

29 Anti-Cigarette Messages: Subnational Student Gender Highlights

Significant gender differences were found in 3 of the 21 GYTS subnational regions. Awareness of anti-tobacco messages in the media was significantly higher among boys than girls in 2 of the 21 GYTS subnational regions. Media channels include radio, billboards, posters, newspapers, magazines, movies, and dramas.

DIFFERENCE IN AWARENESS OF ANTI-CIGARETTE ADVERTISING BETWEEN BOYS AND GIRLS

Percentage of students age 13–15 who noticed anti-cigarette information in the media in the past 30 days 2003–10

