

# CAMPAIGN For TOBACCO-FREE Kids®

## SMOKING AND KIDS

- Each day, more than 3,000 kids become regular smokers.<sup>1</sup> That's more than one million kids a year. Roughly one-third of them will eventually die from a tobacco-related disease.<sup>2</sup>
- Almost 90 percent of adult smokers began at or before age 18.<sup>3</sup>
- 86 percent of children who smoke prefer Marlboro, Camel, and Newport – the three most heavily advertised brands – compared to only about one-third of adult smokers. Between 1989 and 1993, when advertising for the new Joe Camel campaign jumped from \$27 million to \$43 million, Camel's share among youth increased by more than 50 percent, while its adult market share did not change at all.<sup>4</sup>
- According to the University of Michigan's Monitoring the Future Study, smoking among high school seniors reached a 19-year high in 1997, climbing to 36.5 percent. Smoking among high school seniors has since dropped slightly, to 34.6 percent in 1999.<sup>5</sup>
- A study published in the *Journal of the National Cancer Institute* found that teens are more likely to be influenced to smoke by cigarette advertising than they are by peer pressure.<sup>6</sup>
- Cigarettes kill more than 400,000 Americans every year. This figure represents more deaths than from AIDS, alcohol, car accidents, murders, suicides, drugs and fires -- combined.<sup>7</sup>
- The cigarette companies spent over \$5.5 billion in 1997 on advertising and promotion campaigns<sup>8</sup> – more than \$15.5 million every day. Spending dropped from \$6 billion in 1993, but expenditures for marketing to attract kids remained steady. The reduction is attributed to a dramatic decline in coupons and other discounts.
- The U.S. Centers for Disease Control and Prevention reports smoking rates for students in grades 9-12 increased from 27.5 percent in 1991 to 36.4 percent in 1997. The same study shows smoking rates for African-American male students doubled during that time, from 14.1 percent to 28.2 percent.<sup>9</sup>
- The cigar fad has reached kids. In 1997, 31.2 percent of boys and 10.8 percent of girls in grades 9-12 reported having smoked a cigar at least once in the last 30 days.<sup>10</sup>

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<sup>1</sup> U.S. Centers for Disease Control and Prevention (CDC), "Incidence of Initiation of Cigarette Smoking – United States 1965 – 1996," *Morbidity and Mortality Weekly Report (MMWR)*, 9 October 1998, Vol. 47, No. 39. See also, Pierce, J.P., et al., "Trends in Cigarette Smoking in the United States: Projections to the Year 2000," *Journal of the American Medical Association*, Vol. 261, No. 1, 1989.

<sup>2</sup> CDC, "Projected Smoking-Related Deaths Among Youth-United States," *MMWR*, 8 November 1996, Vol. 45, No. 44.

<sup>3</sup> *Preventing Tobacco Use Among Young People: A Report of the Surgeon General*, U.S. Department of Health and Human Services, 1994.

<sup>4</sup> CDC, "Changes in the Cigarette Brand Preference of Adolescent Smokers, U.S., 1989-1993," *MMWR*, 19 August 1994, Vol. 43, No. 32.

<sup>5</sup> University of Michigan, Institute for Social Research, *Monitoring the Future Study*, 1999.

<sup>6</sup> "Influence of Tobacco Marketing and Exposure to Smokers on Adolescent Susceptibility to Smoking," *Journal of the National Cancer Institute*, October 1995.

<sup>7</sup> *Growing Up Tobacco Free: Preventing Nicotine Addiction in Children and Youths*, Lynch, B., and Bonnie, R., editors, Institute of Medicine, 1994.

<sup>8</sup> U.S. Federal Trade Commission, "Federal Trade Commission Report to Congress for 1997, Pursuant to the Federal Cigarette Labeling and Advertising Act," 1999.

<sup>9</sup> CDC, "Tobacco Use Among High School Students – United States, 1997," *MMWR*, 3 April 1998, Vol. 47, No. 12.

<sup>10</sup> *Ibid.*