

# Mexico – Culiacan 2011 (Ages 13-15)

## Global Youth Tobacco Survey (GYTS)

### FACT SHEET . . . . .



The Mexico-Culiacan GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, exposure to secondhand smoke (SHS), cessation, media and advertising, and school curriculum. These determinants are components Mexico-Culiacan could include in a comprehensive tobacco control program.

The Mexico-Culiacan GYTS was a school-based survey of students in 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> of Secondary and 1<sup>st</sup> of High School conducted in 2011.

A two-stage cluster sample design was used to produce representative data for Mexico-Culiacan. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. A total of 1,984 students participated in the Mexico-Culiacan GYTS of which 1,372 were ages 13 to 15 years. The overall response rate of all students surveyed was 86.7%.

### Prevalence

- 18.9% of students had ever smoked cigarettes (Boys = 25.3%, Girls = 13.2%)
- 12.3% currently use any tobacco product (Boys = 14.3%, Girls = 10.5%)
- 5.2% currently smoke cigarettes (Boys = 7.6%, Girls = 3.2%)
- 9.0% currently use other tobacco products (Boys = 9.9%, Girls = 8.2%)
- 18.5% of never smokers are likely to initiate smoking next year

### Knowledge and Attitudes

- 22.6% think boys and 11.3% think girls who smoke have more friends
- 9.4% think boys and 7.3% think girls who smoke look more attractive

### Access and Availability - Current Smokers

- 17.3% usually smoke at home
- 38.1% buy cigarettes in a store

### Exposure to Secondhand Smoke (SHS)

- 26.5% live in homes where others smoke in their presence
- 38.8% are around others who smoke in places outside their home
- 90.8% think smoking should be banned from public places
- 78.0% think smoke from others is harmful to them
- 21.3% have one or more parents who smoke
- 4.6% have most or all friends who smoke

### Cessation - Current Smokers

- 62.1% tried to stop smoking during the past year
- 75.8% have ever received help to stop smoking

### Media and Advertising

- 82.9% saw anti-smoking media messages, in the past 30 days
- 73.6% saw pro-cigarette ads on billboards, in the past 30 days
- 67.7% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 15.5% have an object with a cigarette brand logo
- 8.1% were offered free cigarettes by a tobacco company representative

### School

- 74.1% had been taught in class, during the past year, about the dangers of smoking
- 40.4% had discussed in class, during the past year, reasons why people their age smoke
- 67.5% had been taught in class, during the past year, the effects of tobacco use

### Highlights

- 12.3% of students currently use any form of tobacco; 5.2% currently smoke cigarettes and 9.0% currently use some other form of tobacco
- SHS exposure – More than one-quarter of the students live in homes where others smoke, and close to two in five students are exposed to smoke around others outside of the home; over one in five students has at least one parent who smokes
- Almost four in five students think smoke from others is harmful to them
- Nine in 10 students think smoking in public places should be banned
- 15.5% of students have an object with a cigarette brand logo on it
- More than four in five students saw anti-smoking media messages in the past 30 days; almost three-quarters saw pro-cigarette ads on billboards in the past 30 days, and two-thirds saw pro-cigarette ads in newspapers or magazines in the past 30 days