

The tobacco industry targets women, and exploits children. They employ concepts and images that appeal to women, portraying the use of tobacco as glamorous or relating to equality, women's rights or success, and product design that attracts female tobacco users. They also use online platforms, including social media, to reach women and influence their perceptions about the social acceptability of smoking.

Tobacco farming impacts both women and children. About 7 in 10 tobacco farm workers are women, and around 1.3 million children aged 14 and under are exploited through tobacco farming in the 12 major tobacco growing countries. Women and children are in danger because of growing and producing tobacco, which often involves hazardous chemicals. Child labour is critical for the tobacco industry, and they rely heavily on children, meaning many of them miss out on school because they are working in tobacco fields.

Women and children are at risk of dying from secondhand tobacco smoke. Almost 900 000 people die from exposure to secondhand smoke every year, and about half of the world's children and women are regularly exposed to secondhand smoke.

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