

Mexico - Veracruz 2011 (Ages 13-15)

Global Youth Tobacco Survey (GYTS)

FACT SHEET



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

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

A two-stage cluster sample design was used to produce representative data for Mexico-Veracruz. 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 1,683 students participated in the Mexico-Veracruz GYTS of which 1,131 were ages 13 to 15 years. The overall response rate of all students surveyed was 83.8%.

Prevalence

- 44.4% of students had ever smoked cigarettes (Boys = 42.5%, Girls = 46.0%)
- 19.2% currently use any tobacco product (Boys = 19.6%, Girls = 18.7%)
- 13.1% currently smoke cigarettes (Boys = 12.4%, Girls = 13.8%)
- 9.9% currently use other tobacco products (Boys = 11.1%, Girls = 8.5%)
- 26.8% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

- 33.4% think boys and 23.0% think girls who smoke have more friends
- 13.4% think boys and 9.7% think girls who smoke look more attractive

Access and Availability - Current Smokers

- 7.8% usually smoke at home
- 44.1% buy cigarettes in a store
- 59.3% who bought cigarettes in a store were NOT refused purchase because of their age

Exposure to Secondhand Smoke (SHS)

- 28.5% live in homes where others smoke in their presence
- 46.3% are around others who smoke in places outside their home
- 86.1% think smoking should be banned from public places
- 77.7% think smoke from others is harmful to them
- 31.8% have one or more parents who smoke
- 17.3% have most or all friends who smoke

Cessation - Current Smokers

- 42.1% want to stop smoking
- 56.3% tried to stop smoking during the past year
- 69.7% have ever received help to stop smoking

Media and Advertising

- 83.8% saw anti-smoking media messages, in the past 30 days
- 75.1% saw pro-cigarette ads on billboards, in the past 30 days
- 65.1% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 14.0% have an object with a cigarette brand logo
- 8.6% were offered free cigarettes by a tobacco company representative

School

- 70.5% had been taught in class, during the past year, about the dangers of smoking
- 42.3% had discussed in class, during the past year, reasons why people their age smoke
- 65.1% had been taught in class, during the past year, the effects of tobacco use

Highlights

- 19.2% of students currently use any form of tobacco; 13.1% currently smoke cigarettes and 9.9% currently use some other form of tobacco
- SHS exposure – Almost three in 10 of the students live in homes where others smoke, 46.3% of students are exposed to smoke around others outside of the home; almost one-third of the students have at least one parent who smokes
- Almost eight in 10 of the students think smoke from others is harmful to them
- 86.1% of students think smoking in public places should be banned
- Over two in five current smokers want to stop smoking
- 14.1% of students have an object with a cigarette brand logo on it
- Over four in five students saw anti-smoking media messages in the past 30 days; three-quarters saw pro-cigarette ads on billboards in the past 30 days, and almost two-thirds saw pro-cigarette ads in newspapers or magazines in the past 30 days