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Key findings

Smokeless tobacco use is the most common form of tobacco use among adolescents in South Asia.

The pro-tobacco cues are positively and strongly associated with tobacco use in adolescents and the association with anti-tobacco cues are lack of strength and consistency.

Recommendation: there is a need to strengthen implementation of anti-tobacco measures and reduce pro-tobacco influences on adolescents, consistently across all forms of tobacco use to control the tobacco epidemic in south Asia.

Table 1: Result of association between tobacco use (smoking, ST and dual use) and pro- and anti-tobacco environmental cues (ref category: non-smoker and non ST user)

	% exposed	Exclusive smoking		Exclusive ST use		Dual use	
		RRR	95% CI	RRR	95% CI	RRR	95% CI
Anti-tobacco cues:							
Refused to purchase cigarettes (Past 30 days) (ref: No)	4.44	0.47*	0.36, 0.63	0.65*	0.45, 0.95	0.86	0.61, 1.23
Exposure to anti-tobacco mass media messages (past month) (ref: No)	70.09	1.18	0.90, 1.55	0.96	0.83, 1.10	0.94	0.66, 1.33
Exposure to anti-tobacco messages at community events (past month) (ref: No)	34.99	1.59*	1.15, 2.20	1.80*	1.54, 2.11	2.20*	1.41, 3.44
Taught in class on dangers of tobacco in past 12 month (ref: No)	58.92	0.95	0.73, 1.24	0.64*	0.56, 0.76	1.11	0.78, 1.57
Pro-tobacco cues:							
Exposed to tobacco use in electronic media in last 30 days (ref: No)	64.15	2.14*	1.39, 3.31	1.62*	1.33, 1.96	2.62*	1.31, 5.26
Offered free tobacco product ever (ref: No)	9.54	1.45*	1.05, 2.00	1.48*	1.23, 1.78	1.99*	1.34, 2.94
Exposure to cigarette at any public places (ref: No)	42.44	5.59*	4.28, 7.28	2.07*	1.84, 2.32	11.42*	7.44, 17.54

Results of Multinomial regression models (adjusted for pro- and anti-tobacco environmental cues, age, sex and country)

*Statistically significant associations

- Age: 82% between 13-15 years
- Sex: 52.5% girls.
- Tobacco use:
 - 90.5% were non user
 - 6.4% were ST users
 - 2% were smokers
 - 1.1% were dual users
- Tobacco use was more common among boys (54.1%) than girls.

Table 2: Past 30 days tobacco use among adolescents by countries

	Non-user %	smoker %	Smoke less tobacco %	Dual user %
Bangladesh	13.67	8.74	7.33	3.92
India	47.49	59.06	45.19	67.84
Pakistan	33.90	29.85	20.96	23.14
Sri-Lanka	4.94	2.35	26.52	5.10

➤ Summary findings of Table 1

Anti-tobacco cues	Pro-tobacco cues
<ul style="list-style-type: none"> • Those who were refused to purchase cigarettes were less likely to smoke or use ST. • Exposure to anti tobacco mass media messages was not associated with any tobacco use. • Exposure to anti-tobacco messages at community events was associated with tobacco use not in an expected direction • Being taught at school about the harmful effects of tobacco were less likely to use ST but not associated with smoking 	<ul style="list-style-type: none"> • Those who were exposed to tobacco use in electronic media were more likely to smoke or use ST or dual. • Those who got offer of free tobacco products were more likely to smoke or use ST or dual. • Those who were exposed to smoking at public places were more likely to smoke or use ST or dual.

Background

Tobacco use among adolescents is influenced by environmental cues. However, little is known of such associations in South Asia where adolescents access diverse tobacco products. We examined associations between environmental cues and smoking, smokeless tobacco (ST) use and dual use among adolescents in Bangladesh, India, Pakistan and Sri Lanka.

Study aim

To assess the associations between pro- and anti-tobacco environmental cues and smoking, ST and dual use among adolescents.

METHODS

Data set used: The latest GYTS datasets for Bangladesh (2013), India (2009), Pakistan (2013), and Sri-Lanka (2015)

Statistical analysis: Multinomial regression analysis

Variables:

Outcome variable: past 30 days-

- Cigarettes smoking
- Use of smokeless tobacco
- Dual use

Exposures:

Pro- and anti-tobacco environmental cues.

Sociodemographic variables: age, sex, country.

Results

