

Tobacco and Nicotine Use among Adolescents of Pakistan - 2024

Efforts & Inputs



09 Districts
02 districts in each province & Islamabad Capital Territory



35 Research Assistants
Culturally appropriate locally hired research assistants



06 Months
The survey was carried out from Dec 2023 to May 2024

Methodology



14,232 Adolescents Interviewed
02 Cohorts of adolescents
09 Districts across Pakistan



9,011 School-going Adolescents
1,553 Schools Mapped
180 schools randomly selected with grades 6-10



5,221 Out-of-School Adolescents
16,749 households listed
79 enumeration blocks approached
60 houses per enumeration block

Results

Demographics



64% Boys | **36%** Girls
55% between 13-15 years of age

Exposure to Tobacco



Home Exposure
47.1% adolescents were exposed to cigarette smoke
Community Exposure
63.7% adolescents were exposed to cigarette smoke

Peer influence



16.2% had friends who smoked
15.5% had friends using smokeless tobacco
6.5% had friends using e-cigarettes
5.8% had friends using nicotine pouches



Tobacco Use among Adolescents

8.4% using any tobacco or nicotine product ($\sigma^2 = 9.1\%$; $\rho = 7.1\%$)
Cigarette
1.6% ($\sigma^2 = 2.1\%$; $\rho = 0.7\%$)
Smokeless Tobacco
2.4% ($\sigma^2 = 2.7\%$; $\rho = 2\%$)
Nicotine Pouches
3.2% ($\sigma^2 = 3.4\%$; $\rho = 2.7\%$)
E-Cigarettes
3.9% ($\sigma^2 = 4.3\%$; $\rho = 3.2\%$)



Availability of Tobacco products

43.1% of adolescents were able to purchase near home (5 min walk)
 $\sigma^2 = 49.1\%$, $\rho = 32.3\%$



Least attractive features of cigarette packaging

69.9% of respondents found **plain packaging unattractive** than the existing packaging

Policy Recommendations

Policy Implementation / Enforcement

1. Enforce the 50-meter ban on tobacco sales near schools.
2. Strengthen measures to prevent single cigarette sales and ensure compliance.
3. More stringent enforcement to stop tobacco sales to minors.
4. Raise taxes on all tobacco products.

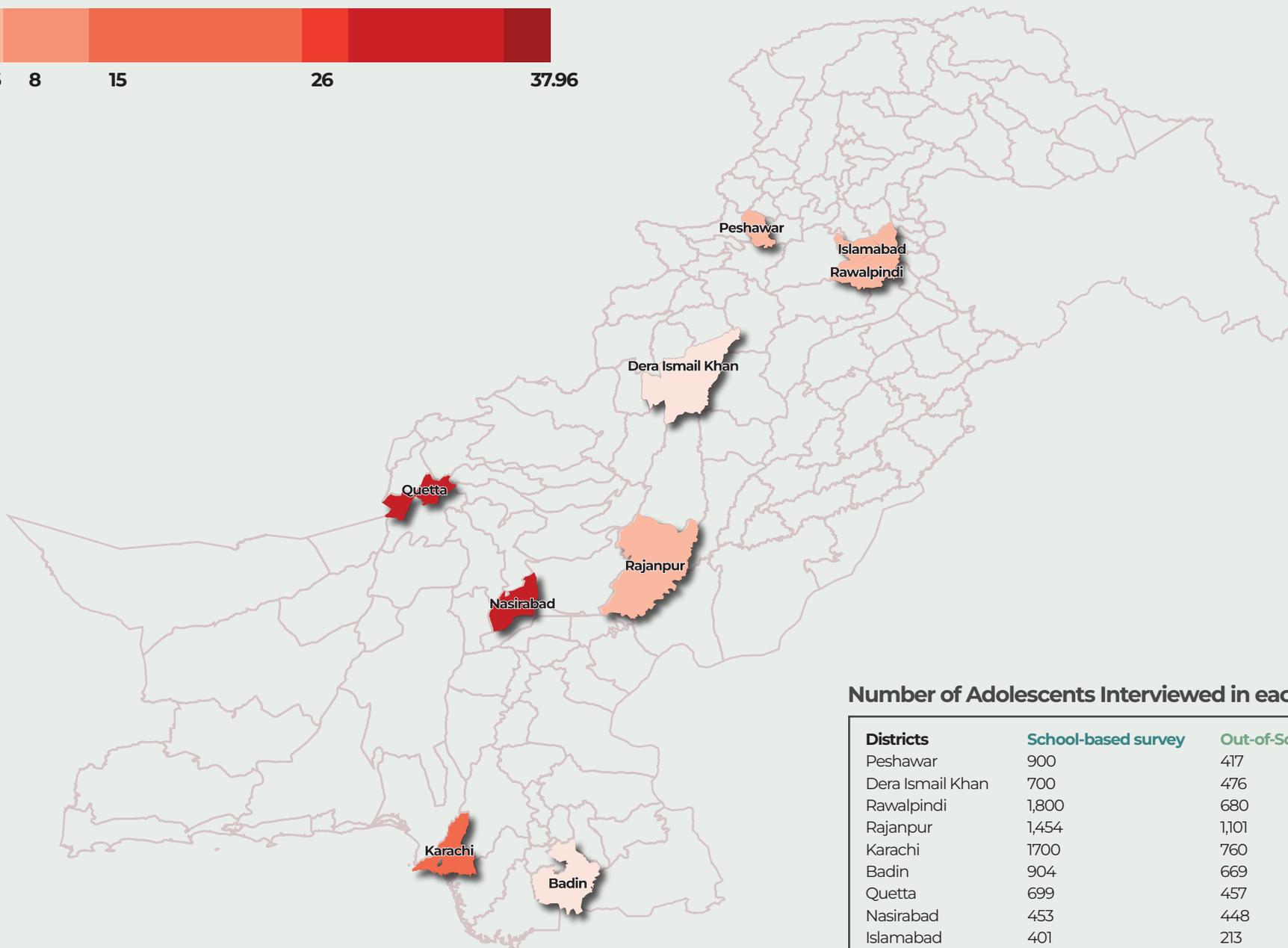
Policy Enhancement

1. Mandate plain packaging for cigarettes.
2. Prohibit flavourings in tobacco products, including menthol and sweet flavours.
3. Mandate tobacco products to be kept above the eye level of children at Point-of-Sale.
4. Mandate removing tobacco products next to sweets, snacks and sugar sweetened beverages at Point of Sale.

Policy Creation

1. Extend existing regulations on tobacco to cover e-cigarettes, nicotine pouches (e.g., Velo), and other novel nicotine products, including clear definitions and age restrictions.
2. Prohibit and regulate advertising and marketing or sponsorship of e-cigarettes and nicotine pouches at point-of-sale, social media (online markets) etc.
3. Implement packaging restrictions similar to plain packaging laws for cigarettes to reduce appeal of e-cigarettes and nicotine pouches.
4. Restrict the sale of novel products below the age of 18.
5. Limit access and appeal of products like nicotine pouches (e.g., Velo) and e-cigarettes with regulations and awareness campaigns.

Prevalence of 10-16 years old Adolescents using Tobacco and Nicotine Products-2024



Number of Adolescents Interviewed in each District

Districts	School-based survey	Out-of-School survey
Peshawar	900	417
Dera Ismail Khan	700	476
Rawalpindi	1,800	680
Rajanpur	1,454	1,101
Karachi	1700	760
Badin	904	669
Quetta	699	457
Nasirabad	453	448
Islamabad	401	213
Total	9,011	5,221

Source: World Bank Official Boundaries