WORLD NO TOBACCO DAY 2024

FACT SHEET

Theme: Protecting Children from Tobacco Industry Interference
WORLD NO TOBACCO DAY

Theme: Protecting Children from Tobacco Industry Interference - Nigeria

The tobacco industry is actively focusing on children and youth to cultivate a new generation of customers. This is highly concerning as about 8.7 million people die from tobacco use worldwide each year, with 7.7 million from direct smoking and 1.3 million from second-hand smoke. Studies reveal that most smokers start before age 18. However, over 748,800 people aged 15 and above use tobacco daily, and more than 25,000 children between 10 and 14 are also daily tobacco users in Nigeria. This fact sheet presents estimates of children and youth tobacco use in Nigeria, tobacco industry tactics for targeting Nigerian Children and youth, and policy suggestions to prevent it.

Prevalence Of Tobacco Consumption In Nigeria Among Children Age (13-15) years

Daily Use of Tobacco Products Amongst Children

- **Cigarette**
  - Boys: 15.2%
  - Girls: 11.1%

- **Smokeless Tobacco**
  - Boys: 10.6%
  - Girls: 5.8%

- **Total**
  - Boys: 3.5%
  - Girls: 2.7%

Second-hand Smoke Exposure

Nearly half of all children are exposed to tobacco smoke in public places, and annually 65,000 children die from diseases linked to second-hand smoke exposure (WHO, 2023).

Tobacco Farming Amongst Women and Children

An estimated 1.3 million children from poor households, who often miss school to support their families’ tobacco farming practices, are joined by women, who are typically the primary tobacco farm laborers (WHO, 2023). Consequently, women face heightened exposure to the health hazards associated with handling green tobacco leaves and heavy chemicals, as well as tobacco smoke during the curing process.
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TOBACCO INDUSTRY INTERFERENCE: Tactis and Strategies Employed by Tobacco Industry in Nigeria

"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." - Philip Morris

Dangers of Tobacco use/ and Effects of exposure to tobacco smoke

1. Nicotine addiction
2. Development of cardiovascular disease (CVD): In 2019, CVD accounted for 10% of all deaths
3. Respiratory diseases (reduced lung function and growth, lung cancer and chronic obstructive pulmonary disease)
4. Wheezing, asthma, bronchitis and nocturnal cough
5. Ottis media
6. Infant death Syndrome

Economic Cost of Tobacco in Nigeria

Direct and indirect cost of smoking are estimated to have cost N526.4 billion in 2019 ($1.7 billion) which is nearly one-tenth of public funding for healthcare in Nigeria.

Ways to Reduce Consumption of Tobacco on Children in Nigeria

Using the MPOWER Framework

USD 432.2 b
NIGERIA'S GDP

The Economic Burden of Tobacco Consumption was $9.45 billion which accounted for 2.8% of Total GDP in the country (2013-2020)

nigeria.tobaccocontroldata.org
The tobacco industry is aggressively targeting children and youth to recruit a new generation of consumers. This fact sheet presents estimates of youth tobacco use in Zambia, tobacco industry tactics for targeting Zambian youth, and policy suggestions to prevent it. Worldwide, tobacco use is the leading cause of preventable deaths and a major risk factor for diseases such as cancer and heart disease. Annually, 8.7 million deaths are attributed to cigarettes, including 1.3 million from second-hand smoke. Many smokers start before age 18. In Zambia, tobacco use kills over 7,100 Zambians annually (UNDP, 2020).

Prevalence Of Tobacco Consumption In Zambia Among Children Age (13-15)

Tobacco Farming Amongst Children in Zambia

The WHO ranks Zambia among Africa's top five tobacco leaf producers, contributing 9.7% of the continent's total production in 2012. In 2019, Zambia produced 153,839 metric tonnes of tobacco on 88,482 hectares of prime agricultural land, potentially usable for food cultivation (Tobacco Atlas, 2019). However, a 2017 report by the American Cancer Society revealed that 23% of children were involved in tobacco farming, with 30% of these children out of school (WHO, 2019). Additionally, a tobacco industry-funded study reported that over 6,000 children work on tobacco farms, performing tasks like lifting heavy loads and working excessively long hours.
Adolescents exposed to smoking parents, smoking friends, or people smoking in public places were more likely to have intentions to smoke cigarettes.

In Zambia, 14% of pregnant women are frequently or always exposed to second-hand smoke at home and in public places (Kumwenda et al., 2013).

13% of Children aged under the age of five in Zambia are frequently or always exposed to second-hand smoke (Mawule, 2006), having a 10% higher risk of death.

In Zambia, households that smoke tobacco generally experience lower standards of living compared to those that do not engage in smoking (Chelwa and van Walbeek, 2014).

Tobacco use imposes an annual economic burden of approximately ZMW 2.8 billion (US$ 165 million) on the Zambian economy, this expenditure represents around 1.2% of Zambia’s annual GDP (UNDP, 2019).

Direct costs accounts for (ZMW 184 million) and indirect costs (ZMW 2.7 billion) (UNDR2019).

Flavours that attract users to smokeless tobacco, shisha, and e-cigarettes.

Advertising and positioning products in movies, music videos, games, television, and social media platforms, as well as marketing spaces for children's gadgets and food items.

Promoting tobacco products and handing out free samples at well-attended events.

Placement of brand logos on merchandise.

Rebranding products to give users the impression that they pose less or reduced risk.

Putting tobacco products in plain sight at stores and kiosks near schools.

"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." - Philip Morris

Dangers of Tobacco use/ and Effects of exposure to tobacco smoke
1. Nicotine addiction
2. Development of cardiovascular disease (CVD)- In 2019, CVD accounted for 10% of all deaths
4. Wheezing, asthma, bronchitis and nocturnal cough
5. Otitis media
6. Sudden infant death Syndrome

Ways to Reduce Consumption of Tobacco on Children in Nigeria

Using the MPOWER Framework

Monitor - Monitor the prevalence of tobacco advertising and marketing near playgrounds.

Protect - Protect children from tobacco smoke - reduce access to tobacco in public places and workplaces.

Offer - Offer help to quit tobacco - treatment, policies to reduce tobacco supply, and providers of health systems and communities.

Assess - Assess the impact of tobacco control interventions - monitoring and evaluation, which is effective in reducing tobacco use among the young and the poor who are most vulnerable.

Enforce - Enforce laws on tobacco control by increasing tobacco taxation, which is effective in discouraging young people from smoking.

Support - Support tobacco dependence treatment - counseling and treatment, which is effective in reducing tobacco use among the young and the poor who are most vulnerable.

Adapt - Adapt the pending tobacco control legislation.
Worldwide, tobacco use is the leading cause of preventable death and a major risk factor for noncommunicable diseases such as chronic respiratory diseases, cancer, diabetes and heart disease. According to a World Bank report, the tobacco industry frequently targets young people in low-income countries with its advertisements. In Congo, more than 324,000 children use tobacco every day. These statistics highlight the urgent need for policies to protect young people from tobacco industry tactics and reduce tobacco-related mortality and morbidity.

Prevalence of tobacco consumption in the Democratic Republic of Congo (DRC) among children (13-15 years old)

Daily tobacco consumption among children in the DRC

<table>
<thead>
<tr>
<th>Tobacco Product</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fille</td>
<td>33.6%</td>
</tr>
<tr>
<td>Garçon</td>
<td>28.9%</td>
</tr>
</tbody>
</table>

Exposure to second-hand smoke

- Nearly half of children regularly breathe air polluted by tobacco smoke in public places, and 65,000 die each year from diseases attributable to passive smoking.

Culture du tabac

- Globally, an estimated 3.5 million hectares of land are used for tobacco cultivation each year.
- An estimated 1.3 million children from poor households often miss school to support their family’s tobacco growing practices.
- These tasks include mixing and applying pesticides, harvesting tobacco leaves by hand and tying them to sticks for drying, and sorting and classifying dried tobacco, exposing children to both harmful chemicals and nicotine.
- In 2019, 3,387 tonnes of tobacco were produced in the Democratic Republic of Congo on 6,873 hectares of quality agricultural land that could have been used to grow food.
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TOBACCO INDUSTRY INTERFERENCE:
Other strategies used by the tobacco industry to attract young people

Adding flavors to smokeless tobacco, shisha and electronic cigarettes
Promoting tobacco products and distributing free samples during events
Making tobacco products visible to all in stores and kiosks near schools
Rebranding products to make users feel like they are lower or lower risk
Placement of brand logos on merchandise

“Today’s teenager is tomorrow’s potential regular customer, and the vast majority of smokers start smoking during their teenage years. Furthermore, the ten years following adolescence constitute the period during which the average daily consumption per smoker increases to reach the average adult level.”

Dangers of smoking / effects of exposure to tobacco smoke

Ways to reduce tobacco use among children and youth

Using the “MPower” framework

Evolution of tobacco control legislation in the DRC

Benefits of protecting children from smoking.