The objectives of this cross-sectional study were to find the smoking prevalence and the factors influenced to smoking behavior of male and female students in secondary school and male and female students in vocational school in Phuket Province. Data collection was done by self-administered anonymous questionnaires in March, 2008.

The results of this research showed that the overall prevalence of cigarette smoking were 6.8% and 4.1% of ex-smokers, 12.9% male current smokers and 2.2% female current smokers. The current smoking started their smoking at the age of 12-13 years old (57.1%), as the same as the ex-smokers (62.1%), the second, 14-15 years old (22.5%), respectively. The causes that made them smoke at the first time, were trying on (46.2%), the second, persuasion or attempted of friends (21.8%) and the third, imitation to friends (16.7%), respectively.

The factors influenced to smoking behavior (current smokers) had strongly statistical significant difference such as G.P.A (p<0.001) and altitude (p<0.001) for significantly difference was self-esteem (p<0.05) another for strongly significant relationship such as gender (p<0.001), class (p<0.001 and closed person whom smoking (p<0.001), for significantly relationship were type of learning (p<0.05), amount of cigarette shops where were near school (p<0.05) and self-esteem (p<0.05). The others independent variables were not significantly different or having relationship toward smoking behavior.

These results recommend that smoking cessation program and smoking prevention campaign need to set up initially in both secondary school and vocational school and continuously maintain these activities the authority and the police must restrict in tobacco control laws, particularly, not allow mini marts to locate near schools, sell cigarette or tobacco products. For further research, methodology should be designed with multiple logistic regression statistics to study the effect of related factors, finally, to inform this research to the authority of Phuket Education Service Area Office to use these finding results to do make useful policies for the students in the future.