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The Global Youth Tobacco Survey in Kosovo

Monograph

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Abbreviations

IKSHPK	– Instituti Kombëtar i Shëndetësisë Publike të Kosovës
IRSHP	– Instituti Rajonal i Shëndetësisë Publike
CDC	-Qendrave të SHBA-së për Kontrollim dhe Parandalim të Sëmundjeve
CPHA	– Shoqata Kanadeze për Shëndetësi Publike
CIDA	- Agjensioni Ndërkombëtar Kanadez për Zhvillim
WHO	– World Health Organization
OBSH	– Organizata Botërore e Shëndetësisë
QMF	– Qendra e Mjekësisë Familiare
PMF	– Punkti i Mjekësisë Familiare
ShSh	– Shtëpia e Shëndetit

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Introduction

Tobacco use causes serious health problems. One out of ten deaths worldwide among adults is attributable to tobacco useⁱ. By the end of the 1990s tobacco products were responsible for 1.2 million deaths globally (14% of all deaths). Unless more effective tobacco control measures are implemented, it is estimated that tobacco will account for 2 million deaths (20% of all deaths) annually by the year 2020. About 1 billion tobacco-related deaths are projected for the 21st Centuryⁱⁱ. About 70 % of those deaths will occur in developing countries and countries in transition. Most people begin using tobacco before the age of 18. Over 30% of children smoked their first whole cigarette before the age of 10. One-half of young people who continue to smoke will die from smoking-related causesⁱⁱⁱ.

The European Region of WHO, with only 15% of the world's population, faces nearly one third of the worldwide burden of tobacco-related diseases. Although data indicate that global smoking prevalence has fallen from 45% to 30% over the past 30 years and has currently stabilized, smoking prevalence in the European Region still remains at a level that is devastating for public health and that has serious implications for future generations. The negative trends in smoking prevalence among young people, women and lower socioeconomic groups, as well as the gap in tobacco control policies between member States of the World Health Organization, are of a particular concern. A lack of political will and sustainability in tobacco control policies is still characteristic of a large part of the European Region.^{iv}

Health Effects

Smoking is an important risk factor for cardiovascular diseases and lung cancer. The risk of lung cancer in non-smokers exposed to passive smoking is increased by between 20% and 30 %, and the excess risk of heart disease is 23%.^v All the toxins from cigarette smoke that reach a pregnant woman's blood go to her developing foetus and cause damage. Carbon monoxide prevents the foetus from getting enough oxygen. The carcinogens in cigarette smoke also damage the genetic material-DNA in placental and foetal cells. As a result, smoking (and exposure to passive smoke) by a pregnant woman increases the risk of birth defects in her baby and also increases the probability of spontaneous abortion or stillbirth by about one-third. Women who smoke are 3 to 4 times more likely than non-smokers to take more than one year to become pregnant, three times as likely to be infertile, and also have earlier menopause. Tobacco also increases the chance of abnormalities in the male's sperm and reduces its density and speed. It also causes male impotence.^{vi}

Environmental tobacco smoke has a very significant health impact. An estimated 3,000 non-smoking people in the United States die each year from lung cancer, and up to 300,000 children have respiratory tract infections due to increased susceptibility after exposure to second hand smoke.^{vii} The risk of death from coronary heart disease increases by up to 30% among those exposed to environmental tobacco smoke at home or a work.^{viii}

Tobacco Use in Kosovo

Prevalence

Accurate and representative prevalence data on tobacco use among children and young adults in Kosovo are not available. Preliminary pilot research studies conducted in Kosovo in 2001 and 2002 revealed that 47.2% of young people surveyed first tried a cigarette before the age of 18 years.^{ix} In a survey done at nine secondary schools in Kosovo, 18.6% of respondents were current smokers (defined as at least 10 cigarettes over a 24 hour period). In a survey of young people in Kosovo commissioned by UNICEF Kosovo, 49% of respondents identified smoking as a health risk factor. One in five respondents indicated that they were current smokers, with a smoking prevalence of over 24% among those aged 18 to 24 years of age. Among current smokers, two thirds had smoked in the week prior to the survey and over three quarters of them had smoked sometime during the prior 30 days, an average of 11 cigarettes per day.^x

Legislation

In Kosovo there are two existing laws and one draft law that is expected to be accepted by the Parliament of Kosovo in early 2005 that regulate the manufacturing, advertising and marketing, and place of consumption of tobacco products. The law on excise taxes levied on tobacco products in Kosovo, number 2003/23, regulates the excise taxes on tobacco products. It also stipulates that the appropriate Kosovo governmental authority may prescribe that tobacco products shall carry a health warning on each conventional unit and that an excise tax label be affixed to each unit of tobacco product, as evidence of the payment of the excise tax. The new law requires a special permit for the production and importation of cigarettes. The law on sanitary inspectorate of Kosovo, number 2003/22, regulates preventive measures of harmful effects of tobacco products and smoking in public places (Article 9f).

The draft Tobacco Law will bring several major changes to the manufacturing, advertising and marketing, and place of consumption of tobacco products. It includes banning of production and distribution of cigarettes containing more than 10 mg of tar per cigarette, more than 1 mg of nicotine per cigarette and more than 10 mg of carbon monoxide per cigarette. It also proscribes the displaying of a health warning, with the nicotine, tar and carbon monoxide content on cigarette packs; the banning of advertising and promotion of all forms of tobacco products; the banning the sale of tobacco products in all health institutions, schools, colleges and universities, sport, recreation and cultural facilities; the banning of sales through self-service vending machines, self-service shops, postal services, etc.; the banning smoking in all public and private health institutions and educational institutions, and in public places except in designated areas. The law also requires preventive education of pre-school children and young people. The Government of Kosovo will establish a Professional Council for tobacco control.

Media

At present, the direct advertising of tobacco products is permitted in national and cable television channels, national and private radios, cinemas, local magazines and newspapers, billboards and outdoor walls. Advertising for product placement in TV and films (indirect advertising) is not banned.

Accessibility and distribution/sale of tobacco products in Kosovo

There are no restrictions for the sale of tobacco products but there is a ban on the sale of single or unpacked cigarettes. Cigarettes are sold throughout Kosovo in all kinds of shops, even in food and fruit markets. The local market for tobacco products is supplied by a whole range of domestic and foreign brands. Almost foreign brands are available in Kosovo. Some are from neighboring countries (Albania, Macedonia, Bosnia & Hercegovina, Croatia, Serbia and Montenegro, Greece), while others are manufactured by the major international companies (Philip Morris, Marlboro, etc.). There are two local cigarette producers in the country (Euro-Gold and Tobacco Gjilan).

There is no restriction on the sale of tobacco products to minors below the age of 18 years.

Smuggling

Over the last decade, both before and after the war, illegal sales of cigarettes became a source of profits for individuals. The illegal sale of smuggled cigarettes in retail stores and on the streets was not prosecuted. In 2003, the new government began to address illegal imports. This year the KPC and UNMIK Police started to seize packs of cigarettes that do not display the excise tax label.

Smoke free areas and application of smoke free bans

There is no ban on smoking in indoor workplaces and offices. Smoking is banned on civic public transport, as well as on board s in the national airlines and in all international carriers that fly from and to Prishtina Airport. Smoking is not permitted in Ministry of Health, in the National Institute of Public Health and in health institutions and government facilities, nor in theatres and cinemas, except in designated areas.

Tobacco control events

During the past few years there have been several campaigns about smoking prevention and cessation, based upon previous local and similar international campaigns and funded by international, national and local NGO organizations. These included World No-Tobacco Day (May 31) and a national campaign entitled "Don't smoke, eat an apple". Those campaigns and actions are of limited benefit. They are not grounded in any tobacco control strategy and, they are campaign-focused. Their format and content are not based on lessons learned from previous campaigns or on evidence from evaluations and assessments of their effectiveness of results attained. Therefore, there has been a lot of effort expended, but no

demonstration of the impact of all these actions. A National Committee for Smoking Prevention that would coordinate all activities directed to smoking prevention and smoking cessation does not presently exist.

Cultural and sporting events continue to be sponsored by tobacco companies (Kosova Tobacco, British American Tobacco).

The Global Youth Tobacco Survey – Goals and Objectives

In 1998 the WHO, in collaboration with the US Centers for Disease Control and Prevention and the Canadian Public Health Association (CPHA), began a project called the Global Youth Tobacco Survey (GYTS). The purpose of this initiative was to enhance tobacco surveillance with respect to young people. As of June 2004, the GYTS has been carried out over 160 countries, of which over 20 are located in the WHO European region. In early 2004 the GYTS was conducted for the first time in Kosovo, with financial and technical assistance provided by CPHA.

The GYTS provides a mechanism by which countries can monitor tobacco use among 13-15 year old young people and guide the implementation and evaluation of tobacco prevention and control programs. It aims to understand and assess students' attitudes, knowledge and behaviors related to tobacco use and its health impact, including: cessation, environmental tobacco smoke, media and advertising, minors' access and school curriculum. The GYTS addresses the following issues:

- Level of tobacco use
- Age of initiation of cigarette use
- Level of susceptibility to become cigarette smokers
- Exposure to tobacco advertising
- Key intervening variables, such as attitudes and beliefs on behavioural norms with regard to tobacco use among young people which can be used in prevention programs
- Extent to which major prevention programs are reaching school based populations and establish the subjective opinions of those populations regarding such interventions.

GYTS Kosovo Sampling Procedure

The 2004 Kosovo GYTS is a school-based survey, which employs a two-stage cluster sample design to produce a representative sample of students in the 6th, 7th, 8th and 9th grades of elementary school, and the 1st through 4th years of secondary school. This wide range of classes was targeted, as the educational system in Kosovo was undergoing a reform process, in which the traditional primary and secondary education facilities were being transformed into three levels: primary, lower secondary and upper secondary. The target population group, students aged between 13 and 15 years, were enrolled in all the targeted grade levels.

The first-stage sampling frame consisted of all primary and secondary schools containing any of the targeted grades. Schools were selected with probability proportional to school enrolment size. A total of 656 schools with a total enrolment of 403,239 students (2003), and an enrolment of 197,985 in the grades eligible to participate in the GYTS, were eligible for selection. A total of 110 schools (55 primary schools and 55 secondary schools, representing both Albanian-language and Serbian-language schools) were selected to participate in the GYTS. The second sampling stage consisted of a systematic equal probability sampling, with a random start, of classes from each school that participated in the survey. All classes in the selected school that contained 40 or more students were included in the sampling frame. All students in the selected classes (7,965 students) were eligible to participate in the survey.

A weighting factor was applied to each student record to adjust for non-response and for the varying probabilities of selection. For the Kosovo 2004 GYTS, 7,088 questionnaires were completed in schools (6,419 in the Albanian-language schools; 669 in the Serbian-language schools). The school response rate for all selected schools in Kosovo was 98.18% (108 out of 110 eligible schools), and the student response rate was 88.99%. The overall response rate for all schools surveyed in Kosovo was 87.37%. For the Albanian-language schools, the school response rate was 98.00% (98 out of 100 eligible schools), the student response rate was 89.38%, with an overall response rate of 87.59%. For the Serbian-language schools, the school response rate was 100.00% (10 out of 10 eligible schools), the student response rate was 85.33%, with an overall response rate of 85.33%.

Weighting

A weight has been associated with each questionnaire to reflect the likelihood of sampling each student and to reduce bias by compensating for differing patterns of non-response. The weight used for estimation is given by:

$$W = W1 * W2 * f1 * f2 * f3 * f4$$

W1 = the inverse of the probability of selecting the school

W2 = the inverse of the probability of selecting the classroom within the school

f1 = a school-level nonresponse adjustment factor calculated by school size category (small, medium, large).

f2 = a class adjustment factor calculated by school

f3 = a student-level nonresponse adjustment factor calculated by class

f4 = a post stratification adjustment factor calculated by gender and grade

Use of the Weighted Results

The weighted results can be used to make important inferences concerning tobacco use risk behaviors of students in the sixth through ninth grades in the primary schools and in the first through fourth grades of the secondary schools.

Questionnaire

The questionnaire consists of two main parts: 88 Core questions (developed especially for the European region) and 4 optional questions on the possible background factors associated with tobacco use, for a total of 92 multiple-choice questions. The questionnaire was translated from English into Serbian and Albanian. The core questions focused on seven topics:

- smoking prevalence
- minor's access
- cessation
- knowledge and attitudes
- tobacco-related school-curriculum
- media and advertising, and
- environmental tobacco smoke.

Data Collection

Prior to data collection, the research coordinators and survey teams, located in Pristina and Mitrovica, were trained in the GYTS survey methodology by representatives of the Canadian Public Health Association, who had received training from CDC and participated at previous GYTS research coordinator training workshops. The principals of all selected schools received a letter requesting their permission to conduct the survey. The information package sent to the schools included a letter of support for the GYTS from the Ministry of Health and the Ministry of Education, a short description on the survey's purposes and procedures, emphasizing the assurance of privacy and information letter about the GYTS for the parents.

Survey procedures were designed to protect the students' privacy by allowing for anonymous and voluntary participation. The self-administered questionnaire was administered in the classroom. Students recorded their responses directly on an answer sheet using a special pencil, which could be scanned by a computer.

The National Institute of Public Health of Kosovo (responsible for conducting the GYTS in the Albanian-language schools) and Institute of Public Health of Mitrovica (responsible for conducting the GYTS in the Serbian-language schools) coordinated data collection. The survey was implemented by a research coordinating team located at these two IPH. This team carried out the logistics planning and training of the field surveyors. Additional logistical support was provided by the Canadian Public Health Association's Regional Office for South East Europe, located in Belgrade, and by UNICEF in Kosovo. The survey

was conducted in the selected classes by 20 trained interviewers from Kosovo (13 for the Albanian-language schools and 7 for the Serbian-language schools).

Data collection was carried out in April/May 2004. All survey answer sheets and school and classroom header sheets were sent to the two Institutes of Public Health for validation. After carrying out a quality control of the scannable answer sheets as well as verification and completion of other documentation, the survey materials were packed and sent to the CDC. Data scanning and data-file compilation were carried out at the CDC.

Statistical Analysis

The EPI Info 2000 statistical software package was used for the complex sampling design and weighting factors in the data set, to calculate standard errors and prevalence estimates. Percentage prevalence is described in this report giving the 95% confidence intervals (CI) for the estimates. The research team from Kosovo attended a GYTS data analysis and training workshop at CDC in Atlanta in November 2004.

Results

Prevalence

Table 1A: Percent of students who smoke cigarettes, Kosovo 2004

Category	Ever Smoked Cigarettes, Even One or Two Puffs	Age of Initiation <10, Ever Smoked Cigarettes	Current Use	Current Cigarette Smokers who Smoke:	
			Cigarettes -- Total	Hand-rolled cigarettes	Manufactured cigarettes
Total	37.0 (±3.0)	20.9 (±2.9)	13.0 (±1.7)	23.4 (±4.3)	88.3 (±2.4)
Gender					
Boy	43.5 (±3.7)	25.6 (±3.7)	14.8 (±2.6)	25.6 (±6.4)	87.1 (±4.1)
Girl	30.4 (±3.7)	14.5 (±3.5)	11.3 (±1.7)	20.4 (±6.3)	89.7 (±4.5)
Grade					
Primary	37.0 (±7.4)	29.0 (±9.0)	12.9 (±6.6)	11.1 (±13.9)	94.4 (±4.4)
Secondary	53.9 (±4.0)	18.2 (±3.7)	23.5 (±3.9)	19.1 (±4.1)	90.5 (±2.6)

More than one-third (37.0 %) of all students have ever smoked cigarettes. One-fifth (20.9%) of ever smokers initiated smoking before the age of ten (Table 1A). More than one in ten students (13.0%) is a current smoker. Significantly more boys than girls ever smoked cigarettes (43.5% and 30.4% respectively) and initiated smoking prior to 10 years if age (25.6% for boys versus 14.5% for girls). There is no statistically significant difference between boys and girls with respect to current smokers. Over one in five (23.4%) current smokers used hand-rolled cigarettes and almost nine out of ten (88.3%) used manufactured cigarettes. There was no statistically significant difference between boys and girls.

With respect to primary school students, over one-third (37.0%) had ever smoked cigarettes, as compared to over one-half (53.9%) of secondary students. Almost one in three (29.0%) primary school students initiated smoking before the age of ten years, as compared to almost one in five (18.2%) of secondary school students. Just over one in ten (12.9%) of primary school students and almost one-quarter (23.5%) of secondary school students are current smokers. Over one-tenth (11.1%) of primary school students and almost two out of ten (19.1%) secondary school students smoked hand-rolled cigarettes. The vast majority (94.4% of primary school and 90.5% of secondary school students) smoke manufactured cigarettes.

Table 1B: Percent of students who use other tobacco products, Kosovo 2004

Category	Current Use				
	Other Tobacco Products – Total	Cigars	Chew, snuff, dip	Pipe	Any Current Tobacco Use – Cigarettes + Other
Total	10.3 (±1.3)	6.6 (±1.0)	6.0 (±1.0)	4.3 (±0.9)	17.1 (±1.7)
Gender					
Boy	12.5 (±1.8)	8.2 (±1.5)	6.8 (±1.3)	5.0 (±1.3)	19.8 (±2.4)
Girl	7.9 (±1.4)	4.9 (±1.1)	5.2 (±1.2)	3.5 (±0.9)	14.3 (±1.8)
Grade					
Primary	8.2 (±4.2)	7.4 (±3.9)	1.6 (±1.7)	1.8 (±1.7)	13.9 (±6.2)
Secondary	13.7 (±2.6)	10.0 (±2.0)	7.5 (±1.7)	5.3 (±1.5)	26.7 (±3.6)

Among current smokers, one in ten (10.3%) used tobacco products other than cigarettes; 6.6% smoked cigars, 6.6% used chew, snuff or dip and 4.3% smoked a pipe (Table 1B). Almost one-fifth (17.1%) of students are current users of cigarette and other kinds of tobacco products. Significantly more boys used other tobacco products (12.5%) and cigars (8.2%) than girls (7.9% for other tobacco products and 4.9% for cigars) and significantly more boys than girls are users of cigarettes and other tobacco products.

Among primary school students, almost one in ten (8.2%) reported the use of other tobacco products, as compared to over one-tenth (13.7%) of secondary school students. Significantly more secondary school students (7.5%) use chew, snuff or dip as compared to primary school students (1.6%). A similar situation occurs with the use of a pipe (5.3% of secondary students as compared to 1.8% of primary school students). For all tobacco products (cigarettes plus other tobacco products), a significantly higher proportion of secondary school students (over one quarter – 26.7%) are current users as compared with primary school students (over one in ten – 13.9%).

Table 1C: Percent of students reporting smoking dependency and susceptibility, Kosovo 2004

Category	Percent of current smokers who always have or feel like having a cigarette first thing in the morning	Percent of never smokers likely to initiate smoking during the next year
Total	17.6 (± 6.0)	11.4 (± 1.9)
Gender		
Boy	17.7 (± 9.3)	13.0 (± 2.5)
Girl	17.0 (± 5.7)	10.1 (± 2.3)
Grade		
Primary	19.6 (± 13.6)	20.6 (± 4.1)
Secondary	17.7 (± 7.1)	12.5 (± 1.8)

Almost one in five (17.6%) of current smokers show a propensity towards addiction to cigarettes (they feel like having a cigarette first thing in the morning). There was however no statistically significant difference between boys and girls. More than one in ten (11.4%) of never smokers are susceptible for initiating of smoking sometime over the next year. Never smoker boys were more likely than never smoker girls to initiate smoking over the next year (Table 1C).

There was no statistically significant difference between primary school and secondary school students with respect to the proportion of current smokers who felt like having a cigarette first thing in the morning, with almost two in ten students in each case (19.6% of primary school students and 17.7% of secondary school students). Significantly more primary school never smoker students (over one fifth – 20.6%) are likely to initiate smoking during the next year, as compared with just over one in ten (12.5%) of secondary school students.

Table 2: School Curriculum, Kosovo 2004

Category	During past school year, percent had class where taught dangers of smoking	During past school year, percent had class where discussed reasons why people their age smoke	During past school year, percent had class where taught about the effects of smoking
Total	58.4 (± 3.0)	51.2 (± 2.3)	53.8 (± 2.4)
Gender			
Boy	55.9 (± 3.6)	49.8 (± 2.9)	51.4 (± 2.8)
Girl	61.2 (± 3.6)	52.6 (± 2.5)	56.3 (± 3.1)
Grade			
Primary	54.0 (± 9.4)	48.2 (± 5.2)	48.5 (± 6.1)
Secondary	55.9 (± 3.7)	53.2 (± 3.1)	52.6 (± 2.5)

Almost six in ten (58.4%) of the students were taught in school about the dangers of smoking during the past school year (Table 2), and over half (51.2%) of them reported that they discussed reasons about teenage smoking in the class during the last year. Similarly over one half (53.8%) reported discussions about the effects of smoking in the class. There was no statistically significant difference between boys and girls.

A similar patterns emerges for primary and secondary school students, with over one half (54.0% and 55.9% respectively) having had a class wherein they were taught about the dangers of smoking, and almost half (48.2% of primary school students and 53.2% of secondary school students) indicated that during the past school year, they had attended a class in which the reasons why people their age smoke had been discussed. In both instances, almost half (48.5% of primary school students and 52.6% of secondary school students) had attended a class sometime over the previous year in which the effects of smoking had been taught.

Cessation

Table 3: Cessation, Kosovo 2004

Category	Current Smokers		
	Percent desire to stop	Percent tried to stop this year	Received Help/Advice to Stop Smoking
Total	63.0 (±7.3)	71.0 (±6.9)	73.3 (±3.4)
Gender			
Boy	67.9 (±9.3)	75.1 (±10.6)	69.6 (±5.0)
Girl	56.9 (±10.2)	65.4 (±8.2)	77.7 (±5.0)
Grade			
Primary	52.9 (±7.0)	73.5 (±21.0)	62.1 (±8.4)
Secondary	59.8 (±8.7)	69.0 (±8.5)	75.5 (±3.7)

Almost two-thirds (63.0%) of current smokers indicated a desire to stop smoking, whilst almost three-quarters (71.0%) of them tried to quit sometime during the past year (Table 3). Almost three-quarters (73.3%) of current smokers received help or advice to stop smoking. There was no statistically significant difference between boys and girls.

Over one half (52.9%) of primary school students and almost six in ten (59.8%) of secondary school students wanted to stop smoking. Almost three quarters (73.5%) of primary school students and over two-thirds (69.0%) of secondary school students had tried to stop smoking sometime during the previous year. Less than two thirds (62.1%) of primary school students as compared to over three quarters (75.5%) of secondary school students had received help or advice to stop smoking.

Environmental Tobacco Smoke

Table 4A: Environmental Tobacco Smoke, Kosovo 2004

Category	Exposed to smoke in their home		Exposed to smoke from father in their home		Exposed to smoke from mother in their home	
	Never Smokers	Current Smokers	Never Smokers	Current Smokers	Never Smokers	Current Smokers
Total	82.0 (±1.8)	95.0 (±1.9)	55.7 (±2.9)	67.8 (±4.9)	27.0 (±2.8)	45.2 (±6.5)
Gender						
Boy	80.0 (±3.0)	94.2 (±2.8)	55.2 (±4.6)	65.4 (±6.6)	25.5 (±3.6)	41.9 (±7.6)
Girl	83.8 (±1.8)	96.0 (±2.4)	56.2 (±3.3)	71.6 (±6.0)	28.3 (±3.8)	49.7 (±8.5)
Grade						
Primary	94.9 (±2.9)	98.7 (±2.7)	62.2 (±2.7)	69.7 (±18.8)	48.1 (±4.2)	70.2 (±12.0)
Secondary	86.8 (±2.6)	96.7 (±1.8)	56.9 (±4.6)	67.6 (±5.9)	25.8 (±4.2)	44.6 (±8.3)

Category	Exposed to smoke from sister/brother in their home		Exposed to smoke from best friend in their home		Exposed to smoke from others in their home	
	Never Smokers	Current Smokers	Never Smokers	Current Smokers	Never Smokers	Current Smokers
Total	16.6 (±2.5)	48.0 (±4.8)	16.8 (±2.4)	57.9 (±5.8)	74.4 (±2.3)	89.0 (±2.7)
Gender						
Boy	16.8 (±3.3)	41.7 (±5.2)	18.8 (±4.0)	54.2 (±8.4)	72.4 (±3.1)	86.9 (±4.1)
Girl	16.5 (±2.8)	55.1 (±7.0)	15.3 (±2.4)	62.9 (±8.0)	76.1 (±2.8)	91.4 (±4.2)
Grade						
Primary	15.1 (±4.2)	51.8 (±11.2)	25.1 (±6.9)	80.5 (±10.8)	92.0 (±2.8)	95.8 (±4.6)
Secondary	22.4 (±4.7)	50.5 (±5.4)	24.4 (±5.4)	59.7 (±6.9)	81.2 (±3.7)	91.7 (±2.7)

A significantly higher proportion of current smokers (95.0%) are exposed to tobacco smoke in their homes than are never smokers (82.0%) (Table 4A). Both current and never smokers are exposed to tobacco smoke more by their father than by their mothers, with current smokers being more exposed than never smokers (67.8% versus 55.7% by father and 45.2% versus 27.0% by mother). Current smokers are significantly more exposed to ETS by their brothers or sisters (48.0%) and friends (57.9%) in comparison with never smokers (16.6% and respectively 16.8%). Almost nine-tenths (89.0%) of never smokers and almost three-quarters (74.4%) of current smokers are exposed to other persons' smoke in their home. There is no statistically significant difference between boys and girls in any of these categories.

With respect to exposure to tobacco smoke in the home, significantly more never smokers in primary schools (94.9%) are exposed than are never smokers in secondary schools (86.8%). There is no statistically significant difference in exposure between never smokers and current smokers among primary school students. There is, however, a statistically significant difference in exposure among secondary school students, with significantly more current smokers (96.7%) being exposed than are never smokers (86.8%). There is no statistically significant difference in exposure in the home due to the father smoking between primary and secondary school students, be they never smokers or current smokers.

The survey results do demonstrate a very significant difference between never smokers and current smokers in primary and secondary schools and as well between primary and secondary school for both never smokers and current smokers with respect to exposure due to the mother smoking. Almost three quarters (70.2%) of current smokers in primary

schools are exposed to smoke due to the mother smoking, as compared to less than one-half (48.1%) of never smokers in primary schools. This is much higher than in the secondary schools, wherein less than one-half (44.6%) of current smokers and just over one-quarter (25.8%) of never smokers are exposed to smoke due to the mother smoking.

With respect to exposure to smoke from a brother or sister smoking, there is a significant difference between current smokers and never smokers for both primary and secondary school students. Almost one-half of current smokers (51.8% in both primary and 50.5% of secondary school students) are exposed to smoke as a result of a brother or sister smoking, as compared with almost one-fifth of never smokers (15.1% of primary and 22.4% of secondary school students, with no statistically significant difference between them). Almost one-quarter of primary and secondary school never smokers (25.1% of primary and 24.4% of secondary school students) reported being exposed to tobacco smoke as a result of their best friend smoking in the home. This is significantly different than the case for current smokers, wherein well over half (59.7%) of current smokers in secondary schools and over three-quarters (80.5%) of current smokers in primary schools reported being exposed to tobacco smoke as a result of their best friend smoking in the home.

Significantly more primary school never smokers (92.0%) are exposed to smoke as a result of other people smoking in the home than are secondary school never smokers (81.2%). While there is no statistically significant difference among primary and secondary school current smoker students with respect to exposure to smoke as a result of other people smoking in the home (95.8% and 91.7%), this is significantly higher than for primary school never smokers.

Table 4B: Environmental Tobacco Smoke, Kosovo 2004

Category	Exposed to smoke from others in public places		Percent think smoking should be banned from public places		Definitely think smoke from others is harmful to them	
	Never Smokers	Current Smokers	Never Smokers	Current Smokers	Never Smokers	Current Smokers
Total	72.3 (±2.2)	88.8 (±2.6)	94.2 (±1.2)	80.1 (±2.7)	72.0 (±3.4)	54.2 (±4.6)
Gender						
Boy	73.7 (±2.3)	87.7 (±4.2)	92.8 (±1.8)	82.4 (±4.0)	70.2 (±3.4)	54.7 (±5.9)
Girl	71.5 (±3.3)	90.2 (±2.5)	95.3 (±1.1)	76.8 (±4.6)	73.6 (±4.2)	53.1 (±7.3)
Grade						
Primary	89.8 (±2.5)	96.5 (±7.6)	90.1 (±5.6)	39.1 (±12.8)	52.5 (±8.7)	32.2 (±5.3)
Secondary	81.5 (±2.1)	91.5 (±2.4)	93.8 (±2.0)	78.5 (±3.0)	70.7 (±3.7)	51.9 (±5.0)

Almost 9 in 10 (88.8%) current smokers and almost 7 in 10 (72.3%) never smokers are exposed to others' smoking in public places (Table 4B) and this difference is statistically

significant. Almost all never smokers (94.2%) think that smoking in public places should be banned, while just over three-quarters (80.1%) of current smokers think that smoking in public places should be banned (with a statistically significant difference between never smokers and current smokers). Over half (54.2%) of current smokers and a significantly higher proportion (72.0%) of never smokers think that environmental tobacco smoke is harmful for them. There is no statistically significant difference between boys and girls.

Almost all primary and secondary school never smokers and current smokers reported having been exposed to smoke from other people in public places (no statistically significant difference either between never smokers and current smokers or between primary and secondary school students). However, while almost all never smokers in both primary and secondary schools (90.1% and 93.8% respectively, with no statistically significant difference) think that smoking should be banned in public places, just over three-quarters (78.5%) of secondary school current smokers and less than four in ten (39.1%) of primary school current smokers hold this same view. Almost three-quarters (70.7%) of secondary school never smokers definitely think that tobacco smoke from others is harmful to them, as compared to just over one half (52.5%) of primary school never smoker students and 51.9% of current smoker secondary school students. Less than one third (32.2%) of primary school current smokers think that tobacco smoke from others is harmful to them.

Knowledge and Attitudes

Table 5: Knowledge and Attitudes, Kosovo 2004

Category	Think boys who smoke have more friends		Think girls who smoke have more friends		Think smoking makes boys look more attractive		Think smoking makes girls look more attractive	
	Never Smokers	Current Smokers	Never Smokers	Current Smokers	Never Smokers	Current Smokers	Never Smokers	Current Smokers
Total	14.1 (±2.4)	30.4 (±5.3)	13.9 (±2.1)	27.8 (±5.0)	17.1 (±2.9)	28.4 (±3.4)	16.7 (±2.6)	24.7 (±3.6)
Gender								
Boy	15.6 (±2.9)	28.4 (±5.8)	15.9 (±2.9)	25.8 (±6.7)	20.1 (±4.1)	29.6 (±4.9)	20.5 (±4.1)	26.6 (±4.7)
Girl	13.0 (±2.6)	33.3 (±7.8)	12.4 (±2.4)	30.6 (±6.4)	14.7 (±3.1)	27.1 (±5.3)	13.6 (±2.8)	22.5 (±4.8)
Grade								
Primary	11.2 (±4.0)	11.1 (±12.2)	12.2 (±4.5)	12.1 (±11.0)	11.7 (±3.4)	13.3 (±8.6)	8.1 (±3.1)	9.6 (±8.4)
Secondary	21.1 (±4.7)	32.6 (±6.1)	22.5 (±4.1)	30.5 (±5.6)	18.4 (±4.6)	27.2 (±3.8)	18.0 (±4.0)	23.1 (±3.8)

Over one-tenth of never smokers (14.1%) think that boys who smoke have more friends as compared to less than one-third of current smokers (30.4%) (Table 5). Approximately the same proportion thinks that girls who smoke have more friends (13.9% for never smokers and 27.8% for current smokers). There is a statistically significant difference between never and current smokers with respect to thinking that boys and girls who smoke are more

attractive. Almost 1 in 3 (28.4%) of current smokers think that smoking makes boys more attractive, as compared with less than one-fifth (17.1%) of never smokers. Almost one-quarter (24.7%) of current smokers think that smoking makes girls more attractive, as compared with less than one-fifth (16.7%) of never smokers. There are no significant difference between boys and girls.

In terms of differences between primary and secondary school students, significantly more secondary school current smokers think that boys who smoke have more friends than among primary school current smokers (32.6% and 11.1% respectively). Interestingly, there is no difference between primary school never smokers and current smokers in terms of thinking that boys who smoke have more friends. Nor is there any statistically significant difference between secondary school never smokers and current smokers on this issue. The same pattern occurs with respect to thinking that girls who smoke have more friends, and thinking that smoking makes boys and girls look more attractive, although there is a statistically significant higher proportion of secondary school current smokers who think that smoking makes boys and girls look more attractive.

Media and Advertising

Table 6A: Media and Advertising, Kosovo 2004

Category	Percent Saw Anti-Smoking Media Messages on Television	Percent heard Anti-Smoking Media Messages on Radio	Percent Saw Anti-Smoking Media Messages on Billboards	Percent saw Anti-Smoking Media Messages on Posters	Percent Saw Anti-Smoking Media Messages in Newspapers or Magazines	Percent saw Anti-Smoking Media Messages at the Cinema	Percent Saw Anti-Smoking Media Messages at Sports Events, Fairs, Concerts or Community Events
Total	82.9 (±1.4)	74.4 (±1.9)	59.4 (±2.2)	58.9 (±2.2)	65.0 (±2.0)	71.4 (±2.2)	67.7 (±2.2)
Gender							
Boy	82.7 (±2.2)	74.0 (±3.1)	60.9 (±2.5)	60.1 (±2.7)	65.1 (±2.9)	71.4 (±2.7)	68.7 (±2.8)
Girl	83.2 (±1.4)	75.0 (±2.1)	57.9 (±2.7)	57.9 (±2.7)	65.1 (±2.3)	71.4 (±3.0)	66.9 (±2.4)
Grade							
Primary	83.4 (±3.7)	51.8 (±6.3)	37.5 (±3.3)	56.6 (±5.6)	64.4 (±1.9)	65.0 (±7.3)	70.7 (±3.1)
Secondary	82.1 (±2.8)	70.8 (±3.1)	58.2 (±3.4)	58.9 (±4.2)	61.9 (±3.1)	67.9 (±4.2)	69.9 (±2.7)

Over 8 in 10 (82.9%) students saw anti-smoking messages on the TV and almost three-quarters (74.4%) of them heard an anti-smoking message on the radio (Table 6A). Approximately the same proportion of students (almost six in ten) saw anti-smoking messages on billboards (59.4%) and on posters (58.9%). Almost two-thirds of the students

(65.0%) saw such messages in newspapers and magazines and the cinemas (67.7%), while almost three-quarters (71.4%) of them saw messages at cinemas. There was no significant difference between boys and girls. Nor was there any statistically significant difference in the proportion of primary and secondary school students who reported seeing anti-smoking media messages on television or on posters and in newspapers/magazines, or at a cinema, sporting event or other community event. Significantly more secondary school students than primary school students reported to have heard anti-smoking media messages on radio or saw them on a billboard.

Table 6B: Media and Advertising, Kosovo 2004

Category	Percent Saw Pro-Tobacco Messages on Television	Percent Saw Pro-Tobacco Messages on Billboards	Percent Saw Pro-Tobacco Messages in Newspapers/Magazines	Percent who saw pro-tobacco advertisements for cigarettes at sports events	Percent who saw pro-tobacco advertisements for cigarettes at the concerts	Percent who saw pro-tobacco advertisements for cigarettes at social events
Total	79.2 (±2.0)	72.0 (±2.0)	74.5 (±1.8)	71.6 (±2.2)	63.1 (±2.1)	60.3 (±2.1)
Gender						
Boy	79.4 (±2.8)	72.8 (±2.2)	74.1 (±2.9)	70.8 (±2.8)	63.1 (±3.0)	60.6 (±2.7)
Girl	79.0 (±2.2)	71.2 (±2.7)	75.0 (±2.4)	72.5 (±3.0)	63.2 (±3.1)	60.0 (±2.8)
Grade						
Primary	82.7 (±3.1)	43.7 (±6.3)	71.8 (±3.2)	67.5 (±3.4)	55.3 (±6.0)	52.7 (±5.3)
Secondary	84.1 (±2.5)	76.6 (±2.5)	79.3 (±2.5)	72.0 (±2.9)	63.9 (±2.3)	64.0 (±2.5)

Almost 8 in 10 (79.2%) of students saw pro-tobacco messages on the TV (Table 6B). Approximately the same proportion saw pro-tobacco messages on billboards (72.0%), in newspapers and magazines (74.5%) and at sports events (71.6%). Almost two-thirds (63.1%) of the students heard pro-tobacco messages at the concerts and social events (60.3%). There was no significant difference between boys and girls. Significantly more secondary than primary school students saw pro-tobacco messages on billboards, in newspapers/magazines and at social events.

A significantly higher proportion (30.3%) of current smokers has an object with a cigarette brand logo on it than never smokers (16.6%) (Table 6C). A similar pattern emerges between current and never smokers with respect to being offered a free cigarette by a tobacco company (26.2% of current smokers as compared to 12.3% of never smokers). Among never smokers, significantly more boys than girls had an object with a cigarette brand logo on it or had been offered a free cigarette by a tobacco company. There was no statistically significant difference among never and current smokers in primary and secondary schools.

Table 6C: Media and Advertising, Kosovo 2004

Category	Percent Who Had Object With a Cigarette Brand Logo On It		Percent Offered a Free Cigarettes by a Tobacco Company	
	Never Smokers	Current Smokers	Never Smokers	Current Smokers
Total	16.6 (±1.9)	30.2 (±4.3)	12.3 (±1.6)	26.2 (±5.3)
Gender				
Boy	20.4 (±3.2)	32.4 (±5.4)	16.2 (±2.6)	30.7 (±8.6)
Girl	13.4 (±1.7)	27.7 (±6.0)	9.3 (±1.6)	20.4 (±4.4)
Grade				
Primary	25.6 (±6.3)	25.7 (±5.9)	20.4 (±3.5)	15.5 (±8.1)
Secondary	16.6 (±4.0)	30.1 (±4.8)	18.3 (±3.6)	26.3 (±6.5)

Access and Availability

Table7: Access and Availability, Kosovo 2004

Category	Percent Current Smokers who Usually Smoke at Home	Percent Current Smokers who Purchased Cigarettes in a Store	Percent Current Smokers Who Bought Cigarettes in a Store Who Were Not Refused Because of Their Age
Total	27.7 (±5.6)	57.9 (±7.3)	82.8 (±5.0)
Gender			
Boy	20.6 (±6.9)	58.0 (±10.1)	84.1 (±5.1)
Girl	36.5 (±6.2)	57.3 (±7.1)	80.7 (±8.8)
Grade			
Primary	30.2 (±11.2)	75.6 (±15.7)	98.7 (±2.7)
Secondary	27.0 (±5.4)	62.6 (±8.0)	83.3 (±5.3)

Over one-quarter (27.7%) of current smokers usually smoke at home (Table 7). Over one half (57.9%) of them bought cigarettes in a store, while more than 8 in 10 (82.8%) of them reported that they were never refused because of their age when they bought cigarettes. There is no statistically significant difference between boys and girls, with the exception of current smokers who usually smoke at home, wherein significantly more girls than boys do so. Nor is there a statistically significant difference between primary and secondary school students, with the exception of the proportion of current smokers who bought cigarettes in a

store and who were not refused the sale because of their age (significantly greater among primary school students).

Discussion

Prevalence

In Kosovo, more than one-third of school students between the ages of 13 and 15 years have smoked cigarettes. Almost one-fifth of all students currently use some form of tobacco and 13% of them are current cigarette smokers. Just over one-fifth of school students who ever smoked started at a very young age. Manufactured cigarettes are the most popular type of tobacco product, although one-fifth of current smokers use hand-rolled cigarettes. Few current smokers use tobacco products other than cigarettes. There is no significant difference between boys and girls currently smoking cigarettes (whether manufactured or hand-rolled) and other tobacco products. Almost one-fifth of current smokers reported a desire to always have a cigarette first thing in the morning. Over one in ten never smokers are potential smokers.

However, the data indicate significant differences in smoking prevalence and behaviour between primary and secondary school students. Although the proportion of ever smokers is less in the primary schools and the current smoking prevalence in secondary schools is almost twice that found in primary schools, a significantly greater proportion of primary school students started smoking before the age of 10 years in comparison to their secondary school peers. The data also indicate that the susceptibility among primary school students who do not presently smoke to start smoking sometime within the next twelve months is almost twice as high as among secondary school never smokers.

This is cause for concern. Not only is the prevalence of smoking among this population group quite high, but a considerable proportion initiated smoking at a young age. And the data would seem to indicate that a greater proportion of younger students initiated smoking at a very early age. The data also show that a significant proportion of never smokers are likely to start smoking within the next twelve months. This will have a considerable health impact, because starting to smoke at younger ages increases the risk of morbidity and mortality from a tobacco-related cause, and lowers life expectancy. The data also indicate a high propensity for addiction among current smokers. Considering that the percentage of susceptible boys is significantly higher than that of girls, it can be concluded that boys are at higher risk than girls to start smoking while in their early adolescent years.

Cessation

The data show that upwards of two-thirds of current smokers want to quit and almost three-quarters of them tried to stop smoking sometime over the past year. In addition almost three-quarters of them received help or advice to quit smoking. However, the evidence suggests that the addiction to tobacco is strong and may counteract the capacity of young

smokers to quit. There is no information on what proportion of those who tried to quit did so successfully nor about the effectiveness of the help or advice they received. There was no significant difference between boys and girls, nor between students in primary and secondary schools with respect to the proportion who want to quit smoking and those who tried to quit sometime during the past year. The data indicate, however, that a larger proportion of current smokers in primary schools did not seek or have access to help or advice on how to quit smoking. Hence, younger smokers are having to wait longer to gain access to or decide to seek advice and help to quit smoking, which puts them at a greater risk of becoming addicted at a very young age and continuing to smoke.

School Curriculum

Although more than half of the students were taught or discussed about tobacco use and the effects of smoking on health in the class during the last school year (no significant difference between boys and girls or between primary and secondary school students), significantly fewer current smokers than never smokers understand that smoke from others is harmful to them. The proportion of primary school students who have an understanding about the harmful effects of second hand smoke is considerably less than for secondary schools; and the proportion of primary school current smokers who have an understanding about the harmful effects of second hand smoke is very low in comparison to their peers. One factor may be that this topic is discussed in the school curriculum related to health promotion and development in both primary and secondary schools, but insufficient attention is paid to it as a distinct issue, and there are few well-developed and youth-oriented school reference materials on smoking.

Environmental Tobacco Smoke (ETS)

Almost all students, whether primary or secondary level, are exposed to tobacco smoke in their homes and in public places, although exposure to second hand smoke in homes is higher than in public places. Both boys and girls appear to be exposed to tobacco smoke in similar proportions. Although the results indicate that current smokers are exposed to tobacco smoke in the home at a higher level than never smokers, what is of concern is that the exposure to tobacco smoke as a result of brothers/sisters and best friends smoking in the home is several times greater for current smokers than for never smokers. This would seem to indicate a much higher tolerance of smoking among current smokers (peer influence). The data also show a higher lack of appreciation of the harmful effects on human health of second hand smoke among current smokers in secondary schools. However, only half of primary school never smokers and secondary school current smokers acknowledge the harmful effect of second hand smoke, while only one-third of current smokers in primary schools think that smoke from others is harmful to their health.

As expected, a significantly higher proportion of never smokers than current smokers think smoking should be banned in public places. Surprisingly, the lowest proportion of support for a ban on smoking in public places is among girl current smokers. A very high

proportion of never smokers in both primary and secondary schools supports a ban on smoking in public places. Interestingly, just over one-third of primary school current smokers support such a ban, as compared to over three-quarters of current smokers in secondary schools.

Knowledge and Attitudes

Adolescents often concentrate on the short-term benefits of tobacco use and overlook its harmful effects. Smoking is a social activity for them, a way of making contact with peers (including those of the opposite sex). Moreover media also can form youth's tobacco-associated attitudes. Students who view smoking as "normal" behaviour and see what is promoted in the media as the positive attributes of tobacco and smoking are susceptible to initiate smoking.

The survey results show that both current smokers and never smokers think that smoking give more advantages for boys and girls and makes them more attractive. The proportion of current smokers who hold such views is consistently higher than for never smokers. The data also indicate that a higher proportion of secondary school students, both never and current smokers, think that boys and girls who smoke are more attractive and have more friends. This demonstrates the influence of media messages in forming attitudes among adolescents about smoking, and the influence of peer pressure in molding consensus among adolescent perceptions of self-esteem and what makes an individual popular.

Media and Advertising

The data indicate that although the students surveyed indicated that they had seen anti-smoking media messages, a higher proportion had seen pro-tobacco media messages. The difference between boys and girls being exposed to anti- and pro-tobacco media messages was not statistically significant. Nor were the differences between primary and secondary school students, with the exception of exposure to such messages on radio, which might indicate that secondary school students listen to and/or absorb messages on the radio much more than their peers in primary school.

As expected, a significantly higher proportion of current smokers possesses an object with a cigarette logo on it, and had been offered free cigarettes by a tobacco company representative. Although a lower proportion of boy never smokers than boy current smokers consistently reported not possessing an object with a cigarette logo on it, and being offered free cigarettes by a tobacco company representative, they were significantly more likely to possess an object with a cigarette logo on it, and been offered free cigarettes by a tobacco company representative than girl never smokers. This may indicate that boys are more likely to associate such attitudes and behaviour with being "macho" or "cool" and behaving in a similar way to their peers, whether current or never smokers.

Interestingly, a higher proportion of primary school than secondary school never smokers reported possessing an object with a cigarette logo on it, and at a level similar to current smokers in both primary and secondary schools. On the other hand, there was no statistically significant difference among primary and secondary school never smokers and current smokers with respect to having been offered free cigarettes by a tobacco company representative.

Access and Availability

The data show that slightly more than one-fourth of current smokers usually smoke at home, which means that the vast majority smoke outside of the home. While more than half of the current smokers purchase their cigarettes in a store, there is a significant proportion that do not. There was no statistically significant difference between across gender or between primary and secondary school students. Disturbingly, a very high proportion of current smoker students reported that they had not been refused the sale of cigarettes due to their age. While there was no difference between boys and girls, the data indicated that a significantly higher proportion of primary school students were able to purchase cigarettes without any difficulty than their secondary school peers. It would appear that access to tobacco products for younger adolescents is totally unrestricted.

Conclusions and Recommendations

Based on the data obtained through the GYTS in Kosova, the research team concludes that there is a high risk of smoking initiation and a potential increase in smoking prevalence among adolescents. While information about smoking and health is provided in schools, the evidence suggests that school-based tobacco control strategies and programs (both prevention and cessation) are ineffective. There is a high probability of an increased burden of disease from tobacco in the future decades in Kosova. Expenditure now, on effective prevention, will save expenditure later on the effects of tobacco-related morbidity and mortality.

The data also show that while there is a high level of desire among adolescent current smokers to quit, the cessation failure rate is high. Special attention should be paid to the cessation needs of current smokers. It is always difficult to break an addictive habit. Tobacco users often require several attempts to give up before they are successful. Those who are trying to give up need effective support services.

The dangers of passive smoking/second hand smoke are well established. The data demonstrate that the health of adolescents in Kosova, both never smokers and current smokers, is at risk due to exposure to second hand both in their homes and as well in public places. Attention should be paid to increasing awareness among parents about the health risks associated with second-hand smoke in the home. There is also a need for school-based programs on second-hand smoke, and the health risks of exposure due to smoking by

siblings and friends. Advocacy by professional associations and community leaders on a ban of smoking in public places should be promoted and supported.

The GYTS results also indicate that Kosova school students are exposed to and are aware of the pro-tobacco messages in the media. This has a major influence on their attitudes and behaviour. The survey results also confirm that access to and the availability of tobacco products in Kosova for youth and adolescents is unrestricted. At present there is no legislation or regulation in Kosova about advertising of tobacco products in the media. While the tobacco industry possesses the means to finance a sustained pro-tobacco media campaign, measures can be taken by the authorities in Kosova to limit its effectiveness and reach.

The following tobacco control recommendations are made:

- 1) Develop anti-smoking programs focused on pre-school and primary school children to prevent early initiation of smoking. These programs must pay special attention to environmental tobacco smoking to make adolescents, parents, siblings, friends and relative aware of harmful effects of tobacco;
- 2) Intensive activity in schools to establish a non-smoking norm, including cross-curricular materials for anti-tobacco work and smoking cessation for teaching and administrative staff;
- 3) Peer education can have an important role for smoking prevention, because peer group influence is dominant in adolescents' social relations. A well trained youth peer educator program can be especially relevant to and appropriate for young people;
- 4) Implement a qualitative study about the effectiveness of school-based tobacco control programs and activities and on tobacco-associated knowledge, attitudes and practices among youth and adolescents. The results of these studies could be used to revise existing school-based and develop youth-oriented tobacco control measures and strategies;
- 5) Improve the effectiveness of youth-friendly smoking cessation programs, by establishing a smoking cessation service in schools that is specifically designed to meets and needs, and address the interests and priorities, of those aged 13-15 years;
- 6) Delivery of smoking cessation support through a range of youth-friendly channels, such as sport clubs, associations and non-governmental organizations;
- 7) Develop counseling services and skills among both health and education professionals to meet the need for support;
- 8) Strengthen and expand adult smoking cessation services in anticipation of increased demand as this age group matures;
- 9) Strengthen existing protective measures by reviewing existing laws and penalties for infringement and enforcing their application;
- 10) A complete ban on the advertisement of tobacco products, including the sponsorship of events;
- 11) A ban on the sale of tobacco products to anyone under the age of 18 years and its application;

- 12) Banning smoking in public places (starting in health institutions, schools, any building that houses youth activities and the airport, to be later expanded to restaurants and clubs);
- 13) A ban on the acceptance by any governmental ministry or body, by any health facility and school and by any organization or body that provides services o youth and adolescents of donations from tobacco companies;
- 14) Monitoring of the application of legislation and regulations related to tobacco control by an independent agency or body, with an annual report published;
- 15) Initiate a focused public awareness/educational campaign to highlight the risks for young children in particular and involve children as advocates for smoke-free living;
- 16) Educational/sensitization programs for the media in Kosova about tobacco control; and,
- 17) The Kosova Public Health Association, in cooperation with other professional associations and Institutes of Public Health throughout Kosovo, should adopt tobacco control as a major program over the next five years and become a leader in tobacco control advocacy and public awareness.

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