

Trends in adolescent smoking behavior and its correlates in Japan

Symposium 10: 10Education, communication, training and public awareness

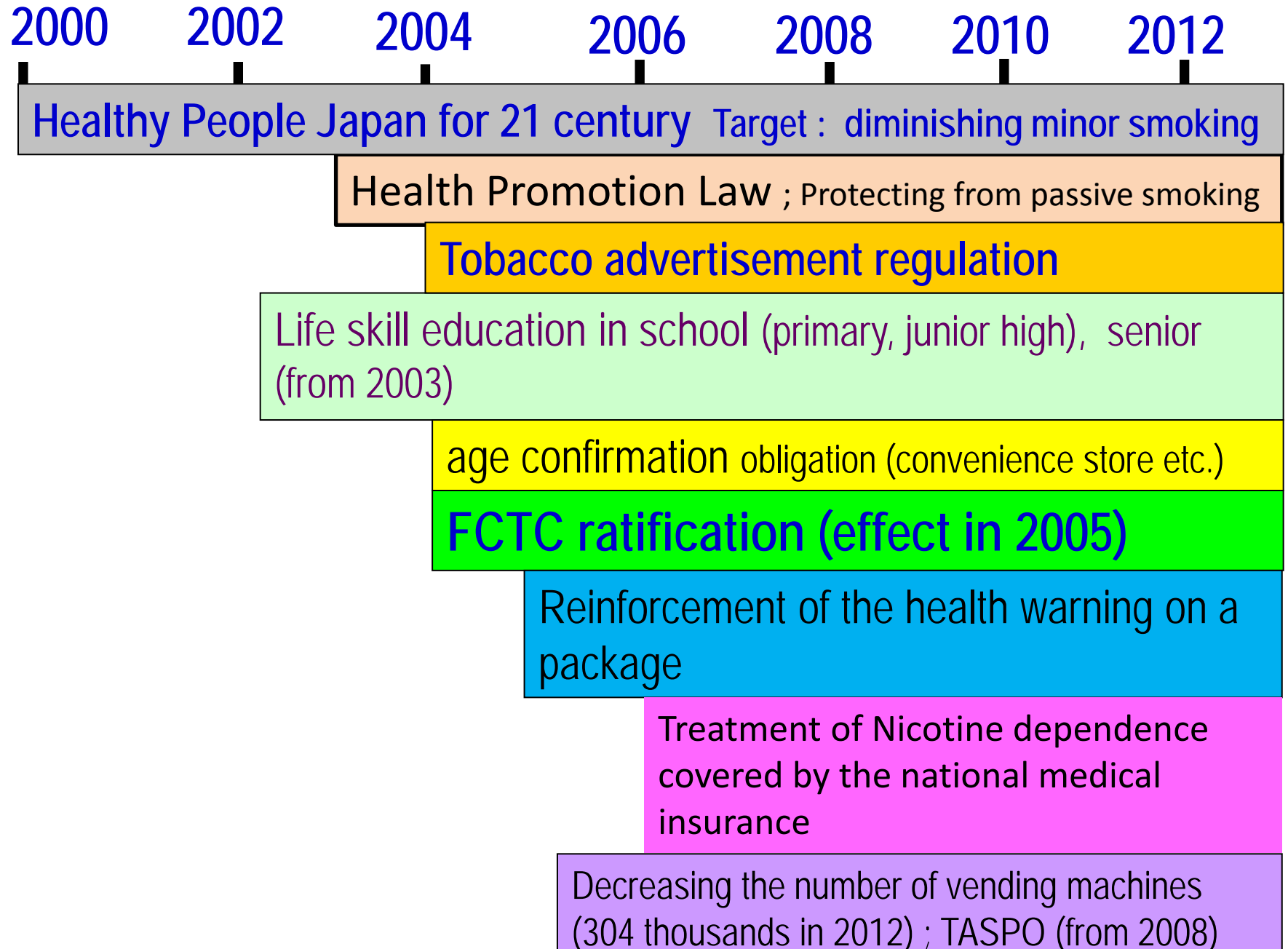


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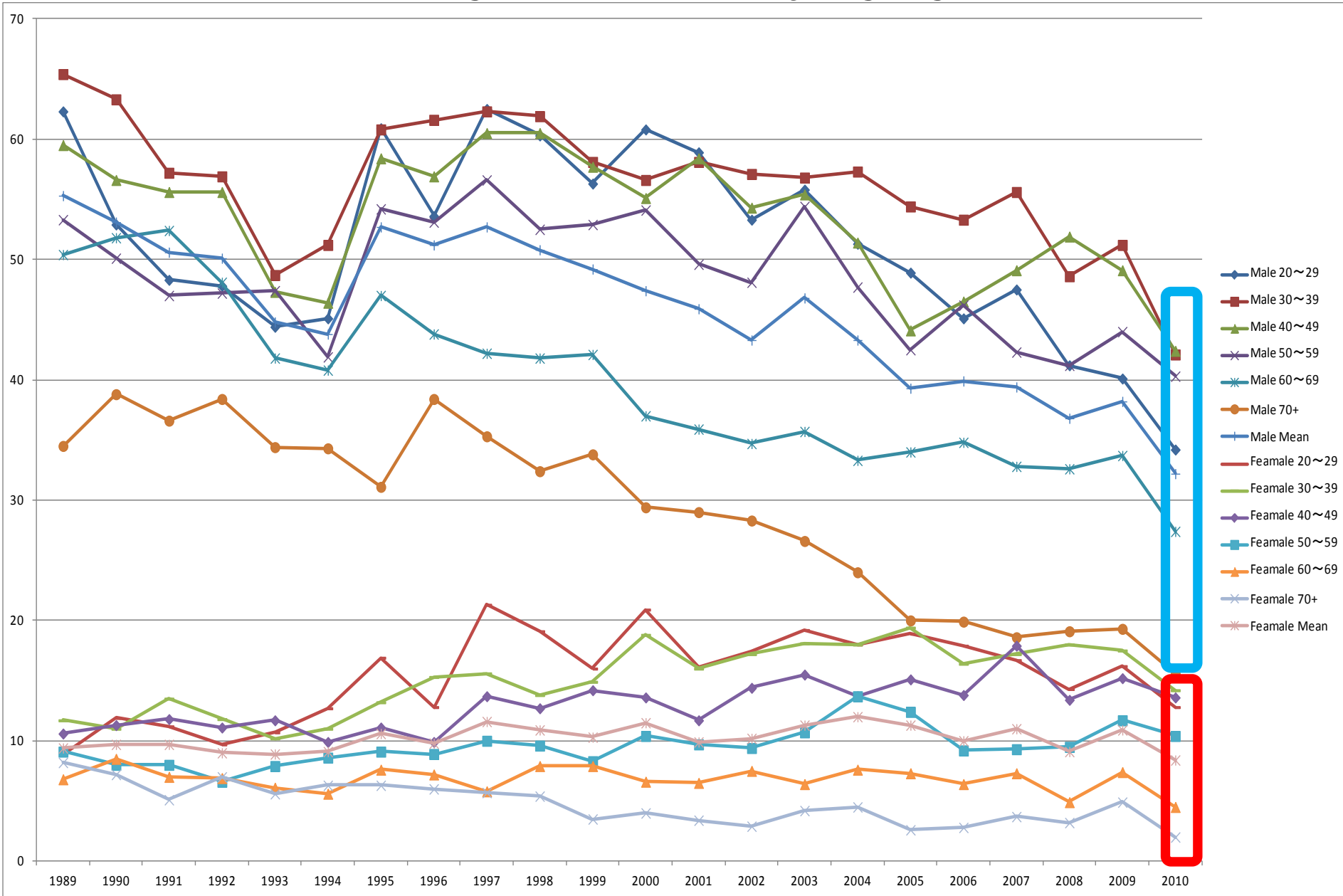
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Medical and Addiction Center)

Policy change associated with minor smoking after 2000



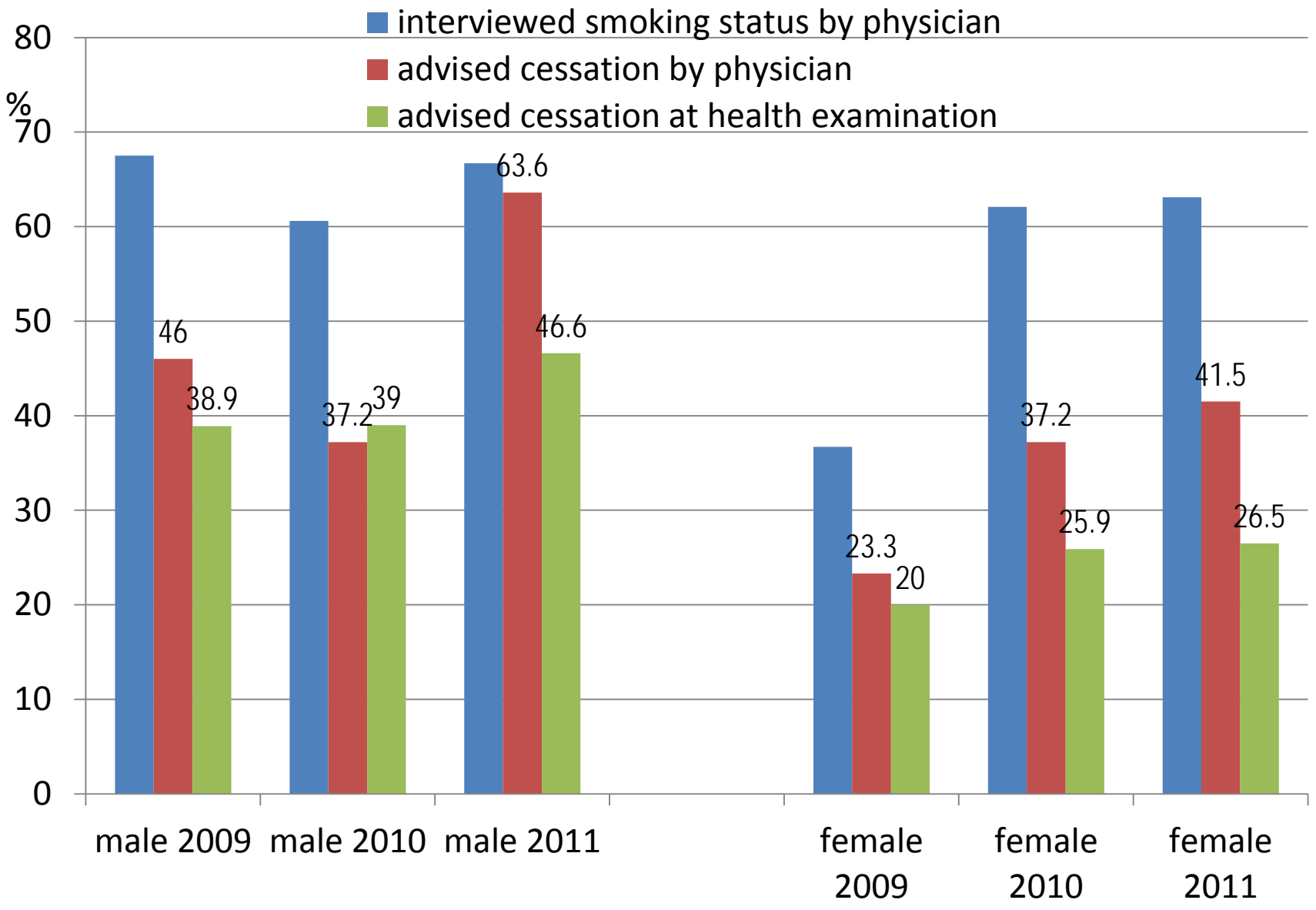
% Trends in smoking prevalence by age group <adults>



Comparison of results from GATS

country	Sample size (15 years old and over)	Current smoking rate (Male)	Current smoking rate (Female)	Smokeless tobacco (Male)	Smokeless tobacco (Female)	Any tobacco products (Male)	Any tobacco products (Female)	Experience of cessation (within 12M)	Passive smoking	Anti-tobacco information
Bangladesh (2009)	9629	44.7	1.5	20.4	27.9	58.0	27.9	47.3	63.0 (workplace)	49.8
Philippine (2009)	9705	47.7	9.0	2.8	1.0	49.0	10.0	47.8	55.3 (public transport)	80.0
Thailand (2009)	20566	46.5	3.1	1.3	6.3	46.4	9.1	49.8	53.5 (public place)	86.9
China (2010)	13354	52.6	2.4					36.4	58.4 (pubic building)	46.4
Brazil (2008)	39425	21.6	13.1	0.6	0.3	22.0	13.3	45.6	24.4	73.1
Japan (2009)	1783 20+	34.9	8.0	0.9	0.2	36.1	8.3	30.2	44.5 (workplace)	63.2
Japan (2010)	1143 20+	37.1	8.9	0.1	0	37.1	8.9	23.7	38.1 (workplace)	59.6

Advise of cessation from medical staff (current smoker)



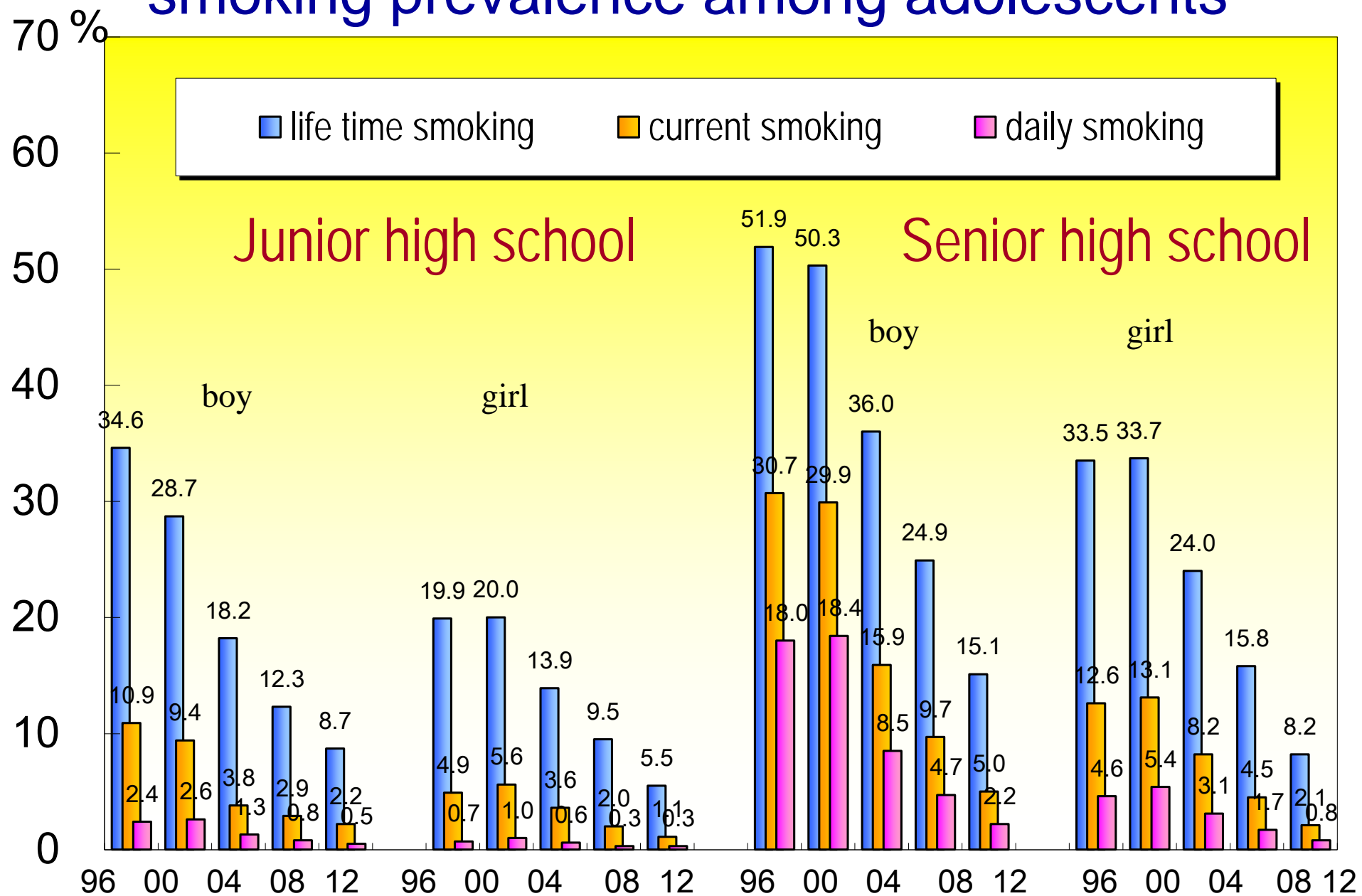
Background

Nationwide surveys on cigarette smoking among high school students revealed that many students had started smoking in spite of the existence of the Act to Prohibit Minors from Smoking, enacted in 1900. We assessed trends in smoking behavior among Japanese adolescents, and analyzed attributable factors to the changes.

Periodical Nationwide Surveys

Nationwide cross-sectional surveys were conducted in 1996, 2000, 04, 08, 10 and 12. Junior and senior high schools were sampled randomly. Enrolled students were asked to fill up a self-reporting anonymous questionnaire on smoking behavior. Questionnaires were collected from about more than 100 thousands students in every survey through sampled junior and senior high schools throughout Japan. School principals were asked school policy on smoking restriction.

smoking prevalence among adolescents



Current smoker: students who had smoked or drunken at least once during the previous 30 days.

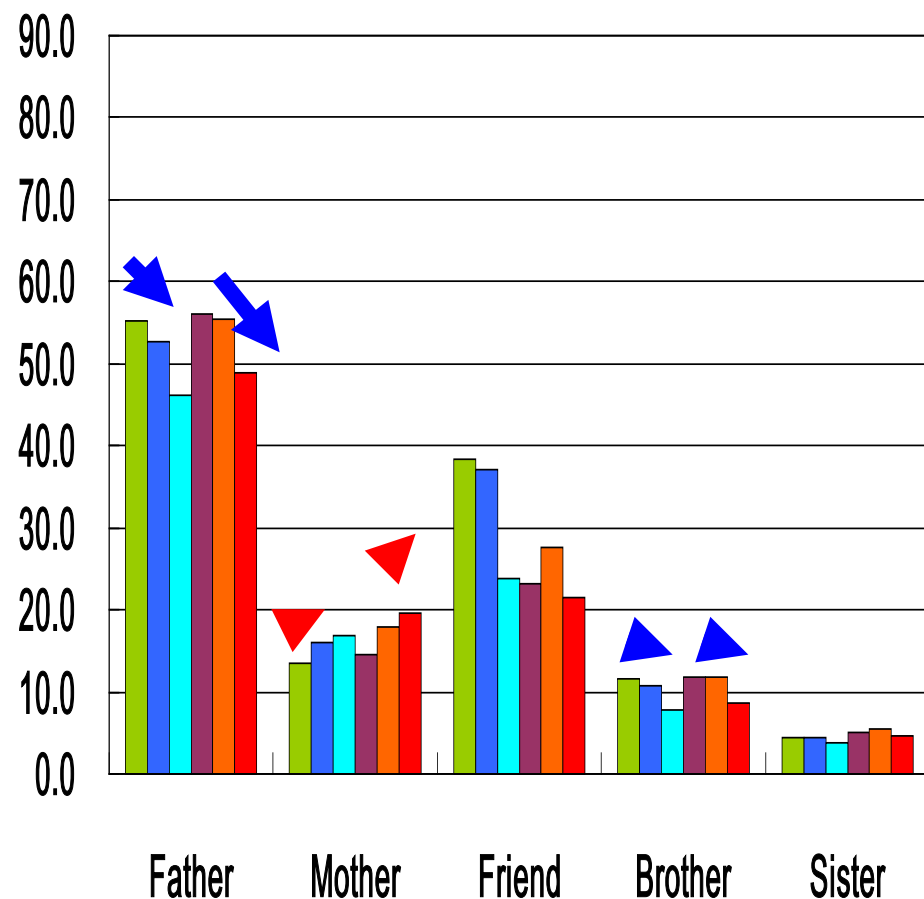
Comparison of the results from GYTS surveys

country	Sample size (13-15 years)	Current smoking rate (boy)	Current smoking rate (girl)	Smokeless tobacco (boy)	Smokeless tobacco (girl)	Smokers who buy tobacco from shops	Smokers who want to quit	Prevalence of parental smoking	Passive smoking (at home)	Passive smoking (other than home)	School education about tobacco and health
Bangladesh (07)	3113	2.9	1.1	8.0	4.2	38.3	70.7		34.7	42.2	54.2
Philippines (09)	11630	32.6	12.9	18.3	9.5	45.0	84.1		58.4	73.1	58.6
Thailand (09)	7649	20.1	3.8	15.3	6.5	47.9	75.5	48.3	45.7	67.6	59.6
Indonesia (09)	3319	41.0	3.5	10.3	3.1	51.1	83.4	72.4	68.8	78.1	65.3
Hungary (03)	4484	33.1	32.7	11.1	3.3	65.3	36.7		85.8	73.7	
Japan (08)	42090	3.6	2.3			50.7	48.2	43.9	42.5	40.3	

Smoking status of family and friends

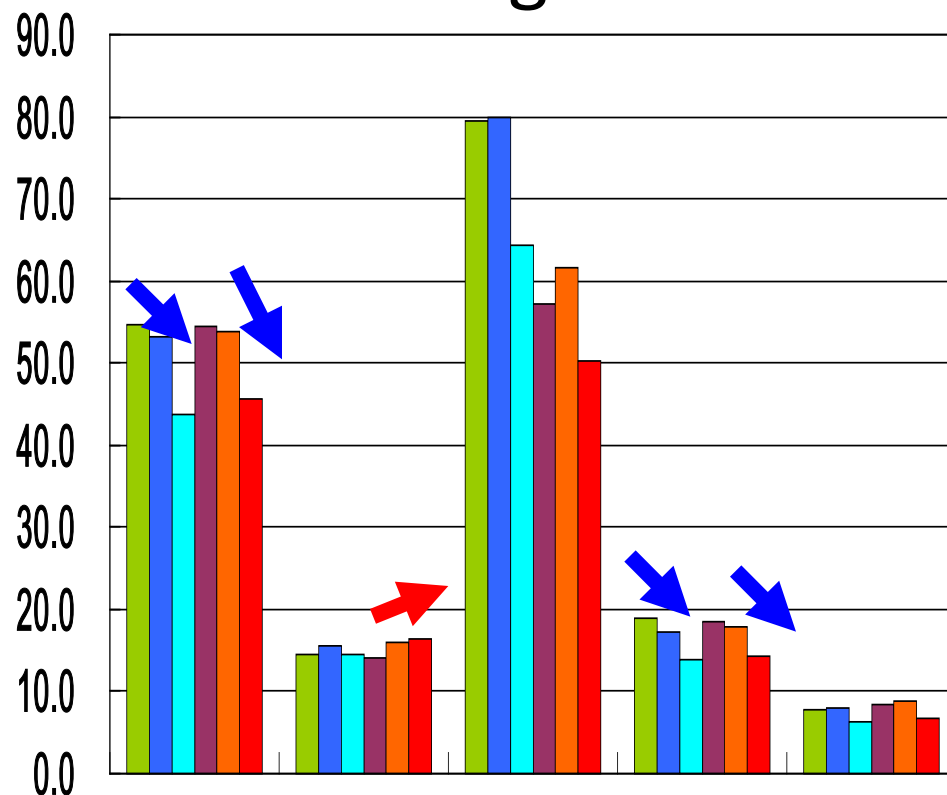
Environ Health Prev Med 13:219-226, 2008

Junior High school



1996Male 2000Male 2004Male
1996Female 2000Female 2004Female

Senior High school

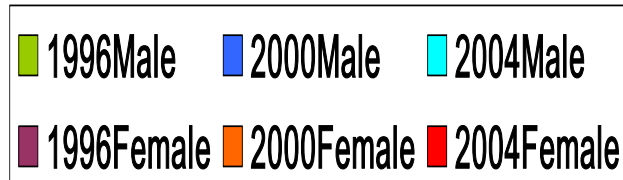
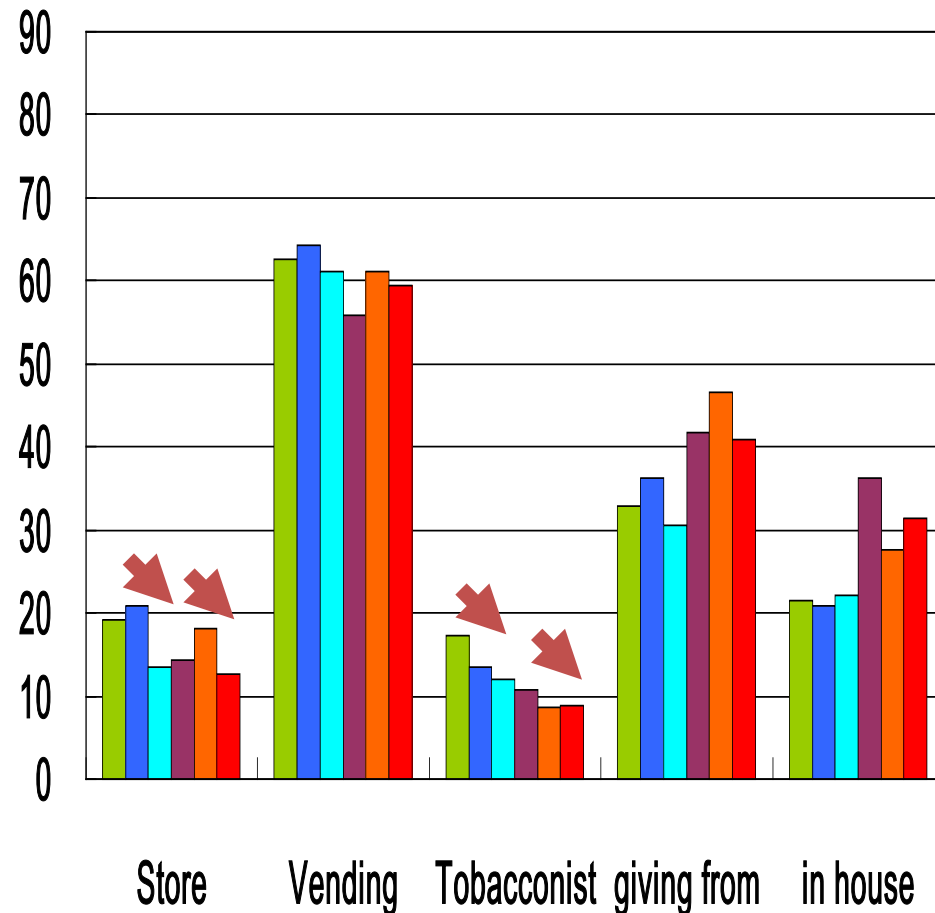


1996Male 2000Male 2004Male
1996Female 2000Female 2004Female

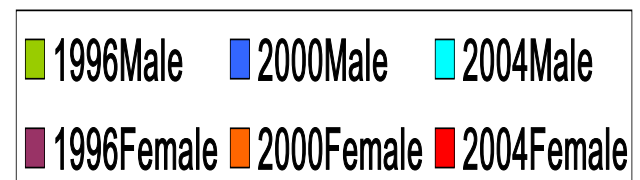
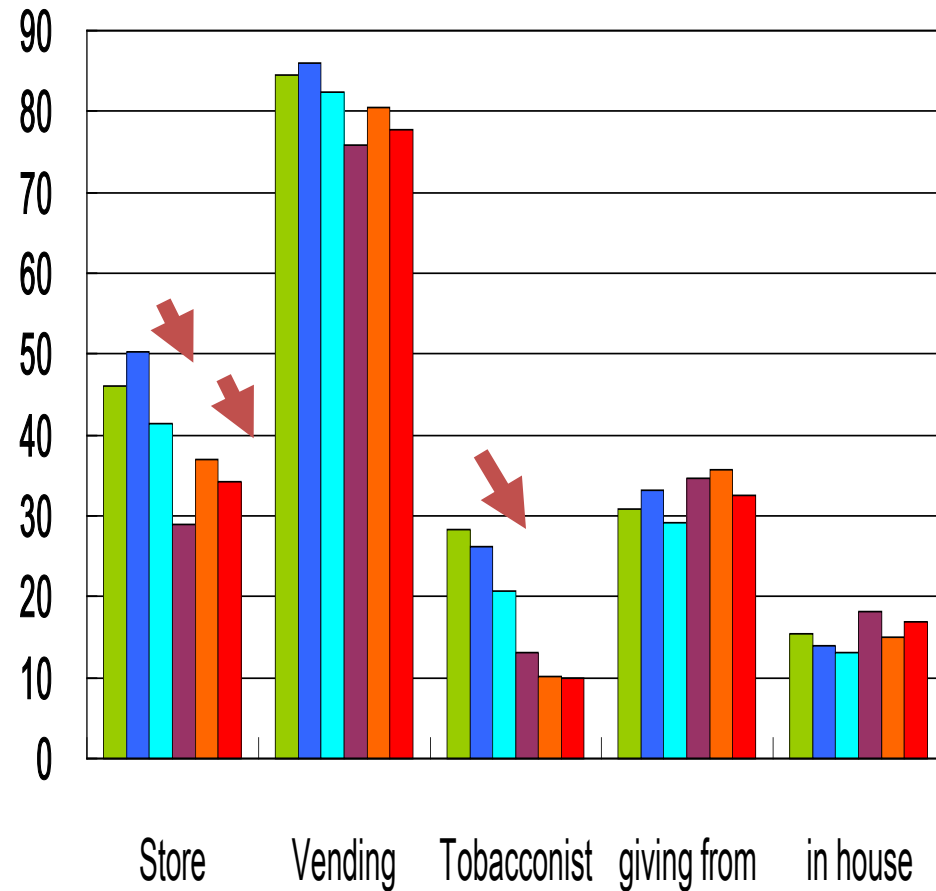
Sources of cigarettes of adolescent smokers

Environ Health Prev Med 13:219-226, 2008

Junior High school

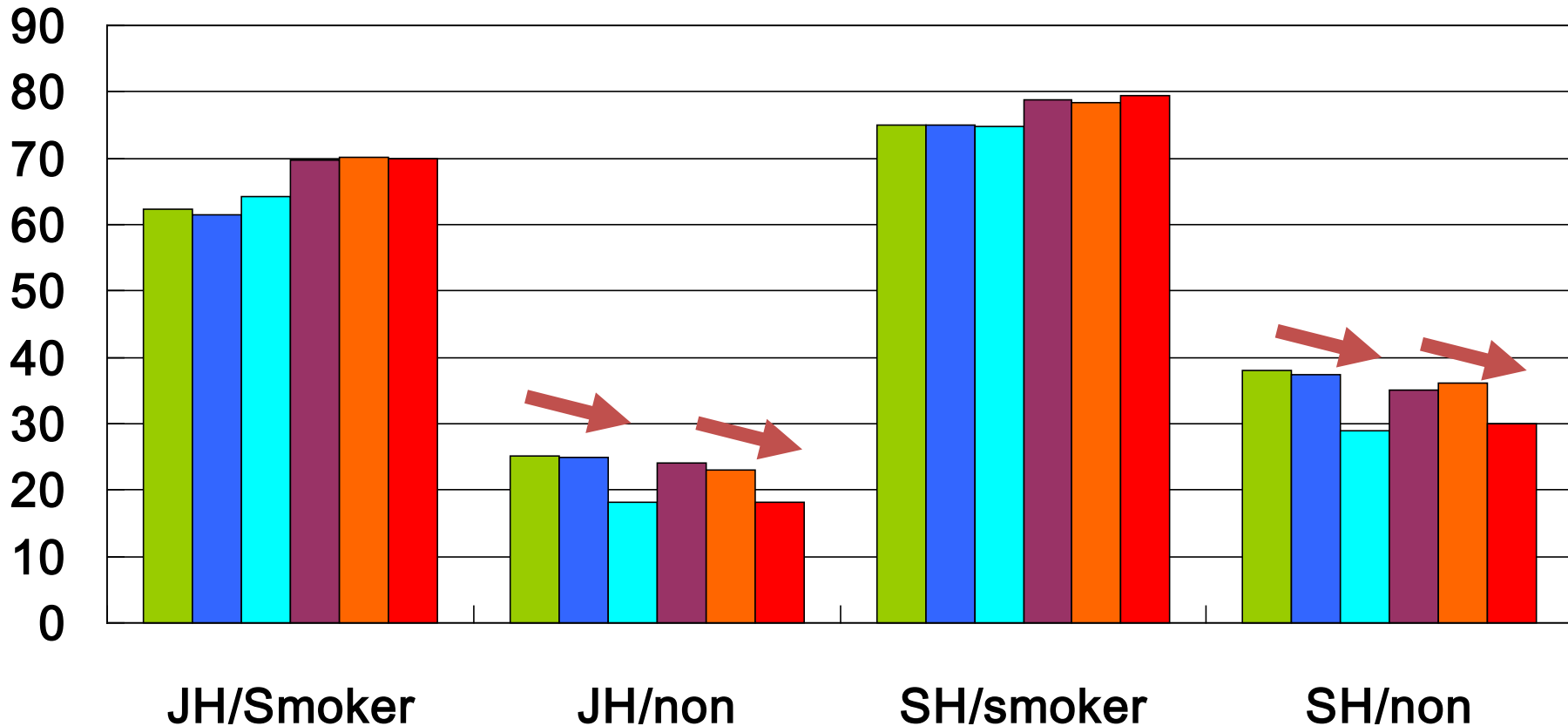


Senior High school



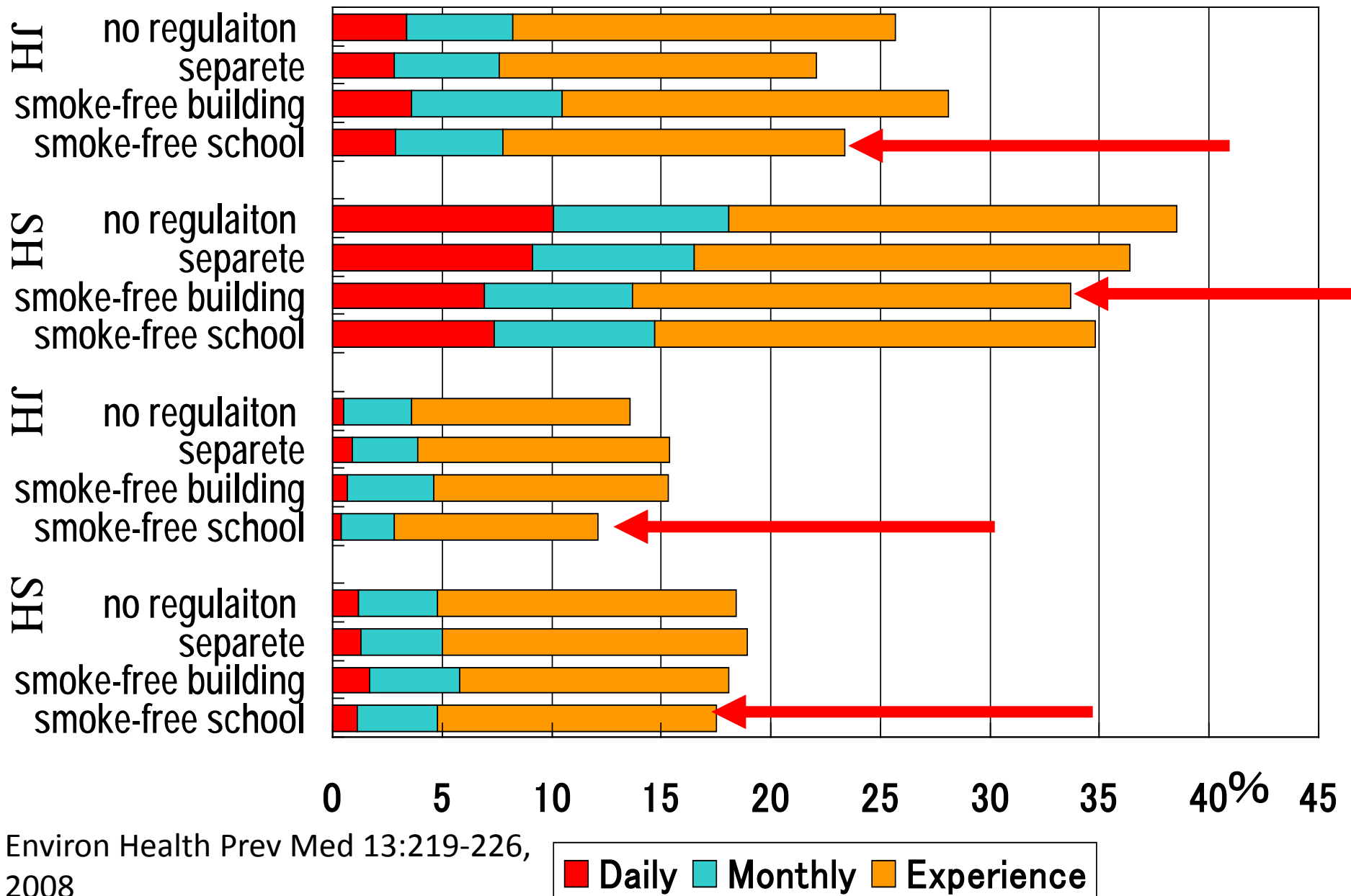
Drinking prevalence by smoking status

Aggregation of risk factors in students' smokers



1996Male 2000Male 2004Male
1996Female 2000Female 2004Female

Smoking prevalence by school smoking regulation (2004 survey)



Enforce bans on tobacco advertising, promotion and sponsorship

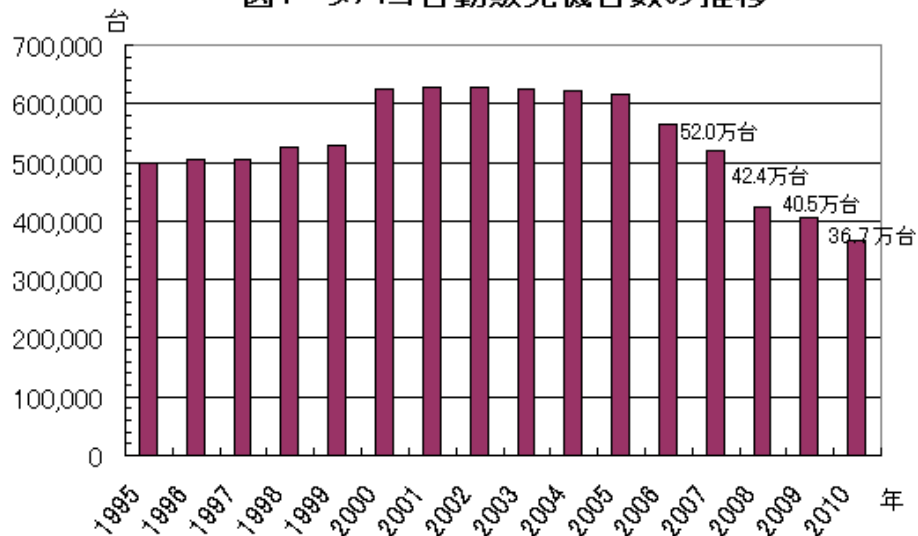
- In 2004, a guideline for advertisements of tobacco products was released.
- Advertisements of tobacco products on TV, radio, internet, and billboard were intended to diminish.
- However, the policy has been depended on a voluntary regulation by tobacco companies.
- Advertisements on printing matters, sponsorship for sports events, street sales promotion, vending machine, and manner CM on TV do not yet disappear.

Cigarette vending machine

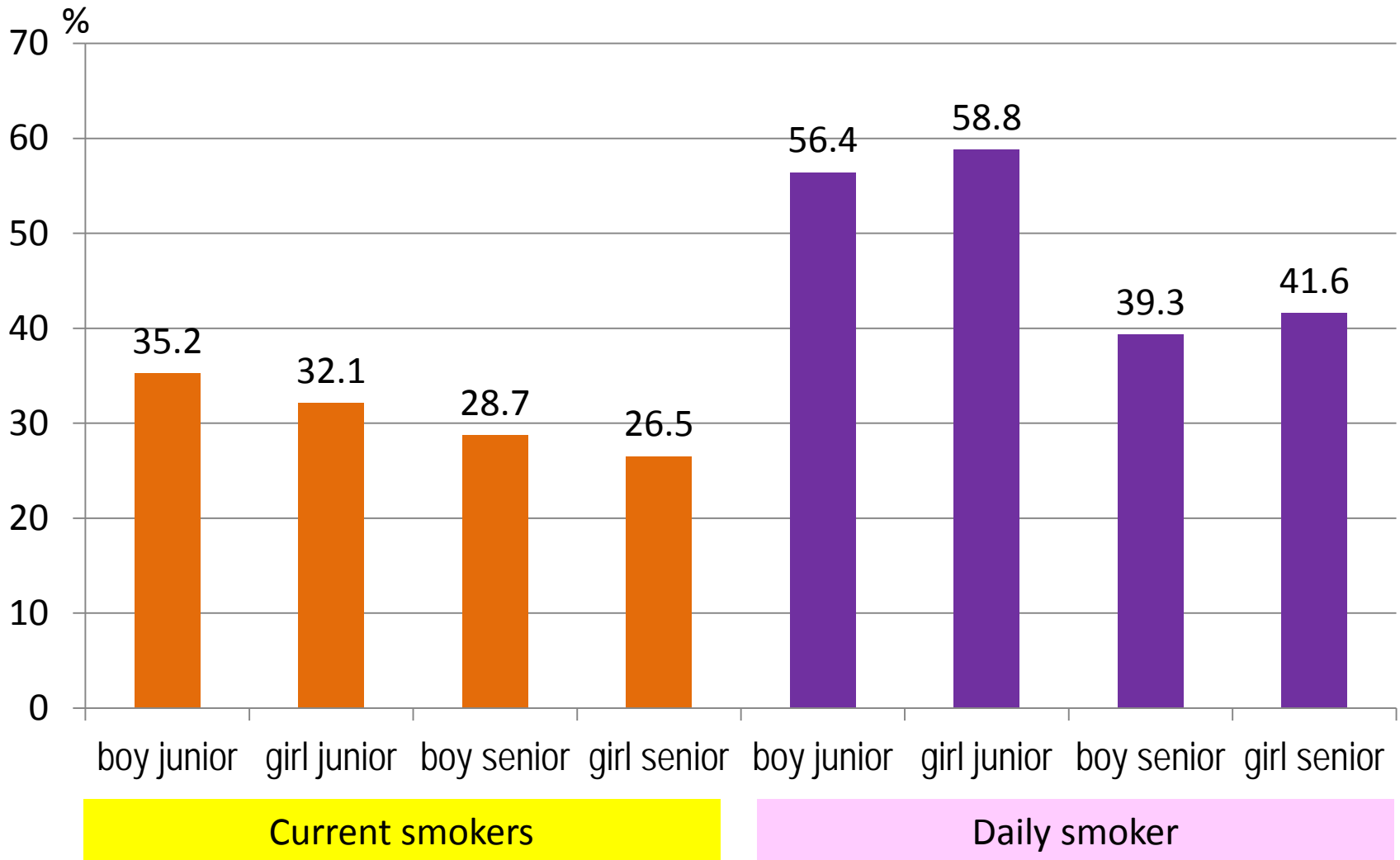


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図1 タバコ自動販売機台数の推移



Lifetime proportion smokers who got cigarette by using age verification card (2008 survey)



Menthol, slim, flavor cigarettes

Health warning In text



Figure 1. Menthol share of the Japanese cigarette market (2000-2009); data from

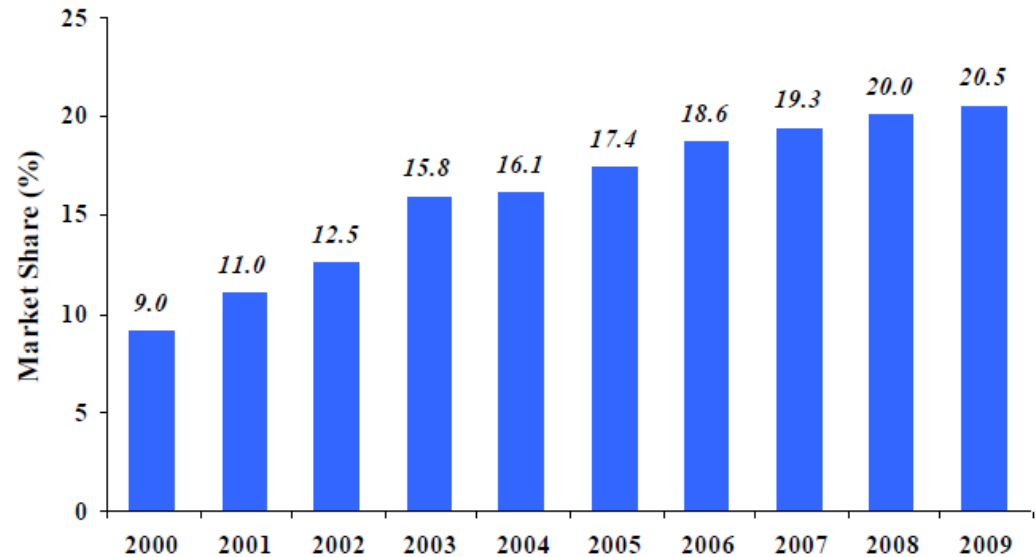
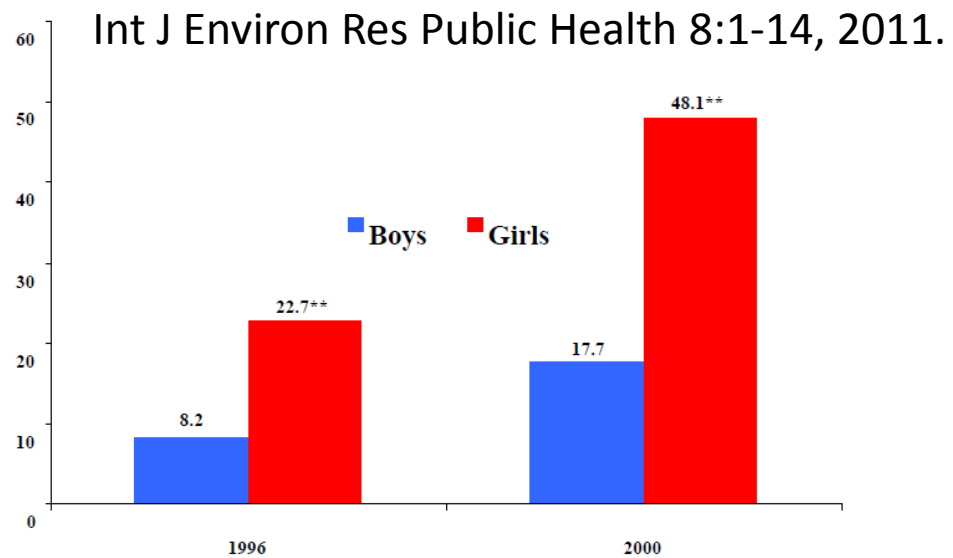
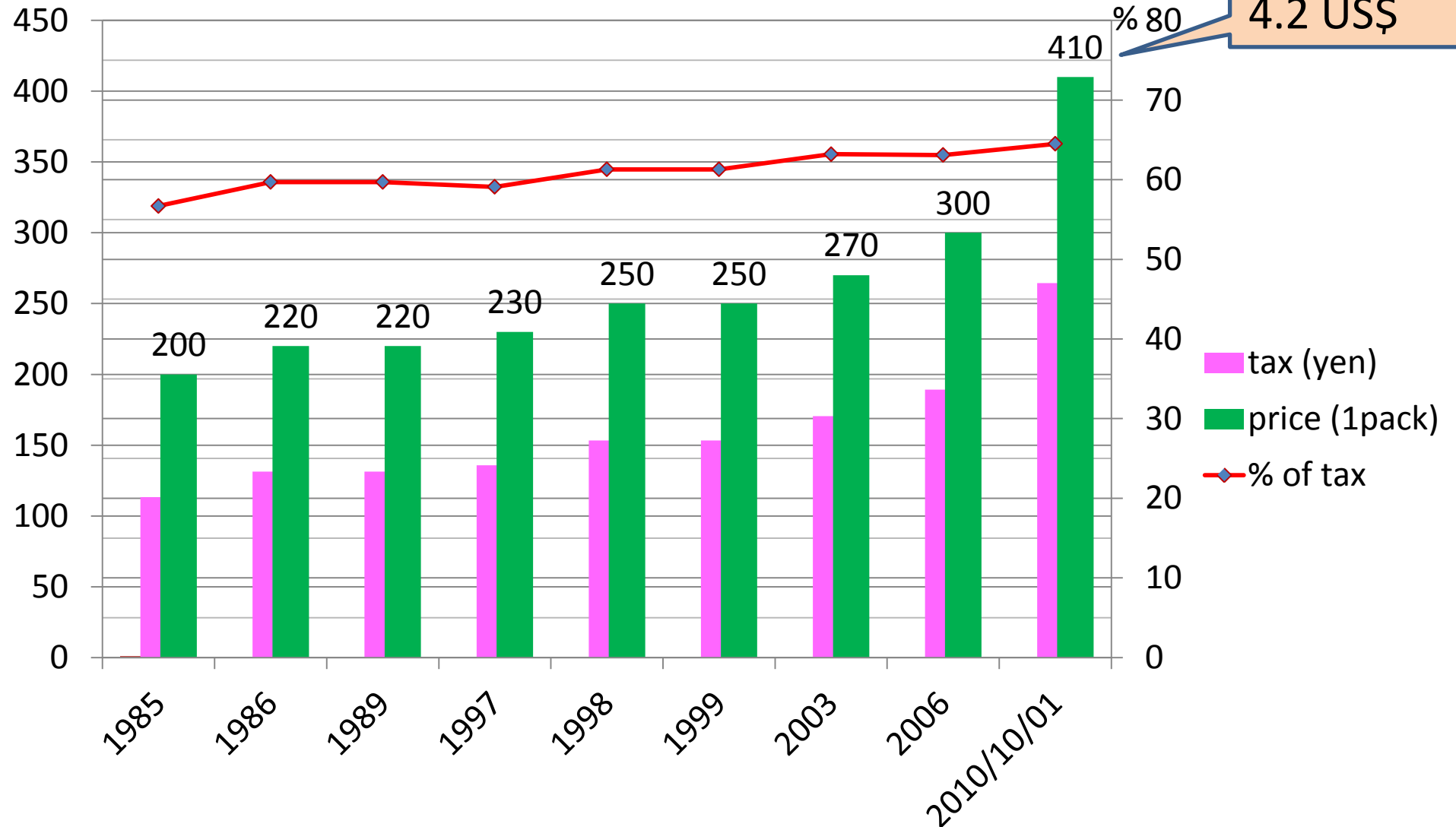


Figure 3. Share of menthol brand preference among Japanese adolescents by gender (1996 & 2000) (data from [3]).



Raise taxes on tobacco

Japanese yen (1 US\$=98 yen, 2013)



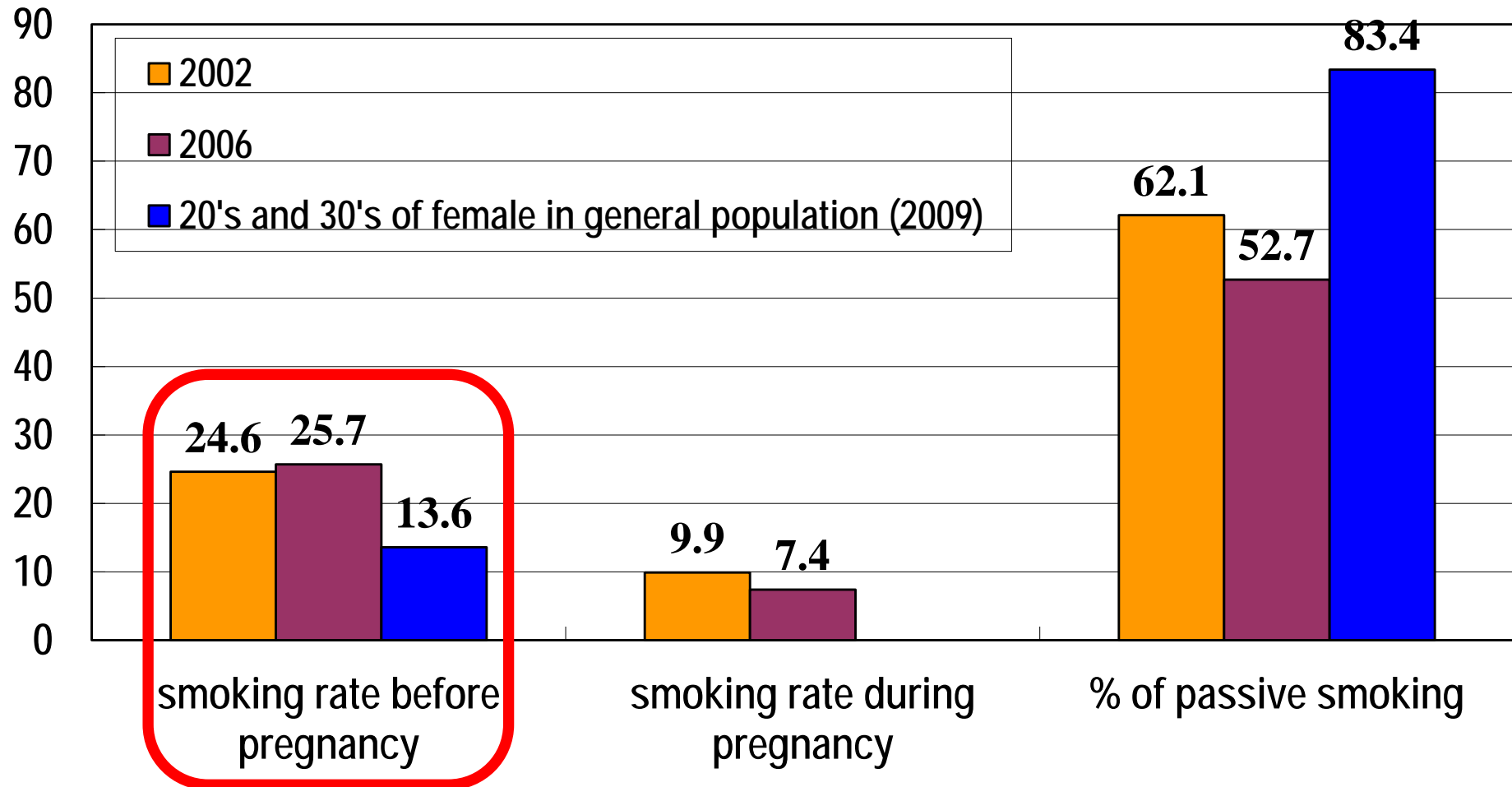
A case of 'Mild Seven' (one of most popular brand in Japan)

Smoking prevalence of pregnant women

Survey on smoking status among pregnant women at obstetric medical facilities of the Japanese obstetrician society

(2002 260 facilities, 16528 participants; 2006 344 facilities, 19650 participants)

%



Conclusions

- Some progress for smoking control was observed in Japan after 2000. These policies have played large role for decreasing in smoking prevalence. We still have many problems.

Achievement	Problems
Increased smoke-free workplace and smoke-free school	More than half of workers are exposed passive smoking (small companies, bar, or restraints workers)
Guarantee universal access for cessation treatment. Facilities and physicians are increasing.	The coverage is still low. Utilize obligate health examination for recruiting patients.
Number of advertisements decrease.	Advertisements and promotion activities still exist. Legislation is necessary.
Improved health warning. Improved knowledge on tobacco and health.	More effective warning. Enhancing public and school education.
Raised tobacco tax	Raise of further tobacco tax.
Periodical nationwide monitoring of smoking behavior	Continue monitoring survey. Epidemiological studies for policies and smoking behavior.

Thank you for your attention

