lot and three fifths had seen these from Manicaland, with also 30% having seen these advertisements a lot. Nearly similar proportions had seen advertisements for cigarettes from newspapers and magazines, with higher proportions having seen the ads amongst the current smokers (e.g. 83.1% from Harare).

Students with access to a television (78% for Manicaland and 92% for Harare) were asked how much exposure they had had of cigarette brand names. Nearly eight in every ten students with access to a television had seen cigarette brand names on sporting & other events, with more students from Harare (84.2%) having seen the brand names, compared to Manicaland (74.1%).

Environmental Tobacco Use

% Students age 13 – 15 who are exposed to ETS and their attitudes towards ETS - Manicaland & Harare Regions, Zimbabwe

| | | Others smoke in their home | Around others who smoke in other places | Definitely think smoke from others is harmful to them | Think smoking should be banned from public places |
|------------|------------------|----------------------------|---|---|---|
| | | % | % | % | % |
| Manicaland | Sex: Male | 34.1 | 51.4 | 31.6 | 34.7 |
| | Female | 34.9 | 50.5 | 29.2 | 35.6 |
| | Form: One | 38.9 | 49.8 | 22.8 | 22.7 |
| | Two | 37.3 | 56.1 | 33.0 | 35.0 |
| | Three | 28.9 | 48.6 | 34.1 | 44.9 |
| | Age: <12 | 46.7 | 56.7 | 18.5 | 42.2 |
| | 13 | 37.8 | 51.8 | 27.3 | 22.8 |
| | 14 | 35.4 | 52.7 | 31.4 | 25.4 |
| | 15 | 33.9 | 50.8 | 31.9 | 38.6 |
| | 16+ | 32.6 | 50.1 | 31.7 | 38.3 |
| Harare | Sex: Male | 38.3 | 62.5 | 43.2 | 53.2 |
| | Female | 37.0 | 61.6 | 43.0 | 38.8 |
| | Form: One | 31.2 | 57.9 | 40.2 | 30.7 |
| | Two | 45.9 | 64.3 | 43.6 | 47.5 |
| | Three | 37.4 | 63.2 | 45.0 | 55.7 |
| | Age: <12 | 34.1 | 47.4 | 18.9 | 30.2 |
| | 13 | 28.3 | 59.1 | 47.5 | 42.2 |
| | 14 | 40.7 | 64.5 | 42.0 | 39.3 |
| | 15 | 37.3 | 62.5 | 47.0 | 48.0 |
| | 16+ | 42.0 | 63.5 | 39.3 | 51.5 |

A number of questions were asked on students' exposure and attitudes to environmental tobacco smoke (ETS). One in three students from both Harare and Manicaland had had someone smoke in their homes, in their presence. This exposure was only for the past seven days, with nearly 13% having been exposed daily. To add to that, a majority of students had been exposed in other places other than their homes, with 52% having been exposed from Manicaland and 62% from Harare. Over 15% from both regions had been exposed on a daily basis. The differences in exposure between males & females, students from different forms and ages, were marginal, though they were significant between current smokers (81.1% for Manicaland and 84.9% for Harare) and never

smokers (42.6% for Manicaland and 56.8% for Harare). The current smokers could have been exposed to their own smoking or they associated or frequented places where they could also smoke.

Attitudes towards smoke from other people differed between current and never smokers. When asked if smoke from other people was harmful to them, 31.9% and 46.4% of never smokers from Manicaland and Harare respectively said it definitely was and 25.8% and 33.5% of current smokers said the same. These percentages were significantly different between regions amongst never smokers, with more students from Harare saying smoke from other people was harmful to them. This same group had more students exposed to smoke from other people as can be seen from the table (56.8% from Harare).

Suprisingly though, not many students were in favor of banning smoking in public places, with less than half saying they were in favor. The percentages were not different between current and never smokers from both regions (32.4% current and 33.3% never from Manicaland and 43.6% current and 43.9% never from Harare)