



SMOKING AND KIDS

- Each day, about 1,900 kids in the United States try their first cigarette; and another 250 additional kids under 18 years of age become new regular, daily smokers. That's more than 90,000 new underage daily smokers in this country each year.¹
- The addiction rate for smoking is higher than the addiction rates for marijuana, alcohol, or cocaine; and symptoms of serious nicotine addiction often occur only weeks or even just days after youth "experimentation" with smoking first begins.² Because adolescence is a critical period of growth and development, exposure to nicotine may have lasting, adverse consequences on brain development.³
- Ninety percent of adult smokers begin while in their teens, or earlier; and two-thirds become regular, daily smokers before they reach the age of 19.⁴
- 9.7 percent of high school students are current smokers by the time they leave high school.⁵
- 5.8 percent of all high school students (grades 9–12) are current smokers.⁶ White high school students have the highest smoking rate (9.9%), followed by Hispanics (7.2%) and African Americans (3.2%).⁷
- If current smoking rates persist, 5.6 million children alive today will die prematurely from smoking.⁸
- Roughly one-third of all youth smokers will eventually die prematurely from smoking-caused disease.⁹
- Smoking can seriously harm kids while they are still young. Aside from the immediate bad breath, irritated eyes and throat and increased heartbeat and blood pressure, short-term harms from youth smoking include respiratory problems, reduced immune function, increased illness, tooth decay, gum disease and pre-cancerous gene mutations.¹⁰
- The tobacco companies spend \$9.4 billion each year to promote their deadly products—nearly \$26 million every day—and much of that marketing directly reaches and influences kids.¹¹
- Kids are more susceptible to cigarette advertising and marketing than adults.¹² 81.3 percent of youth smokers (12–17) prefer Marlboro, Newport and Camel (the three most heavily advertised brands), while only 62 percent of smokers 26 or older prefer these brands.¹³ For example, between 1989 and 1993, spending on the Joe Camel ad campaign jumped from \$27 million to \$43 million, which prompted a 50 percent increase in Camel's share of the youth market but had no impact at all on its adult market share.¹⁴ Additionally, a survey conducted in March 2012 showed that kids were significantly more likely than adults to recall tobacco advertising. While only 25 percent of all adults recalled seeing a tobacco ad in the two weeks prior to the survey, 45 percent of kids aged 12 to 17 reported seeing tobacco ads.¹⁵
- A *Journal of the National Cancer Institute* study found that teens were more likely to be influenced to smoke by cigarette marketing than by peer pressure.¹⁶ Similarly, a *Journal of the American Medical Association* study found that as much as one-third of underage experimentation with smoking was attributable to tobacco company marketing efforts.¹⁷ In 2014, the U.S. Surgeon General reported that "tobacco industry advertising and promotion cause youth and young adults to start smoking, and nicotine addiction keeps people smoking past those ages."¹⁸

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More information on kids and tobacco use is available at
<https://www.tobaccofreekids.org/fact-sheets/tobaccos-toll-health-harms-and-cost/tobacco-and-kids>.

- 1 Substance Abuse and Mental Health Services Administration (SAMHSA), HHS, *Results from the 2018 National Survey on Drug Use and Health, NSDUH: Detailed Tables*, 2018.
- 2 U.S. Centers for Disease Control and Prevention (CDC), "Symptoms of Substance Dependence Associated with Use of Cigarettes, Alcohol, and Illicit Drugs—United States 1991-1992," *Morbidity and Mortality Weekly Report (MMWR)* 44(44):830-831,837-839, November 10, 1995, <http://www.cdc.gov/mmwr/preview/mmwrhtml/00039501.htm>. DiFranza, JR, et al., "Initial Symptoms of Nicotine Dependence in Adolescents," *Tobacco Control* 9:313-19, September 2000. Campaign for Tobacco-Free Kids (TFK) factsheet, *The Path to Smoking Addiction Starts at Very Young Ages*, <http://tobaccofreekids.org/research/factsheets/pdf/0127.pdf>.
- 3 U.S. Department of Health and Human Services (HHS), *The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General*, 2014, <http://www.surgeongeneral.gov/library/reports/50-years-of-progress/>. See also, HHS, *Preventing Tobacco Use Among Youth and Young Adults, A Report of the Surgeon General*, 2012, <http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/index.html>.
- 4 SAMHSA. Center for Behavioral Health Statistics and Quality. National Survey on Drug Use and Health (NSDUH), 2014. ICPSR36361-v1. Ann Arbor, MI: Inter-university Consortium for Political and Social Research [distributor], 2016-03-22. <http://doi.org/10.3886/ICPSR36361.v1>.; See also, HHS, *Preventing Tobacco Use Among Youth and Young Adults, A Report of the Surgeon General*, 2012. HHS, *Youth and Tobacco: Preventing Tobacco Use among Young People: A Report of the Surgeon General*, 1994, http://profiles.nlm.nih.gov/NN/B/C/FT/_/nnbcft.pdf (pg 49).
- 5 University of Michigan, Monitoring the Future Study, 2017, <http://monitoringthefuture.org/data/17data/17drtbl3.pdf>.
- 6 FDA, "Trump Administration Combating Epidemic of Youth E-Cigarette Use with Plan to Clear Market of Unauthorized, Non-Tobacco-Flavored E-Cigarette Products," September 11, 2019, https://www.fda.gov/news-events/press-announcements/trump-administration-combating-epidemic-youth-e-cigarette-use-plan-clear-market-unauthorized-non?utm_source=CTPEblast&utm_medium=email&utm_term=stratout&utm_content=pressrelease&utm_campaign=ctp-vaping. Current use defined as any use in the past month. The 2018 NYTS found that 8.1% of high school students smoked. The 2017 National Youth Risk Behavior Survey, using a different methodology than the NYTS, found that 8.8% of U.S. high school kids smoke.
- 7 CDC, "Tobacco Product Use Among Middle and High School Students—United States, 2011-2018," *MMWR*, 68, February 12, 2019, <https://www.cdc.gov/mmwr/volumes/68/wr/pdfs/mm6806e1-H.pdf>.
- 8 HHS, *The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General*, 2014, <http://www.surgeongeneral.gov/library/reports/50-years-of-progress/>.
- 9 CDC, "Projected Smoking-Related Deaths Among Youth-United States," *MMWR* 45(44):971-974, November 8, 1996, <http://www.cdc.gov/mmwr/PDF/wk/mm4544.pdf>.
- 10 HHS, *Preventing Tobacco Use Among Young People: A Report of the Surgeon General*, 1994, http://profiles.nlm.nih.gov/NN/B/C/FT/_/nnbcft.pdf. See also, HHS, *Preventing Tobacco Use Among Youth and Young Adults, A Report of the Surgeon General*, 2012, <http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/index.html>. TFK factsheet, *Smoking's Immediate Effects on the Body*, <http://www.tobaccofreekids.org/research/factsheets/pdf/0264.pdf>.
- 11 U.S. Federal Trade Commission (FTC), *Cigarette Report for 2017*, 2019, https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2017-federal-trade-commission-smokeless-tobacco-report/ftc_cigarette_report_2017.pdf [data for top 5 manufacturers only].; FTC, *Smokeless Tobacco Report for 2017*, 2019, https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2017-federal-trade-commission-smokeless-tobacco-report/ftc_smokeless_tobacco_report_2017.pdf. [Data for top 5 manufacturers only].
- 12 Pollay, R, et al., "The Last Straw? Cigarette Advertising and Realized Market Shares Among Youths and Adults," *Journal of Marketing* 60(2):1-16, April 1996.
- 13 SAMHSA's public online data analysis system (PDAS), National Survey on Drug Use and Health, 2015. http://pdas.samhsa.gov/#/survey/NSDUH-2015-DS0001/crosstab/?row=CIG30BR2&column=CATAG2&weight=ANALWT_C&results_received=true. Another survey, the 2016 NYTS, found that 78.7% of high school students prefer these three brands. CDC, "Cigarette Brand Preference and Pro-Tobacco Advertising Among Middle and High School Students—United States, 2012-2016," *MMWR*, 67(4): 119-124, February 2, 2018, <https://www.cdc.gov/mmwr/volumes/67/wr/pdfs/mm6704a3-H.pdf>.
- 14 CDC, "Changes in the Cigarette Brand Preference of Adolescent Smokers, U.S. 1989-1993," *MMWR* 43(32):577-581, August, 1994, <http://www.cdc.gov/mmwr/preview/mmwrhtml/00032326.htm>.
- 15 National telephone survey of 536 teens aged 12-17 conducted March 14-20, 2012 and 1,004 adults conducted March 14-20, 2012 by International Communications Research and has a margin of error of plus or minus 4.2 percentage points for the teen survey and 3.1 percentage points for the adult survey.
- 16 Evans, N, et al., "Influence of Tobacco Marketing and Exposure to Smokers on Adolescent Susceptibility to Smoking," *Journal of the National Cancer Institute*, October 1995.
- 17 Pierce JP, et al., "Tobacco Industry Promotion of Cigarettes and Adolescent Smoking," *Journal of the American Medical Association* 279(7):511-505, February 1998 [with erratum in *JAMA* 280(5):422, August 1998].
- 18 HHS, *The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General*, 2014, <http://www.surgeongeneral.gov/library/reports/50-years-of-progress/>.