

# Mexico - Villa Hermosa (Ages 13-15)

## Global Youth Tobacco Survey (GYTS)

### FACT SHEET . . . . .



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

The Mexico-Villa Hermosa 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 2008.

A two-stage cluster sample design was used to produce representative data for Mexico-Villa Hermosa. 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. The school response rate was 100.0%, the class response rate was 93.9%, the student response rate was 82.9%, and the overall response rate was 77.8%. A total of 1,267 students aged 13-15 participated in the Mexico-Villa Hermosa GYTS.

### Prevalence

- 40.5% of students had ever smoked cigarettes (Boys = 44.4%, Girls = 36.8%)
- 20.3% currently use any tobacco product (Boys = 22.9%, Girls = 17.9%)
- 14.4% currently smoke cigarettes (Boys = 15.6%, Girls = 13.3%)
- 8.6% currently use other tobacco products (Boys = 10.5%, Girls = 6.8%)
- 23.4% of never smokers are likely to initiate smoking next year

### Knowledge and Attitudes

- 27.5% think boys and 17.5% think girls who smoke have more friends
- 14.5% think boys and 13.6% think girls who smoke look more attractive

### Access and Availability - Current Smokers

- 8.9% usually smoke at home
- 38.4% buy cigarettes in a store
- 51.6% who bought cigarettes in a store were NOT refused purchase because of their age

### Exposure to Secondhand Smoke (SHS)

- 27.3% live in homes where others smoke in their presence
- 45.6% are around others who smoke in places outside their home
- 89.4% think smoking should be banned from public places
- 78.0% think smoke from others is harmful to them
- 24.0% have one or more parents who smoke
- 11.4% have most or all friends who smoke

### Cessation - Current Smokers

- 70.4% want to stop smoking
- 63.5% tried to stop smoking during the past year
- 78.8% have ever received help to stop smoking

### Media and Advertising

- 88.5% saw anti-smoking media messages, in the past 30 days
- 77.9% saw pro-cigarette ads on billboards, in the past 30 days
- 74.1% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 12.8% have an object with a cigarette brand logo
- 10.3% were offered free cigarettes by a tobacco company representative

### School

- 73.5% had been taught in class, during the past year, about the dangers of smoking
- 43.3% had discussed in class, during the past year, reasons why people their age smoke
- 65.8% had been taught in class, during the past year, the effects of tobacco use

### Highlights

- One in 5 currently uses any form of tobacco; 14.4% of students currently smoke cigarettes; 8.6% students currently use some other form of tobacco.
- SHS exposure is moderate – more than one-quarter of students live in homes where others smoke, and over 4 in 10 students are exposed to smoke around others outside of the home; one-quarter of the students have at least one parent who smokes.
- More than three-quarters of students think smoke from others is harmful to them.
- Nine in 10 students think smoking in public places should be banned.
- Seven in 10 current smokers want to stop smoking.
- One in 8 students has an object with a cigarette brand logo on it.
- Almost 9 in 10 students saw anti-smoking media messages in the past 30 days; more than three-quarters of students saw pro-cigarette ads on billboards and in newspapers or magazines in the past 30 days.