

Mexico - Campeche (Ages 13-15)

Global Youth Tobacco Survey (GYTS)

FACT SHEET



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

The Mexico-Campeche GYTS was a school-based survey of students in 1st, 2nd, and 3rd of Secondary and 1st of High School conducted in 2008.

A two-stage cluster sample design was used to produce representative data for Mexico-Campeche. 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 100.0%, the student response rate was 84.5%, and the overall response rate was 84.5%. A total of 1,145 students aged 13-15 participated in the Mexico-Campeche GYTS.

Prevalence

43.1% of students had ever smoked cigarettes (Boys = 42.1%, Girls = 43.8%)
 18.6% currently use any tobacco product (Boys = 17.5%, Girls = 19.3%)
 12.3% currently smoke cigarettes (Boys = 11.4%, Girls = 12.8%)
 8.6% currently use other tobacco products (Boys = 7.9%, Girls = 9.1%)
 24.3% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

23.4% think boys and 13.6% think girls who smoke have more friends
 11.4% think boys and 8.1% think girls who smoke look more attractive

Access and Availability - Current Smokers

5.6% usually smoke at home
 35.4% buy cigarettes in a store
 72.9% who bought cigarettes in a store were NOT refused purchase because of their age

Exposure to Secondhand Smoke (SHS)

23.3% live in homes where others smoke in their presence
 43.6% are around others who smoke in places outside their home
 88.7% think smoking should be banned from public places
 80.1% think smoke from others is harmful to them
 28.3% have one or more parents who smoke
 15.1% have most or all friends who smoke

Cessation - Current Smokers

54.9% want to stop smoking
 58.1% tried to stop smoking during the past year
 71.9% have ever received help to stop smoking

Media and Advertising

87.5% saw anti-smoking media messages, in the past 30 days
 80.2% saw pro-cigarette ads on billboards, in the past 30 days
 71.9% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
 14.0% have an object with a cigarette brand logo
 10.6% were offered free cigarettes by a tobacco company representative

School

72.7% 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
 67.3% had been taught in class, during the past year, the effects of tobacco use

Highlights

- About 1 in 5 currently use any form of tobacco; 12.3% of students currently smoke cigarettes; 8.6% students currently use some other form of tobacco.
- SHS exposure is moderate – almost one-quarter of students live in homes where others smoke, and over 4 in 10 are exposed to smoke around others outside of the home; nearly 3 in 10 students have at least one parent who smokes.
- Eight in 10 students think smoke from others is harmful to them.
- Nearly 9 in 10 students think smoking in public places should be banned.
- More than half of current smokers want to stop smoking.
- Over 1 in 7 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; 8 in 10 students saw pro-cigarette ads on billboards and over 7 in 10 saw pro-tobacco ads in newspapers or magazines in the past 30 days.

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