

# Mexico - Oaxaca 2011 (Ages 13-15)

## Global Youth Tobacco Survey (GYTS)

### FACT SHEET . . . . .



The Mexico-Oaxaca 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-Oaxaca could include in a comprehensive tobacco control program.

The Mexico-Oaxaca 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-Oaxaca. 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 1,867 students participated in the Mexico-Oaxaca GYTS of which 1,299 were ages 13 to 15 years. The overall response rate of all students surveyed was 80.1%.

### Prevalence

- 39.2% of students had ever smoked cigarettes (Boys = 40.8%, Girls = 37.9%)
- 17.9% currently use any tobacco product (Boys = 21.8%, Girls = 14.3%)
- 12.4% currently smoke cigarettes (Boys = 13.8%, Girls = 11.0%)
- 9.9% currently use other tobacco products (Boys = 13.2%, Girls = 6.9%)
- 26.7% of never smokers are likely to initiate smoking next year

### Knowledge and Attitudes

- 31.2% think boys and 21.2% think girls who smoke have more friends
- 12.7% think boys and 8.1% think girls who smoke look more attractive

### Access and Availability - Current Smokers

- 5.2% usually smoke at home
- 33.8% buy cigarettes in a store
- 59.7% who bought cigarettes in a store were NOT refused purchase because of their age

### Exposure to Secondhand Smoke (SHS)

- 18.8% live in homes where others smoke in their presence
- 39.6% are around others who smoke in places outside their home
- 89.8% think smoking should be banned from public places
- 80.4% think smoke from others is harmful to them
- 22.2% have one or more parents who smoke
- 10.5% have most or all friends who smoke

### Cessation - Current Smokers

- 47.6% want to stop smoking
- 50.1% tried to stop smoking during the past year
- 64.8% have ever received help to stop smoking

### Media and Advertising

- 84.3% saw anti-smoking media messages, in the past 30 days
- 72.2% saw pro-cigarette ads on billboards, in the past 30 days
- 62.4% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 14.4% have an object with a cigarette brand logo
- 7.9% were offered free cigarettes by a tobacco company representative

### School

- 75.7% had been taught in class, during the past year, about the dangers of smoking
- 45.9% had discussed in class, during the past year, reasons why people their age smoke
- 68.8% had been taught in class, during the past year, the effects of tobacco use

### Highlights

- 17.9% of students currently use any form of tobacco; 12.4% currently smoke cigarettes and 9.9% currently use some other form of tobacco
- SHS exposure – Nearly one in five students live in homes where others smoke, two in five students are exposed to smoke around others outside of the home; over one in five students have at least one parent who smokes
- Four in five students think smoke from others is harmful to them
- Nine in 10 students think smoking in public places should be banned
- Nearly half of the current smokers want to stop smoking.
- 14.4% of students have an object with a cigarette brand logo on it
- 84.3% of students saw anti-smoking media messages in the past 30 days; over seven in 10 saw pro-cigarette ads on billboards in the past 30 days, and more than six in 10 saw pro-cigarette ads in newspapers or magazines in the past 30 days