

## ABSTRACT

A cross sectional descriptive study was carried out to explore the factors influencing tobacco consumption in Kayan urban area, Yangon division. Semi structured questionnaires and in depth interview were used to obtain necessary responses. Factors relating the tobacco use were found to be multi-factorial.

Regarding the practice of tobacco consumption, frequency of male current smokers (26.8%) was higher than that of females (2.7%). Among the betel chewers, males consumption (36.6%) was found to be more than females (2.7%). Thus, there was significant association between sex and tobacco use status. Peak of started-age for tobacco use was at the age of 20, (17%) among smokers and (10%) among betel chewers. due to peer pressure.

The commonest reason for smoking and betel chewing happened to be peer pressure, for smoking (about 40%) and for betel chewing (25%).

Regarding knowledge level on health effects of tobacco use and control measures, the respondents were found to have average level of knowledge. The high knowledge was found more in high educational level. Apart from that, there were statistically significant associations between sex, age group, income level and knowledge level on tobacco control law.

As regard to attitude on tobacco use and tobacco control law, majority 89% was within positive attitude level. It was also found that statistical association between attitude level and tobacco use status.

Findings from in depth interview revealed that poor knowledge on health effects of smokeless tobacco and easy accessibility to tobacco products became the barrier to tobacco control.

Current expenditure of tobacco consumption among the users ranged from 25 to 650 kyats a day for current smoker and 25 to 500 kyats a day for current betel chewer.

Out of all suggestions, one fourth of the respondents gave opinion towards stopping of tobacco production and sale to reduce tobacco consumption in community. Therefore, comprehensive tobacco control legislation including banning of sale to all forms of tobacco products should be carried out.