

Smoking Beliefs and Behavior Among Youth in Malaysia and Thailand

Carla M. Parkinson, BSc; David Hammond, PhD; Geoffrey T. Fong, PhD;
Ron Borland, PhD; Maizurah Omar, PhD; Buppha Sirirassamee, PhD;
Rahmat Awang, PhD; Pete Driezen, MSc; Mary Thompson, PhD

Objective: To characterize smoking beliefs among Thai and Malaysian youth and to examine associations with gender, antismoking media exposure, and smoking status. **Methods:** Nationally representative samples of youth completed self-administered questionnaires. **Results:** A substantial proportion of youth reported positive beliefs about smoking. Those reporting positive beliefs were more likely to be susceptible to smoking. Youth

who noticed antismoking media were less likely to report positive beliefs about smoking. **Conclusions:** As in Western countries, beliefs about smoking held by youth in Southeast Asia are associated with smoking status. Antismoking media may be an important means of targeting beliefs about smoking among youth.

Key words: smoking, beliefs, youth, Thailand, Malaysia

Am J Health Behav. 2009;33(4):366-375
