



## SMOKING AND KIDS

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- Each day, nearly 4,000 kids in the United States try their first cigarette and an additional 1,000 kids under 18 years of age become new regular, daily smokers. That's nearly 400,000 new underage daily smokers in this country each year.<sup>1</sup>
- 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.<sup>2</sup>
- Nearly 90 percent of all adult smokers begin while in their teens, or earlier, and two-thirds become regular, daily smokers before they reach the age of 19.<sup>3</sup>
- 18.7 percent of high school students are current smokers by the time they leave high school.<sup>4</sup>
- 19.5 percent of all high school students (9-12 grades) are current smokers, including 19.1 percent of females and 19.8 percent of males. White high school students have the highest smoking rate (22.5 percent) compared to Hispanics (18.0 percent), and African-Americans (9.5 percent).<sup>5</sup>
- Roughly one-third of all youth smokers will eventually die prematurely from smoking-caused disease.<sup>6</sup>
- Smoking can also seriously harm kids while they are still young. Besides the immediate bad breath, irritated eyes and throat, and increased heartbeat and blood pressure, near-term harms from youth smoking include respiratory problems, reduced immune function, increased illness, tooth decay, gum disease, and pre-cancerous gene mutations.<sup>7</sup>
- Smoking during youth is also associated with an increased likelihood of using illegal drugs.<sup>8</sup>
- The tobacco companies spend \$10.5 billion each year to promote their deadly products – that's nearly \$29 million spent every day to market cigarettes, and much of that marketing directly reaches and influences kids.<sup>9</sup>
- Kids are more susceptible to cigarette advertising and marketing than adults.<sup>10</sup> 81.3 percent of youth smokers (12-17) prefer Marlboro, Camel, and Newport, three heavily advertised brands, while only 54.1 percent of smokers over age 26 prefer these brands.<sup>11</sup> 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.<sup>12</sup> Additionally, a survey released in March 2008 showed that kids were almost twice as likely as adults to recall tobacco advertising.<sup>13</sup>
- 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.<sup>14</sup> Similarly, a *Journal of the American Medical Association* study found that as much as a third of underage experimentation with smoking was attributable to tobacco company marketing efforts.<sup>15</sup>

*Campaign for Tobacco-Free Kids, January 3, 2012 / Meg Riordan*

For more information on kids' tobacco use and harms, see  
[http://www.tobaccofreekids.org/facts\\_issues/fact\\_sheets/toll/tobacco\\_kids/](http://www.tobaccofreekids.org/facts_issues/fact_sheets/toll/tobacco_kids/).

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<sup>1</sup> Substance Abuse and Mental Health Services Administration (SAMHSA), HHS, *Results from the 2010 National Survey on Drug Use and Health, NSDUH: Summary of National Findings*, 2011.  
<http://oas.samhsa.gov/NSDUH/2k10NSDUH/tabs/Sect4peTabs10to11.pdf>

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- <sup>2</sup> 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>.
- <sup>3</sup> SAMHSA, HHS, Calculated based on data in 2009 National Household Survey on Drug Use and Health, <http://www.oas.samhsa.gov/nsduh.htm>. See also, HHS, *Youth and Tobacco: Preventing Tobacco Use among Young People: A Report of the Surgeon General*, 1995, [http://sgreports.nlm.nih.gov/NN/B/C/L/Q/\\_/nnbclq.pdf](http://sgreports.nlm.nih.gov/NN/B/C/L/Q/_/nnbclq.pdf) (pg 49).
- <sup>4</sup> Johnston, LD, et al., *Monitoring the Future national survey results on drug use, 1975-2011. Volume I: Secondary school students*, National Institute on Drug Abuse, 2011, <http://www.monitoringthefuture.org/data/11data/pr11cig1.pdf>.
- <sup>5</sup> CDC, "Youth Risk Behavior Surveillance, United States, 2009," *MMWR* 59(SS-5), June 4, 2010 <http://www.cdc.gov/mmwr/PDF/ss/ss5905.pdf>. Using a different survey methodology, the 2006 Youth Tobacco Survey (YTS) found a 19.7% high school smoking rate (18.4% for girls, 21.2% for boys), but the results from the YRBS and YTS cannot be compared because they use different methodologies. Current smoker defined as having smoked in the past month. YRBS is done in odd-numbered years, YTS in even.
- <sup>6</sup> 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>
- <sup>7</sup> See TFK factsheet, *Smoking's Immediate Effects on the Body*, <http://www.tobaccofreekids.org/research/factsheets/pdf/0264.pdf>.
- <sup>8</sup> See TFK factsheet *Smoking and Other Drug Use*, <http://www.tobaccofreekids.org/research/factsheets/pdf/0106.pdf>.
- <sup>9</sup> U.S. Federal Trade Commission (FTC), *Cigarette Report for 2007 and 2008*, 2011, <http://www.ftc.gov/os/2011/07/110729cigarettereport.pdf>. See also, FTC, *Smokeless Tobacco Report for 2007 and 2008*, 2011. <http://www.ftc.gov/os/2011/07/110729smokelesstobaccoreport.pdf>. Data for top 5 manufacturers only.
- <sup>10</sup> 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.
- <sup>11</sup> Substance Abuse and Mental Health Services Administration, (SAMHSA), HHS, *Results from the 2005 National Survey on Drug Use and Health, NSDUH: Detailed Tables*, <http://www.oas.samhsa.gov/nsduh/2k5nsduh/tabs/Sect7peTabs58to67.pdf>
- <sup>12</sup> 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>.
- <sup>13</sup> National telephone survey of 507 teens aged 12-17 and 1,008 adults was conducted March 5-10, 2008, by International Communications Research and has a margin of error of plus or minus 4.4 percentage points for the teen survey and 3.1 percentage points for the adult survey.
- <sup>14</sup> 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.
- <sup>15</sup> 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].