

**GOVERNMENT POLICIES AND TOBACCO USE AMONG ADOLESCENT IN
SECONDARY SCHOOL IN CALABAR EDUCATION ZONE IN CROSS RIVER
STATE, NIGERIA**

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ABSTRACT *The main purpose of the study was to determine Government Policies and tobacco use among adolescent in secondary schools in Calabar Education Zone of Cross River State, Nigeria. To achieve the purpose of this study two research questions were used to guide the study survey research design was adopted for the study. Sample of 320 respondents were selected for the study. The selection was done through the stratified and Accidental sampling techniques. The questionnaire was the main instrument used for data collection. The reliability estimate of the instrument was established through the split half reliability method. Simple percentage was employed to analyzed the data generated. The result of the study revealed that ban on direct sales of tobacco (cigarette) to minors and open advertisement of tobacco products significantly influenced adolescent use of tobacco among secondary school student in Calabar education zone of Cross River State, Nigeria. Vigorous public awareness campaign should be pursued by government to ban direct sale of cigarette to minors in secondary school. Government should endeavour to ban open advertisement through which student access information on cigarette smoking and also increase the tax of Cigarette Company's by making strict legislation to enforce direct contact of cigarette sale to secondary school students.*

KEYWORDS: tobacco, government policies, secondary school student.

INTRODUCTION

Tobacco use started as far back as the history of human race. Since time out of mind, man has searched for herbs, roots, leaves, plants and other substances to relieve pain control disease maintain good health and well being (Yunusa, Abdulla, Oliagba and Umuna, 2014). Tobacco use

is known to be an addictive behavior it is a major preventable cause of morbidity and mortality worldwide worldwide. According to WHO (2013), tobacco smoking kills at least one per on every six seconds and it is also responsible for one in ten adult deaths worldwide. It is associated with more than five million deaths each year, and by 2030.

This will increase to eight million (WHO 2011) unless urgent interventions are put in place tobacco use will kill more than billion people by the end of 21st century (WHO, 2011).

Cigarette smoking has been referred to as a “pediatric epidemic whose addictive nature ensures that most smokers who initiate smoking in their child hood will continue that habit into adult hood (U.S Department of Health and Human Services (USDHHS), 1994). This is buttressed with the finding that in the United States, 80% of adult smokers become habitual smokers before the age of 18 and 90% before the age of 20 (centres for disease control (CDC, 1998). It is unknown how this pertains in Africa. But Howell (2009) showed that most students in Africa who were current smoker initiated smoking between the ages of 12 and 14 years. Individuals who start smoking at younger ages are more likely to become strongly addicted to nicotine (CDC, 1994) and have an increased risk to developing lung, kidney, and bladder cancer as well as coronary heart disease (CDC, 1998).

In Nigeria, a study conducted under non communicable disease programmed (NCD) by the Federal Ministry of Health (2015) shows that 8.9% of Nigerians, aged 15 years and above were smokers with 8.6% being male and 1.7 female. The results of Global Adult Tobacco Survey (GATS), which was released in July 11, 2013 showed that in Nigeria, 10.0 percent of men 1.1 percent of women and 5.6 percent over all (4.5 million adolescent currently use tobacco.

The question of whether tobacco product marketing practices should be regulated remains a debatable issue. Supporters of regulation argue that tobacco advertisement are manipulative and encourage consumption of products detrimental to health, thus unethical whereas those who oppose regulation view the impacts of tobacco advertising are limited to promoting brand switching or building loyalty among existing smokers. Further, the opponents of regulation point out that tobacco advertising not only fails to stimulate industrial demand but also provide an avenue to educate consumers of the consequences of consumption of these products through government required health policies and warnings.

Omokhodun and Faaseru (2007) conducted a related study on perception of cigarette smoking and advertisement among senior secondary school students in Ibadan, South Western Nigeria. They used cross sectional study the study was conducted among 1,223 senior secondary school students in Ibadan, the prevalence of smoking among this population was 41 (3.4%) with 115 (9.4%) reporting that they had ever smoked. Mean age of smoking initiation was 14.2 years smoking was greater among males than females and in higher secondary school classes, only 700 (57%) of students knew that smoking was harmful to their health and 477(39%) reported that they had been taught about the harmful effects of smoking in the school teaching programme. Twenty six in percent of students had an item with cigarette representative one hundred and twenty-two (10%) of the students indicated that they will smoker when they leave school. Although the prevalence

of smoking among students was low, exposure of cigarette advertisement may encourage them to smoke.

Till date Nigeria has passed only two pieces of legislation aimed of controlling tobacco consumption among its citizen. These are the 1990 tobacco (smoking) control decree and 2015 tobacco control Act. The 1990 tobacco (smoking) control Decree banned smoking in certain public places and advertisement of tobacco products among other provisions. However the bill took years to be incorporated into Nigeria laws. The slow passage of the bill and increasing health challenges led to the suing of "big tobacco" in 2007 by the three Nigerian state (Lagos, Gombe and Kano) and the federal government.

"Big tobacco", collective name used to refer to British American tobacco Philip Moris and interventional tobacco far \$38.6 billion. Subsequently the Nigerian government withdrew the suit without any reasons adduced for its withdrawal.

It is speculated that big tobacco lobbied the Nigeria government to have the case withdrawn. Banning tobacco advertising promotion and sponsorship is an obligation under Article 13 of the WHO framework convention on tobacco control (WHO FCTZ). Countries should implement comprehensive measures in order to eliminate tobacco advertising, promoting and sponsorship at both domestic and international levels. The ban should be a national legislation and not voluntary measure. Countries in the African region including Nigeria should at different stages ban tobacco advertising. It is useful to policy maker, government and tobacco control advocates, especially in Nigeria and Calabar Cross River State in particular to meet their obligation under Article 13 of the WHO framework convention tobacco control (FCTZ) of developing and enforcing, promoting and sponsorship. And control strategic with specific target on young people (adolescent) including the increase in cigarette tax and the ban on cigarette sale to minors younger than 18 years Oluwatoshin Hamira, & Seye, 2015).

METHODOLOGY

Calabar Education zone is one of the three (3) Educational Zone is one of Cross River State, Nigeria. It is made up of seven (7) Local Government Areas namely Akamkpa, Akpabuyo, Bakassi, Biase, Calabar South, Calabar Municipality and Odukpani, Calabar Education Zone is a cosmopolitan area with people from diverse tribes and culture residing and doing business aside indigenes. The zone has federal institution that is University of Calabar, The State University that is Cross River University of Technology (CRUTECH), a State College of Education and College of Health Technology. The zone also have Public and privately owned secondary schools and pre-primary and primary schools. The Survey research design was adopted for this study. The population of the study. The population of the study consisted of all students in secondary school in Calabar Education Zone of Nigeria with a total number of 6361. The stratified and accidental sampling technique were adopted for data collection. The stratification was based on the school type (Federal State and private owned schools). The Accidental sampling technique was used to draw 620 subjects of the study. A validated and reliability certified research instrument which was

a structured questionnaire designed for the purpose of this was used for data collection. It comprised section A and B. Section A comprised of demographic data of the respondent while section B consisting of (14) items investigated the variables considered in this study the respondents were required to indicate their level of agreement for each statement as per their knowledge on tobacco use, by just ticking yes or no through the assistance of four research assistants all the 320 copies of the questionnaire were retrieved and they were all properly completed, this giving 100% return rate. Data generated was analyzed using simple percentage analysis in the study it was assumed that responses above 50% are positively significant; 40 - 49% averagely significant, while below 40% is low.

The purpose of the study was specifically to examine:-

1. Ban on direct sale of cigarette to minors among secondary school students in Calabar education zone of Cross River State, Nigeria.
2. Open advertisement of tobacco products among students in Calabar Education Zone of Cross River State, Nigeria.

The data generated was analyzed using the simple percentage analysis. The result of the analysis were presented in tables below.

RESULTS

The analysis was done research question by research question below.

Research question one

Does ban on direct sale of cigarette to minors influence smoking among secondary schools students in Calabar Education Zone of Cross River State, Nigeria.

To answer this question, responses to item 1-5 of section B on the questionnaire were analyzed. The result of the analysis presented in table 1.

Responses of the respondents on whether the ban on direct sale of cigarette to minors influence smoking among Secondary School Students.

(N=620)

S/N	ITEMS		RESPONSES					
	Yes	No						
f	%	f	%	Total %				
1		I often buy tobacco for my senior at the school	370	59.68	250	40.32	620	100
2		They sell tobacco to me using machine	400	64.52	220	35.48	620	100
3		My parents send me to buy tobacco for them	366	59.03	254	40.97	620	100
4		Tobacco company which sponsored our inter-house sports competition sell cigarette to me	355	57.26	265	42.74	620	100
5		I buy and sell cigarette in my parents' provision store	409	65.97	211	34.03	620	100

From Table 1, it can be observed that 370 representing 59.68% of the total respondents agreed that they often buy tobacco for my senior at the school, while 250 (40.32%) disagreed. Also, 400 (64.52%) agreed that they sell tobacco to them using machine, while 220 (35.48%) disagreed. Again, 366 (59.03%>) agreed that their parents send them to buy tobacco for them; 254 (40.97%) disagreed. Also, 355 (57.26%) agreed that tobacco company which sponsored their inter-house sports competition sell cigarette to them; while 265 (42.74%) disagreed. Finally, 4200 (67.74%) agreed that they buy and sell cigarette in their parents' provision store, while 200 (32.26%) do not. The results of the analysis indicate that the percentage of agreement for all the six items are higher than 50. This implies that the ban on direct sale of cigarettes to minors influence smoking among the Secondary School Students.

Research question Two

Does open advertisement of tobacco product influence smoking among secondary school student in Calabar Education Zone of Cross River State, Nigeria?

To answer this research questions, responses to item 6-14 of section B on the questionnaire were presented in table two.

Result of response of the respondents on whether open advertisement of tobacco product influence cigarettes smoking among school students)

Research question Two

Does open advertisement of tobacco product influence smoking among secondary school student in Calabar Education Zone of Cross River State, Nigeria?

TABLE 2

Results of responses of the respondents on whether Open advertisement of tobacco products influence cigarettes smoking among Secondary School students (N=620)

S/N	ITEMS	RESPONSES				Total	%
		Yes		No			
		F	%	f	%		
6.	Tobacco advertisement is on Our cartoon channel in our Television.	433	69.84	187	30.16	620	100
7.	There is a bill board with the display of tobacco advert around my school	399	64.35	221	35.65	620	100
8.	A tobacco firm which sponsored the cultural wee in my school advertised their tobacco products in the event	365	58.87	255	41.13	620	100
9.	I took part in the Christmas dancing sponsored by tobacco company in my community	240	38.71	380	61.29	620	100
10.	We display tobacco products in my Parents' bar and nightclubs	385	62.10	235	37.90	620	100
11.	Took part in St. Moritz Fashion &	399	64.35	221	35.65	620	100

style quarterly fashion show in my town						
12. I feature in Beson and Hedges Grab D Mic musical road in my Street	365	58.87	255	41.13	620	100
13. I won price in Buy One Get One Free, campaign organized recently by a tobacco company.	240	38.71	380	61.29	620	100
14. I hawk cigarette along with normal Food stuff and sachet water for my parents.	385	62.10	235	37.90	6220	100

The result in Table 2 shows that 433 (69.84%) of the total respondents agreed that Tobacco advertisement is on our cartoon channel in our television, while 187 (30.16%) do not. Also, 399 (64.35%) agreed that There is a bill board with the display of tobacco advert around my school, while 221 (35.65%) disagree. Also, 365 (58.87%) agreed that tobacco firm which sponsored the cultural week in my school advertised their tobacco products in the event; while 255 (41.13%) do not. Also, 240 (38.71%) agreed that I took part in the Christmas dancing sponsored by tobacco company in my community; while 380

(61.29%) do not. Again, 385 (62.10%) agreed that We display tobacco products in my parents' bar and nightclubs; while 235 (37.90%) do not. Also, 365 (**58.87%**) agreed that I took part in St. Moritz Fashion & style quarterly fashion show in my town; while 255 (41.13%) do not. Also, 240 (38.71%) agreed that I featured in Benson and Hedges Grab D Mic musical road in my street; while J * (61.29%) do not. Again, 385. (62.10%) agreed that I won price in *Buy One, Gei One Free*, campaign organized recently by a tobacco company; while 235 (**37.90%**) do not. Finally, 409 (65.97%) agreed that I hawk cigarette along with **normal** food stuff and sachet water for my parents, while 211 (34.03%) do not.

The result of the analysis, indicate that the percentage of agreement for **all** the five items are higher than 50. This result therefore signifies that Open advertisement of tobacco products influence cigarettes smoking among Secondary School students.

DISCUSSION OF FINDINGS

The result of the first research question of this study indicated that, ban on direct sales significantly influenced students' use of tobacco. The findings is in **line** with the view of Ifeanyi, Ebirim, Amadi, Abanobi and Hoh (2014) who indicated a prevalence of 15.3% forever smoked adolescents and 11.2% for current smokers. The mean age at cigarette smoking initiation was 14 years. Sixty-three percent had good knowledge of health problems associated with cigarette smoking. Lung cancer was the most reported associated health problem. Fifty-two (6.1%) indicated that they were initiated by their friends who offered them their first stick of cigarette. The major reason for smoking cigarette the first time was to be like their friends/role model and out of curiosity. Poor knowledge of health effects of smoking was statistically associated with cigarette smoking.

Knowledge of health problems associated with smoking proved to be the major reason for not smoking by never smoked adolescents, which means that awareness creation on health problems associated with cigarette smoking through health education in schools coupled with stiff legislative ban on sale of cigarette to adolescents will, to a reasonable extent, reduce the high prevalence of adolescent cigarette smoking. The authors noted that in Nigeria, there is no age restriction on buying cigarettes. People cigarette to anybody without batting an eyelid. It is interesting to note that most adults prefer to send children to buy cigarettes and alcohol for them. They reported a finding of a survey of smoking habits among secondary school children and medical students in Lagos, Nigeria. 40% of the boys and 8.4% of girls at secondary school, and 72.4% and 22.2% of women at medical school were found to smoke while the habit of smoking of the secondary school boys was influenced by the smoking habits of their parents and friends who usually send them to buy' cigarette when they want to smoke, the smoking habits of their secondary school girls and female medical students were mainly influenced by that of their senior friends. Oluwafemi (2008) also revealed that he tobacco firm took a number of block buster films, including the Matrix and Ocean's Eleven, around the country in a domed travelling the theater with 500 seats and a wide screen and called it the "Rothmans Experience. It Cinema Tour". Posters for the films were over laid with pictures of packets of Rothman sand free cigarettes were handed out to people buying tickets. Anti-smoking activists called the promotion" particularly outrageous". The tobacco firms are also accused of influencing members of the Nigerian parliament to keep tobacco sales largely unregulated. Unlike in South Africa, for instance, it is illegal and common in Nigeria for cigarettes to be sold individually which makes it easier for children to afford them. However, it is observed that Nigeria' has ban cigarette advertising on billboards and permits it on radio and television only after 10pm, but has done little to break the glamorization of smoking by local celebrities in films and adverts, or to prevent minors buying cigarettes. Balarabe (2014) also noted that cigarette smoking usually commences during early age and continues in to adult life and the Anti-Tobacco Law in Nigeria has taken this into consideration.

Finally the result of the analysis of research question two which investigated open advertisement and student use of tobacco revealed that open advertisement significantly influenced students 'use of tobacco. The finding of this study agrees with that of WHO (2002) who pointed out that Tobacco advertising, promotion, and sponsorship (TAPS) bans are effective and are increasingly being implemented in a number of venues and countries, yet the state of TAPS in air ports and their effect on airport smoking behaviour is unknown WHO (2002) also indicated that tobacco products were sold in 95% of all airports, with significantly more sales in Europe than the US. Also, advertisements appeared mostly in post-security areas; however, air ports with advertisements in pre-security area shad significantly more smokers observed outdoors than airports without advertisements in pre-security areas. The author maintained that tobacco branding appeared in designated smoking rooms as well as on non-tobacco products in duty free shop and that TAPS are widespread in airports in Europe and the US and might be associated without door smoking, though further research is needed to better understand any influence of the two. As smoke-free policies advance, they should include comprehensive TAPS bans that extend to airport facilities. WHO (2002) also observed that massive expenditure on TAPS is used to target enormous numbers of youths and lure them into tobacco use. It is therefore no surprise that, worldwide, 78%) of

student's aged 13-15 years report being exposed regularly to some form of TAPS. Among adults, this exposure figure is estimated to be around 31%).⁶ and the significant higher exposure to TAPS among teens testifies to the tobacco industry's targeting of young people.

Buka, Shenassa and Niaura (2003) also pointed out. that ban on advertisement of tobacco and use of tobacco has a linear relationship. Less advertisement equals less knowledge of product existing. This ultimately means less people interested. Majority of people the author maintained, follow trends in society. So if it is not popular it's less likely to catch on. But, it is also a bit contradictory since people spend so much money in non-tobacco advertisements. They might make it seem unappealing, but it is still making the product known. A lot of people find interest in taboo things. They also opined that money should be invested in safer tobacco alternatives. They suggested electronic cigarette which promotes no second hand smoke or cancer related illnesses. Centers for Disease Control and Prevention (2014) report shows that cutting advertisement might cut down on tobacco usage, but there will always be people who will still use it. Their report assert that watching television for twenty-four (24) hours may be void of tobacco advertisement, yet a lot of people still patronize tobacco smoking and they had hypothesized that if you grew up in a smoker family then that in itself is a smoking advertisement that will never go away.

Centers for Disease Control and Prevention (2014) also reported that despite pumping millions of money into anti-smoking campaigns, the number of smokers increase (and the cost for society as a whole as more people receive smoking-induced sicknesses.) Now the Swedish National Institute of Public Health wants to make it illegal for tobacco companies to advertise their products, in order to try to ensure that less people are drawn to it. Conversely, Atoyebi (2013) also posited that understanding the role of the factors associated with smoking initiation and cessation is very crucial in planning appropriate intervention for the control of cigarette smoking among the youths and there is need for more youth or oriented health education directed towards a proper attitude to tobacco control.

Obiora and Uzpchukwu (2015) also indicated as follows: prevalence of tobacco smoking in pregnancy was 4.5% (9/200). Over 90% of respondents admitted that cigarette smoking could harm both mother and unborn baby. In all, 79.5% (159/200) of respondent had seen or heard of advertisement for cigarette smoking as against 82.5% (165/200) that had seen or heard of anti-smoking advertisement ($P=0.04$, odds ratio= 1.2(95%) confidence intervals:0.74,2.00). The prevalence of cigarette smoking in pregnancy in Enugu, Nigeria was low, and there was high exposure to both pro-and anti-smoking smoking in pregnancy was limited. It was recommended that antenatal classes and anti-smoking advertisement should be scaled-up to include maternal and per-natal diseases/conditions associated with cigarette smoking.

CONCLUSION

Based on the result of the study the following conclusion were reach that ban on direct sales of cigarette to minor and ban and smoking in public places significantly influence student use of tobacco among secondary school students Calabar Education Zone of Cross River State, Nigeria.

RECOMMENDATIONS

Based on the finding of this study the following recommendations were made:

1. Vigorous public awareness campaign should be pursued by government to ban direct sale of cigarette to minors in secondary school.

Government should endeavour to ban open advertisement through which student access information on cigarette smoking and also increase the tax of cigarette company's by making strict legislation to enforce direct contact of cigarette sale to secondary school students.

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