

Attitude towards tobacco use was assessed by the question whether boys who smoke/chew looks more attractive; have more friends (both questions repeated for girls).

## Results

A total of 2641 students completed the survey, representing an 86.6% overall response rate, and 73.3% of them were males.

Table: 1. Ever use of tobacco and susceptibility by sex, Uttaranchal (India), GYTS-2002.

Category	Ever User Any Tobacco	Ever Smoker	Susceptible Never user	Susceptible Never smoker
Total	27.9 ( $\pm 7.4$ )	3.8 ( $\pm 1.9$ )	13.9 ( $\pm 5.7$ )	10.8( $\pm 3.0$ )
Male	30.7 ( $\pm 8.6$ )	4.6( $\pm 3.1$ )	16.3( $\pm 7.6$ )	12.8( $\pm 4.7$ )
Female	22.7( $\pm 6.4$ )	2.3 ( $\pm 1.0$ )	9.7 ( $\pm 3.4$ )	7.4( $\pm 2.0$ )

About one third students (27.9%) had ever used tobacco (Table1). 7 in every 10 ever users of any tobacco first tried any tobacco at less than ten years of age. Among never tobacco users (13.9%) and never smokers (10.8%) over one in ten indicated that they were likely to initiate tobacco use/smoking during the next year. (Table1)

Table 2: Percent of students who currently use tobacco, India-Uttaranchal GYTS, 2002

	Any tobacco Product	Any Smoked Product	Smokeless Products	Cigarette	Bidi	Gutkha/ Pan masala	Betel quid with tobacco
Total	18.6( $\pm 9.1$ )	3.8( $\pm 1.9$ )	17.6( $\pm 9.2$ )	1.7( $\pm 1.2$ )	1.9( $\pm 1.8$ )	8.3( $\pm 5.5$ )	6.0( $\pm 6.5$ )
Male	21.7( $\pm 11.3$ )	4.6( $\pm 3.1$ )	20.8( $\pm 11.4$ )	2.3( $\pm 1.9$ )	2.7( $\pm 2.8$ )	10.5( $\pm 7.1$ )	6.4( $\pm 7.3$ )
Female	12.9( $\pm 6.7$ )	2.3( $\pm 1.0$ )	11.5( $\pm 6.7$ )	0.5( $\pm 0.5$ )	0.3( $\pm 0.4$ )	4.2( $\pm 3.4$ )	5.2( $\pm 5.9$ )

One in five students (18.6%) currently used and most of them (17.6%) currently smoked and one in five (19.7%) currently used any smokeless tobacco products. Cigarette (1.7%) and *Bidi* (1.9%) smoking was reported almost similar. Current *Gutka* and *Pan* chewing were reported almost similar.

Basing on the need for a tobacco product early in the morning as the indicator of addiction, smokeless tobacco user can be said to be more addicted to tobacco compared to smokers; seven in every ten (72.9%) of smokeless tobacco user and nearly 3 in every 10 current cigarette (28.6%) and bidi(32.5%) smokers reported that they need a tobacco products (cigarette/bidi/smokeless tobacco) as the first thing in the morning .

A number of questions were asked on student's exposure and attitudes to ETS. Nearly 3 in ten students had someone smoked in their homes (34.2%), in their presence. This exposure was only for the past seven days, with about 9.7% having been exposed daily. In addition, many students had been exposed in other places other than their homes, with approximately 4 in every 10 (40.6%) students having been exposed, with about 16.1% having been exposed daily. Nearly 6 in every 10 students (58.1%), said smoke from other people were harmful to them. And, so many students (64.5%) were in favor of banning smoking in public places. Current smokers were significantly more likely to be exposed to smoke from others both in their homes as well as outside their homes in past seven days than never users. (Table 3) Never users were significantly more likely to say that smoke from other people was harmful to them. (Table 3)

Table3: Environmental Tobacco Smoke, India--Uttanchal GYTS, 2002

Category	Exposed to smoke from others in their home in the past 7 days		Exposed to smoke from others outside their home in the past 7 days		Percent who think smoking should be banned from public places		Percent who definitely think smoke from others is harmful to them	
	Never Smoker	Current Smoker	Never Smoker	Current Smoker	Never Smoker	Current Smoker	Never Smoker	Current Smoker
Total	27.6(± 5.7)	58.6(± 9.9)	35.6(±5.6)	66.8(± 12.8)	66.0(± 4.5)	50.2(± 12.0)	62.6(± 4.2)	39.9(± 15.0)
Male	32.1(± 6.7)	60.0(± 10.1)	38.7(± 6.4)	66.2(± 13.9)	67.6(± 5.3)	50.4(±12.0)	59.5(± 5.9)	36.7(± 16.9)
Female	19.8(± 4.2)	53.5(± 20.4)	30.5(± 5.6)	68.8(± 24.2)	63.2(± 5.8)	49.6(± 24.4)	67.9(± 5.5)	51.6(± 21.8)

Nearly half of students reported for teaching in schools during the last year about dangers of smoking (49.2%), effects of tobacco use (49.6%) and one third of students had discussed the reasons why people of their age smoke (32.7%).(Table4). Only 1 in every ten students stated that they were taught Tobacco or Health as a lesson.

Table 4: School Curriculum, India--Uttanchal GYTS, 2002

Category	Percent taught dangers of smoking	Percent discussed reasons why people their age smoke or chew	Percent taught the effects of tobacco use in class	Percent discussed tobacco and health as part of a lesson in class
Total	49.2(± 4.8)	32.7(± 3.6)	49.6(± 5.2)	11.9(± 2.1)
Male	49.7(± 5.2)	33.3(± 4.3)	50.2(± 6.8)	11.7(± 2.9)
Female	48.5(± 6.1)	31.5(± 5.1)	48.5(± 5.7)	12.5(± 2.5)

Six in every ten students definitely thought that smoking was harmful to their health but only two in every ten students definitely thought that chewing tobacco was harmful to their health. .

(Table5)

Table 5: Knowledge and Attitudes, India--Uttanchal GYTS, 2002

Category	Percent who think smoking is definitely harmful to their health	Percent who think that chewing/applying is definitely harmful to their health
Total	60.2(± 4.5)	16.9(± 7.9)
Male	57.1(± 7.0)	15.8(± 8.6)
Female	65.8(± 4.4)	20.5(± 8.8)

Three of every ten students thought that smoking makes students (boys) more attractive and smoker students (boys and girls) have more friends. Compared to never tobacco users, current smokers were 2-3 times more positive that smoking makes boys and girls friendly. (Table 6)

Table 6: Knowledge and Attitudes, India--Uttranchal GYTS, 2002

	Never user of tobacco	Current Smokeless Tobacco user
Perception on tobacco use by others		
Think boys who smoke or chew have more friends	19.7(± 2.5)	54.4(± 14.4)
Think girls who smoke or chew have more friends	16.2(± 2.1)	49.6(± 23.4)
Effects and social acceptance of tobacco use		
Chewing help relieving toothache/morning motion	21.8(±2.5)	60.2(±13.6)
Tobacco help to feel more comfortable at parties etc	26.8(±3.8)	77.8(±10.2)

Exposure to cigarette advertisements on billboards was reported very high. Nearly 9 in every 10 students had seen these in Uttranchal and above that over 6 in every ten watched lot of such advertisements. The proportions for students that had seen advertisements in other media were less than that. Nearly 7 out of every 10 students in Uttranchal said they saw cigarette advertisement in news papers and social events.

Exposure to *Gutka/pan masala* advertisements on billboards was also reported very high. Over eight in every 10 students had seen these in Uttranchal. The proportions for students that had seen advertisements in other media were less than that. Nearly 7 out of every 10 students in Uttranchal said they saw *Gutka/pan masala* advertisement in news papers and in social events.

Current smokeless tobacco user than never users were significantly more likely to report for watching *Gutka/pan masala* advertisement in print media and news papers. (Table 7)

Table 7: Media and Advertising – Guthka / Pan masala India--Uttranchal GYTS, 2002

Category	Seen alot of advertisement and media messages about guthka / pan masala on:			
	Newspapers/Magazines		Social gatherings	
	Never Tobacco User	Current Chewer/ Applier	Never Tobacco User	Current Chewer/ Applier
Total	30.1(± 4.2)	52.2(± 10.5)	43.5(± 10.5)	72.8(± 11.3)
Male	53.6(± 10.9)	53.6(± 10.9)	45.5(± 6.0)	75.9(± 11.8)
Female	47.7(± 11.7)	47.7(± 11.7)	40.2(± 3.6)	63.2(± 11.9)

Nearly 7 in every 10 students reported to watch bidi advertisements on billboards and in social events in Uttranchal. One in every 10 students reported that they had been offered free samples of cigarette and *gutka* and *Bidi*.

## **Discussion**

This study provides first representative database on tobacco prevalence among school going children in the age group of 13-15 years in Uttranchal state.

The present study finds that a significant proportion of the youth in the state use tobacco products.

Nearly 3 in every 10 of the youth that participated in the survey admitted to have ever used tobacco and nearly 2 in every 5 of the students were currently using any tobacco product, 17.6% used smokeless tobacco and 3.8% revealed to smoke any tobacco product. Surprisingly for all categories of tobacco use, there is no significant difference among boys and girls. Tobacco industry is destroying the social norms in India.

Uttranchal has been separated very recently from UP which is one of the states where a lot of tobacco is cultivated <sup>7</sup>. High prevalence of tobacco among the youth in the Uttranchal state may therefore be attributed to easier access of raw tobacco to the young people in the entire state of undivided UP and high rates of tobacco use in the community by adults (in undivided UP) <sup>8</sup>. Adults tobacco use before adolescents create an environment in which adolescent perceive tobacco use/smoking as social norm. This becomes more alarming when a section of adolescent population remains ignorant about harmful effects of tobacco use and they have positive attitude for tobacco use by others. This holds true for uttranchal; 4 out of 10 students are ignorant about harmful effects of tobacco use; 3 in every students % think boys and girls who smoke or chew tobacco have more friends and boys and girls who smoke or chew tobacco look more attractive

The survey results also show that nearly three fourth of the ever tobacco users reported they started tobacco use/smoking at an early age of less than 10.