

"If younger adults turn away from smoking, the industry will decline, just as a population which does not give birth will eventually dwindle."
RJ Reynolds researcher, 1984

The overwhelming majority of smokers begin tobacco use before they reach adulthood. Among those young people who smoke, nearly one-quarter smoked their first cigarette before they reached the age of ten.

Several factors increase the risk of youth smoking. These include tobacco industry advertising and promotion, easy access to tobacco products, and low prices. Peer pressure plays an important role through friends' and siblings' smoking. Other risk factors associated with youth smoking include having a lower self-image than peers, and perceiving that tobacco use is normal or "cool". Many studies show that parental smoking is associated with higher youth smoking.

While the most serious effects of tobacco use normally occur after decades of smoking, there are also immediate negative health effects for young smokers. Most teenage smokers are already addicted while in adolescence. The younger a person begins to smoke, the greater the risk of eventually contracting smoking-caused diseases such as cancer or heart disease.

The highest youth smoking rates can be found in Central and Eastern Europe, sections of India, and some of the Western Pacific islands.

Fewer than 5% of young people in Bahamas, Barbados, Costa Rica, Indonesia, Malawi, Montserrat, Poland, Russia, Singapore, Ukraine and Venezuela think girls who smoke look more attractive.

Over 40% of young people in Fiji, Ghana, Malawi, Nigeria, South Africa, Sri Lanka and Zimbabwe think boys who smoke have more friends.

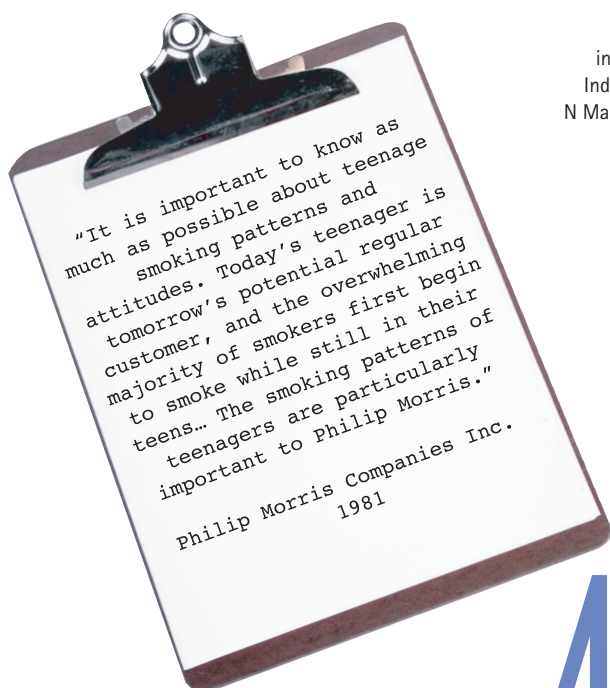
50%

of young people who continue to smoke will die from smoking



Early smokers

Over 30% of children smoked their first whole cigarette before age 10 in Ghana, Grenada, Guyana, India, Jamaica, Palau, Poland, N Mariana Islands and St Lucia.



"It is important to know as much as possible about teenage attitudes. Today's teenager is tomorrow's potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens... The smoking patterns of teenagers are particularly important to Philip Morris Inc."
Philip Morris Companies Inc.
1981

40%

of children worldwide are exposed to passive smoking at home

BOYS

