

Executive Summary

Objectives: this report describes the knowledge, attitudes, and behaviour of young people regarding tobacco use, their exposure to environmental tobacco smoke (ETS), Pro-tobacco advertisement. In addition, it reveals the extent to which these young people receive anti-tobacco information in schools.

Method: We conducted a school- based, two-cluster survey (13-15years) in government and private schools using a standardized questionnaire based on the Global Youth Tobacco Survey (GYTS).

Results: Ever tobacco use prevalence was 37.2% for students, 72% of students 1st tried any tobacco use at less than ten years of age. Over three in ten never- smokers and over nine in ten current smokers were exposed to ETS in their homes and in public places. Over 8 in every 10 boys and girls saw a tobacco (Cigarette and Gutka) advertisement on billboards and over 6 in every 10 in other media. One in every five students was offered free cigarettes from a tobacco company representative. Moreover, 4 in every 10 students bought their tobacco products from stores, and almost same were not refused to buy cigarettes because of their age.

Conclusion: The youth prevalence of tobacco use is alarming; especially among girls and is contrary to social norm in India. Young people are daily exposed to ETS, tobacco advertisement and can access tobacco products easily. Immediate action is required to limit youth exposure to ETS and accessibility, issue legislation to prohibit selling to minors, ban tobacco advertising and create a supportive environment to the health of young people.