



Global Youth Tobacco Survey-4

Why in News

Recently, the **fourth round of Global Youth Tobacco Survey (GYTS-4)** was released by the Ministry of Health and Family Welfare (MoHFW).

Key Points

▪ About:

- GYTS-4 was **conducted in 2019** by the **International Institute for Population Sciences (IIPS)** under the MoHFW.
 - **IIPS**, Mumbai, formerly known as the Demographic Training and Research Centre (DTRC) till 1970, **was established in July 1956** under the joint sponsorship of Sir Dorabji Tata Trust, the Government of India and the [United Nations](#).
 - It serves as a regional centre for Training and Research in Population Studies for the the [Economic and Social Commission for Asia and the Pacific \(ESCAP\)](#) region.
- The survey was designed **to produce national estimates of tobacco use among school going children aged 13-15 years** at the state level and Union Territory (UT) by sex, location of school (rural-urban), and management of school (public-private).
- The **first three rounds** of GYTS were conducted in **2003, 2006 and 2009**.
- A total of **97,302 students from 987 schools** participated in the survey.

▪ Objective of the Survey:

- To provide **information on tobacco use**, cessation, second-hand smoke, access and availability, exposure to anti-tobacco information, **awareness and receptivity to tobacco marketing, knowledge, and attitudes**.

▪ Major Findings:

- **Decline in Tobacco Use:**
 - There has been a **42% decline in tobacco use among 13-15 year-old school going children in the last decade**.
 - Nearly **one-fifth of the students aged 13-15 used any form of the tobacco product** (smoking, smokeless, and any other form) **in their life**.
- **Gender Based Usage:**
 - Use of any form of tobacco was **higher among boys**. Prevalence of tobacco use among boys was 9.6% and among girls was 7.4%.
- **State Wise Data:**
 - Tobacco **use among school going children was highest in Arunachal Pradesh and Mizoram** and **lowest in Himachal Pradesh and Karnataka**.
- **Initiation Age:**

- **38% of cigarettes, 47% of bidi smokers and 52% of smokeless tobacco** users initiated the use **before their tenth birthday**.
- The **median age of initiation** to cigarette and bidi-smoking, and smokeless tobacco use were 11.5 years, 10.5 years and 9.9 years respectively.
- **Awareness:**
 - **52% of students noticed anti-tobacco messages** in the mass media and **18%** of students **noticed tobacco advertisements** or promotions when visiting points of sale.
 - **85% of school heads were aware of the Cigarettes and Other Tobacco Products Act (COTPA), 2003** and 83% of schools were aware of the policy to display 'tobacco-free school' boards.
- **Measures towards Tobacco Control in India:**
 - **Adoption of WHO FCTC:**
 - India adopted the tobacco control provisions under [World Health Organisation \(WHO\)](#) Framework Convention on Tobacco Control ([WHO FCTC](#)).
 - **COTPA, 2003:**
 - It **replaced the Cigarettes Act of 1975** (largely limited to statutory warnings- 'Cigarette Smoking is Injurious to Health' to be displayed on cigarette packs and advertisements. It did not include non-cigarettes).
 - The 2003 Act also **included cigars, bidis, cheroots, pipe tobacco, hookah, chewing tobacco, pan masala, and gutka**.
 - **Promulgation of the Prohibition of Electronic Cigarettes Ordinance, 2019:**
 - Which **prohibits** Production, Manufacture, Import, Export, Transport, Sale, Distribution, Storage and Advertisement of e-Cigarettes.
 - **National Tobacco Quitline Services (NTQLS):**
 - Tobacco Quitline Services have the potential to reach a large number of tobacco users with the sole objective **to provide telephone-based information, advice, support, and referrals** for tobacco cessation.
 - **mCessation Programme:**
 - It is an initiative using mobile technology for tobacco cessation.
 - India launched mCessation using text messages in 2016 as part of the government's [Digital India initiative](#).
- **Global Initiatives:**
 - [World No Tobacco Day](#)- 31st May.
 - **WHO Framework Convention on Tobacco Control:** Governments adopt and implement the tobacco control provisions of the WHO Framework Convention on Tobacco Control (WHO FCTC).

Way Forward

- The **role of teachers is most crucial in creating awareness** among children and their parents about harm due to tobacco use and for shaping the attitude of children in this regard.
- The more and the **sooner awareness is created among children** about harms due to tobacco use, the **better will be the outcomes in terms of reduction in prevalence** of tobacco use among children and consequently among adults.
- Harmful **effects of tobacco use should be incorporated in school curricula** at various levels starting right from the primary school level.

[Source: TH](#)

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