

If you are organizing an activity, or developing your own campaign materials, here are some facts and figures that you might want to use this year.

Overview

Over one billion people worldwide use tobacco.

Over 8 million people die from tobacco use or exposure to second-hand smoke every year.

Tobacco and nicotine industries must continuously find new customers to replace the ones that their products are killing to maintain revenue.

Nicotine products have gained popularity among children and adolescents in many countries.

Young people who use e-cigarettes are five times more likely to become regular cigarette smokers in the future.

E-cigarette use increases your risk of heart disease and lung disorders.

Nicotine in e-cigarettes is a highly addictive drug and can damage children's developing brains.

Smoking shisha is just as harmful as other forms of tobacco use.

Smokeless doesn't mean that it's harmless.

Smoking is expensive, and you pay for it with your looks and your health. It causes bad breath, yellow teeth, wrinkly skin, unhealthy lungs and a poor immune system.

Shisha smoke is toxic. It contains substances that cause cancer.

Chewing tobacco can cause mouth cancer, tooth loss, brown teeth, white patches and gum disease.

The tobacco and nicotine industries prey on the world's most vulnerable groups and threaten the future of the next generation.

Data from the Eastern Mediterranean Region

In some countries, smoking can reach 42% among boys and 31% among girls.

Young people whose parents are smokers are 50% more likely to become smokers too.

Promotional displays selling tobacco products make young people 50% more likely to become smokers.

Young people who are exposed to second-hand smoke in outdoor public places are more than twice as likely to become cigarette smokers.

Young people are three times more likely to smoke if they witness peers or teachers smoking at school, as it normalizes the behaviour.

Young people whose friends are smokers are up to 5.5 times more likely to become smokers.

Tactics of the tobacco and nicotine industries

Tobacco companies spent over 8 billion in marketing and advertising and the world lost 8 million lives from causes related to tobacco use and exposure to second-hand smoke.

The tobacco and nicotine industries use these tactics to target children and adolescents.

Over 15 000 flavours, most of which attract children and adolescents.

Social media influencers and marketing.

Sponsored events and parties.

School scholarships.

Sleek, sexy designs.

Product placement in entertainment media.

Free product samples.

Single stick cigarettes make addiction more affordable.

Selling products at eye level for children.

Product placement and advertising near schools.

We encourage everyone to become educated, spread awareness and create a tobacco-free generation.

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