

Part 4: Direct and indirect exposure to others' smoking

Frequent exposure to second-hand smoke has been identified as a direct health risk (World Health Organization, 2007), and is a risk factor for youth smoking uptake through the role modelling of smoking behaviour from adults and peers (Scragg, Laugesen & Robinson, 2003; Taylor, Conard, Koetting O'Byrne et al., 2004). A high visibility of smoking behaviour also influences perceived social norms and prevalence of smoking (Alesci, Forster & Blaine, 2003; Botvin et al., 1992), along with the influence of parental behaviour in establishing a reference point for young people's own actions. This section describes the prevalence of students who were exposed to others' smoking behaviour, the settings where students were exposed to second-hand smoke (SHS), and exposure to role models who smoke, and to images of smoking or tobacco in the media.

Significant others who smoke

Students were provided with a list of significant people such as family/whānau members and friends, and asked to identify who on the list smoked.

Almost one-quarter of participating students reported that *none* of the people on the list smoked (23.3%, Figure 4.1). In contrast, over two in five students (44.7%) reported that they had *other close friends* who smoked and close to one in five (20.8%) reported that their *best friend* smoked. Over three in ten (31.7%) identified that their *teacher at school* smoked.

Just over one-quarter of students (26.3%) reported that their *father* smoked, and a similar proportion of students (26.0%) reported that their *mother* smoked. One-fifth of students (20.7%) reported that they had *grandparents* who smoke. Less than one in five students reported that their *older brother(s)* and *older sister(s)* smoked (19.2% and 16.1%, respectively). One in ten students (11.8%) had *other caregivers* who smoked.

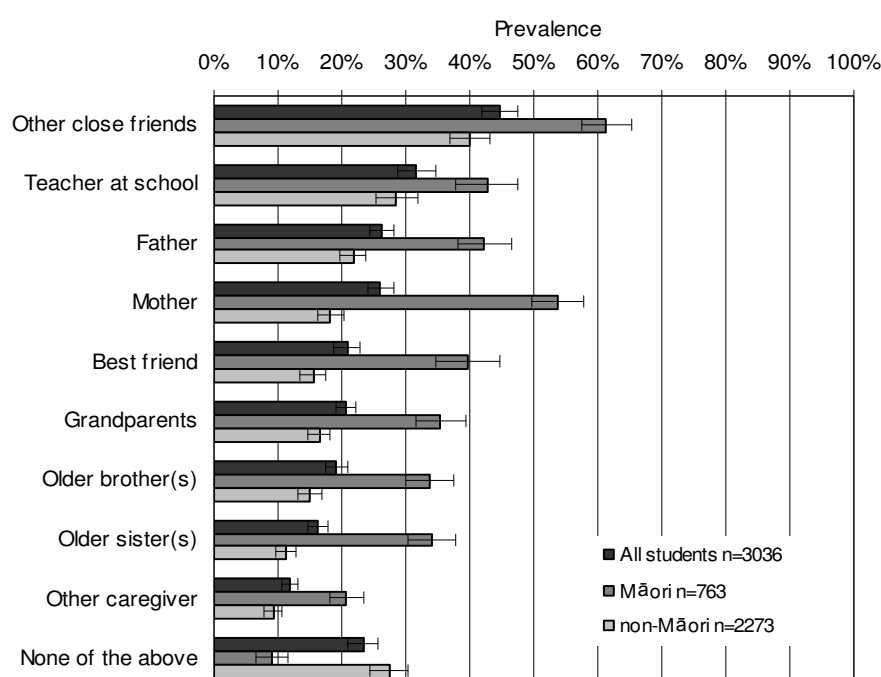
A higher proportion of female students said that they had a *best friend* or *other close friends* who smoked (24.8% and 50.1%, respectively), compared with male students (17.1% and 39.7%, respectively).

A higher proportion of Māori students than non-Māori students reported that friends and members of whānau smoke for every response option in this question (See Figure 4.1). Māori students reported that 61.4% of their *other close friends* and 39.7% of their *best friends* smoked; 42.7% of their *teachers at school* smoked; 53.7% of their mothers and 42.3% of their fathers smoked; 35.4% of their *grandparents*, 33.7% of *older brothers* and 34.0% of *older sisters* smoked, and 20.7% of *other caregivers* smoked.

Non-Māori students reported 40.0% of their *other close friends* and 15.5% of their *best friends* smoked; 28.6% of their *teachers at school* smoked; 18.2% of their mothers and 21.8% of their *fathers* smoked; 16.5% of their *grandparents*, 15.1% of *older brothers* and 11.1% of *older sisters* smoked, and 9.3% of *other caregivers* smoked

Again, a higher proportion of Māori female students said that they had a *best friend* or *other close friends* who smoked (51.1% and 70.4%, respectively), compared with Māori male students (29.0% and 52.9%, respectively).

Figure 4.1 Significant others who smoke – all students by ethnicity



A higher proportion of students from low decile schools than students from mid and high decile schools reported that friends and members of whānau smoke for every response option in this question, with the exception of other caregivers.

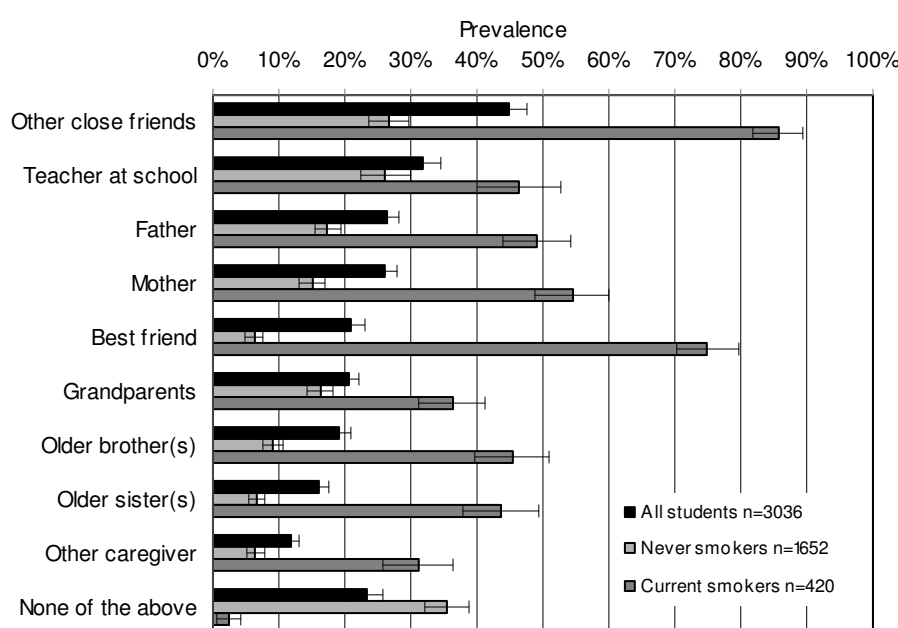
Students from low decile schools reported that 55.6% of their *other close friends* and 30.9% of their *best friends* smoked; 40.3% of their *teachers at school* smoked; 40.2% of their mothers and 36.1% of their *fathers* smoked; 27.1% of their *grandparents*, 28.9% of *older brothers* and 27.0% of *older sisters* smoked.

Students from mid and high decile schools reported that their *other close friends* smoked (43.2% and 37.3%, respectively) and their *best friends* smoked (19.4% and 14.1%, respectively); 30.2% of mid decile school students and 26.1% of high decile students reported *their teachers at school* smoked.

Twenty-seven and a half percent and 13.3% of students from mid and high decile schools, respectively, of their *mothers* and 26.7% and 18.0%, respectively, of their *fathers* smoked; and 21.0% and 15.1%, respectively, of their *grandparents* smoked; 19.1% and 11.6%, respectively, of *older brothers* and 15.3% and 8.2%, respectively, of *older sisters* smoked.

Close to three-quarters of 'current smokers' (74.9%) reported that their *best friend* smoked, compared with just 6.3% of 'never smokers' (See Figure 4.2). In addition, most 'current smokers' (85.7%) reported that *other close friends* smoked, compared with around one-quarter of 'never smokers' (26.8%). Over a half of 'current smokers' (54.4%) reported that their *mother* smoked and 49.1% reported their *father* smoked. Students who had never smoked a cigarette ('never smokers') were far more likely to identify that *none* of the people on the list smoked (35.5%), compared with just 2.4% of 'current smokers'.

Figure 4.2 Significant others who smoke – all students by smoking status



Multiple response question; totals do not sum to 100%

Exposure to others' smoking in the home

Students were asked to indicate how many days people had smoked around them in their home in the week prior to the survey, on a scale from zero to seven.

Two-thirds of Year 10 students in this survey reported no days when other people had smoked around them in their home in the week prior to the survey (66.2%, Figure 4.3). The remaining one-third of students (33.8%) reported at least one day when someone had smoked around

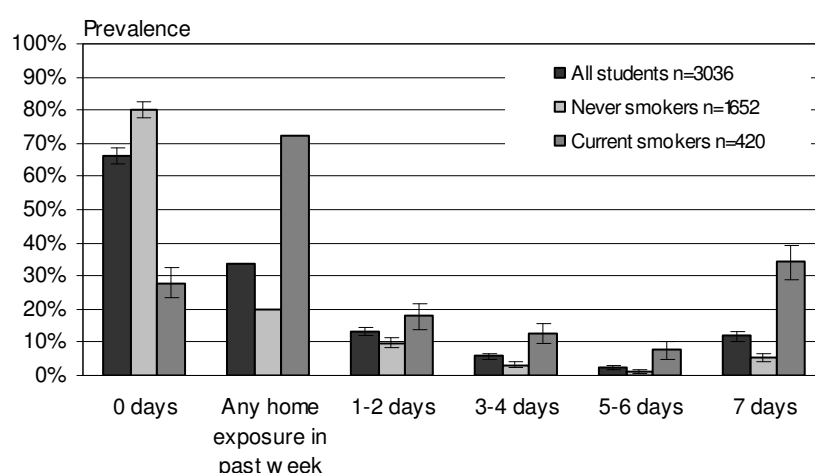
them in their home in the week prior to the survey. Over one in ten students (12.0%) reported that someone had smoked around them in their home on all of the seven days prior to the survey.

Over two in five Māori students (44.0%) and around one-half of the Pacific students (52.3%) reported no exposure to others' smoking in their home in the week prior to the survey. This was lower than that reported by New Zealand European/Pākehā students (74.5%).

A lower proportion of students from low decile schools, compared with students from mid and high decile schools, reported no exposure to others' smoking in their home (52.2%, 63.9% and 79.9%, respectively).

A higher proportion of 'current smokers' reported others' smoking in their home in the week prior to the survey than 'never smokers' (72.0% and 19.9%, respectively). Close to one-third of 'current smokers' (34.1%) reported others' smoking around them in their home on all seven days of the week prior to the survey, compared with only 5.5% of 'never smokers'.

Figure 4.3 Days of exposure to others' smoking in the home in the week prior to the survey – all students by smoking status



Who smoked in the home in the 7 days prior to the survey

Students were asked to indicate who had smoked around them in their home in the seven days prior to the survey, from a list presented in the questionnaire. Analysis for this question was limited to those students who said that someone had smoked around them in their home on at least one of the seven days prior to the survey.

Of these students, it was most likely to be their *mother* (46.1%) or *father* (35.6%) who had smoked around them in their home in the week prior to the survey. Friends were also reported by just over one-third of students, either their *best friend* (14.8%) or *other close friends*

(19.5%). A much higher proportion of 'current smokers' said that their *best friend* or *other close friends* had smoked around them in their home in the week prior to the survey (38.6% and 41.3%, respectively), compared with 'never smokers' (3.6% and 8.4%, respectively).

A higher proportion of Māori students reported that their mothers, older brothers, older sisters and grandparents (56.0%, 30.1%, 27.4% and 18.4%, respectively) smoked in their home in the past seven days, compared with non-Māori students (40.3%, 20.7%, 14.7% and 9.6%, respectively).

Rules about smoking in and outside the home

Rules about smoking inside and outside domestic settings (such as the home) are a predictor of SHS exposure (Clark, Schooley, Pierce et al., 2006; Wakefield, Chaloupka, Kaufman et al., 2000).

Students were asked to indicate whether smoking was allowed *anywhere, in set inside areas* or *nowhere inside* and outside their home.

Most students (82.9%) reported that smoking was allowed *nowhere inside* their home. One in ten students (10.1%) reported that smoking was allowed *in set inside areas* in their home, and less than one in ten students (7.0%) reported that smoking was allowed *anywhere inside* their home.

A higher proportion of non-Māori students (86.2%) reported that smoking was allowed *nowhere inside* their home, compared with Māori students (71.1%). 'Current smokers' were more likely to report that smoking was allowed *anywhere inside* their home, compared with 'never smokers' (19.3% and 4.1%, respectively).

A lower proportion of students from low and medium decile schools said smoking was allowed *nowhere inside* their home (75.8% and 81.0%, respectively), compared with students from high decile schools (90.4%). 'Current smokers' were more likely to be able to smoke *anywhere* or *in set inside areas* (19.3% and 22.8%, respectively), compared with 'never smokers' (4.1% and 5.8%, respectively).

For outside areas of the home setting, 55.1% of students reported that smoking was allowed *anywhere outside* their home, and 12.3% reported that smoking was allowed *in set areas outside*. A higher proportion of Pacific and New Zealand European/Pākehā students reported that smoking was allowed *nowhere outside* their home (26.0% and 37.7%, respectively), compared with Māori students (13.9%).

A higher proportion of male students reported that smoking was allowed *nowhere outside* their home, compared with female students (36.5% and 28.5%, respectively). A lower proportion of students from low decile schools said smoking was allowed *nowhere outside*

their home, compared with students from high decile schools (22.6% and 44.2%, respectively).

Students who had never smoked reported that smoking was either allowed *anywhere* outside or *nowhere* outside their home (44.6% and 43.0%, respectively). Over three-quarters of 'current smokers' (77.8%) reported that smoking was *allowed anywhere outside* their home.

Exposure to others' smoking in cars or vans

Just over one-quarter of students (26.8%) reported that someone had smoked in their presence while travelling in cars or vans in the seven days prior to the survey.

A higher proportion of Māori and Pacific students reported that someone smoked *around them in cars or vans* in the seven days prior to the survey (45.9% and 35.1%, respectively), compared with New Zealand European/Pākehā students (20.1%). A higher proportion of Māori students were also more likely to report it was their mothers or older sisters who were smoking around them *while travelling in a car or van* (57.0% and 24.8%, respectively), compared with non-Māori students (14.2% and 33.3%, respectively).

Students from low decile schools had the highest prevalence of reporting that someone had smoked *around them in cars or vans*, compared with students from mid and high decile schools (39.5%, 29.2% and 14.3%, respectively). A higher proportion of 'current smokers' reported that someone had smoked *around them in cars or vans*, compared with 'never smokers' (65.5% and 13.8%, respectively).

Exposure to people smoking in places other than in the home

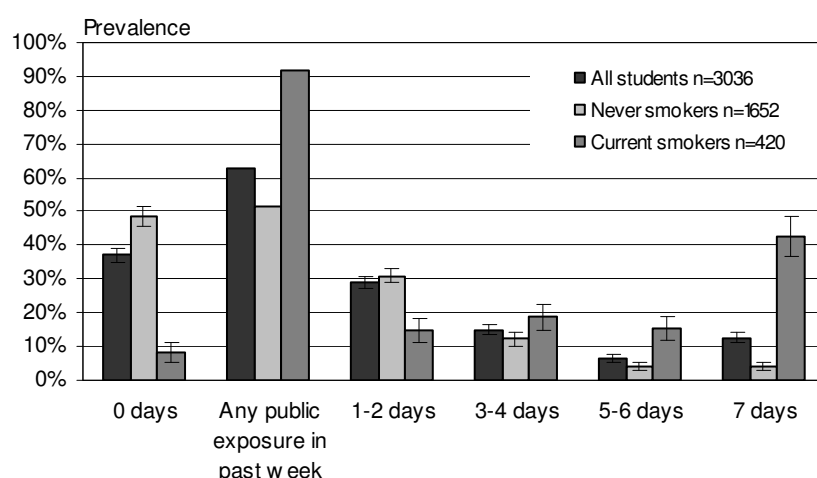
Along with domestic settings, such as homes and cars or vans, students were asked about exposure to people smoking around in their presence *in places other than in their home* in the week prior to the survey.

Almost two-thirds of students reported that people had smoked around them *in places other than in their home on at least one day of the week prior to the survey* (63.0%, Figure 4.4). Over one-third of students (37.0%) reported no smoking around them *in places other than in the home*. Over one in ten students (12.7%) reported that people *smoked around them in places other than in the home* on all of the seven days prior to the survey.

A higher proportion of male students reported no exposure to others' smoking *around them in places other than in the home* in the week prior to the survey, compared with female students (41.3% and 32.4%, respectively). A higher proportion of New Zealand European/Pākehā students reported no exposure to others' smoking around them in the past week (40.8%), compared with 30.0% of Pacific students and 24.6% of Māori students.

Close to one-half of students (48.6%) who had never smoked a cigarette reported *no* exposure to others' *smoking around them in places other than in the home*, compared with fewer than one in ten 'current smokers' (8.2%). A higher proportion of 'current smokers' reported exposure to others' *smoking around them in places other than in their home* on all seven days of the week prior to the survey, compared with 'never smokers' (42.7% and 4.2%, respectively).

Figure 4.4 Exposure to others smoking in places other than in the home – all students by smoking status



Celebrity role models who smoke

Participants were asked if *any of [their] favourite musicians smoked*, and were asked the same question for whether *any of [their] favourite actor/actresses smoked*. They could answer *yes*, *no* or *don't know* for each question.

Most students said that they *did not know* if their favourite musician or actor/actress smokes (63.1% and 70.5%, respectively). Close to three in ten students (29.7%) answered *yes* to the question about smoking for their favourite musicians and almost one-quarter (23.9%) reported that their favourite actor/actresses smoked. A higher proportion of Māori students could report their favourite musician smoked, compared with non-Māori students (37.0% and 27.7%, respectively).

Less than one in ten students knew for certain that none of their favourite musicians or actor/actresses smoked (7.1% and 5.6%, respectively). A higher proportion of 'current smokers' reported that their favourite musicians and favourite actors/actresses smoked (43.9% and 30.1%, respectively), compared with students who had never smoked a cigarette (22.9% and 20.7%, respectively).

Depictions of smoking in the media

For this question, students were asked how often in the month prior to the survey they had seen *people smoking cigarettes or cigarette brands on television*, and how often they had seen *pictures or read about people smoking cigarettes in newspapers or magazines*. Response categories were *a lot*, *sometimes*, or *never*, with a category to opt out if they had not used the particular form of media in the month prior to the survey.

Close to three in ten students reported *seeing people smoking or cigarette brands on television a lot* in the month prior to the survey (28.7%, Figure 4.5). Close to three in five students (58.7%) reported *seeing people smoking or cigarette brands on television sometimes*. Around one in ten students (10.8%) reported *never* seeing smoking depictions on television in the month prior to the survey.

A higher proportion of Māori and Pacific students reported *seeing people smoking or cigarette brands on television a lot* in the month prior to the survey, compared with New Zealand European/Pākehā students (39.1% , 41.6% and 23.8%, respectively). In addition, a higher proportion of students from low and mid decile schools reported *seeing people smoking or cigarette brands on television a lot* in the month prior to the survey, compared with students from high decile schools (37.9%, 28.8% and 21.1%, respectively).

Just over one in ten students reported *seeing pictures or reading about people smoking cigarettes in newspapers or magazines a lot* in the month prior to the survey (12.0%, Figure 4.5). One-half of participating students (49.6%) said they had *sometimes* seen *pictures or read about smoking in newspapers or magazines* in the month prior to the survey. Close to one in five students (22.3%) reported that they *never saw or read about people smoking in newspapers or magazines*.

‘Current smokers’ were more likely to report *seeing or reading about people smoking in newspapers and magazines* and *seeing people smoke or cigarette brands on television a lot* (46.4% and 20.0%, respectively), compared with ‘never smokers’ (19.4% and 9.0%, respectively).

Figure 4.5 Depictions of smoking in the media seen in the month prior to the survey – all students

