



WORLD NO TOBACCO DAY 2024

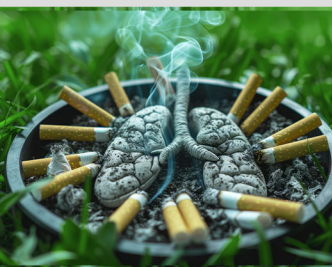
FACT SHEET

Theme: Protecting Children from Tobacco Industry Interference



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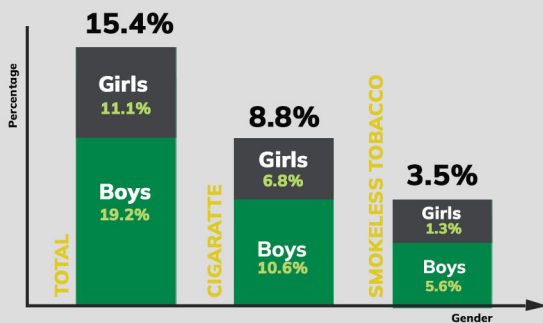
Theme: Protecting Children from Tobacco Industry Interference - Nigeria



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

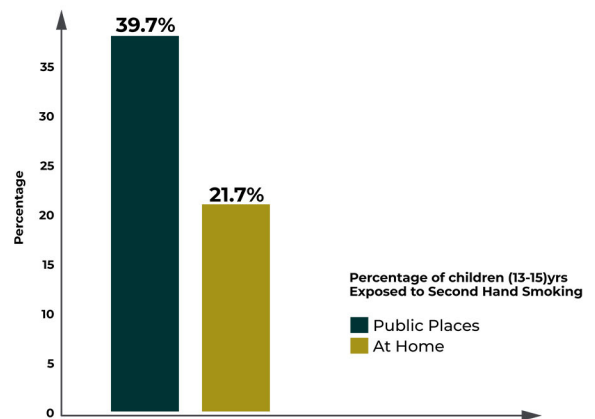


Source: Global Youth Tobacco Survey (2008)

Second-hand Smoke Exposure



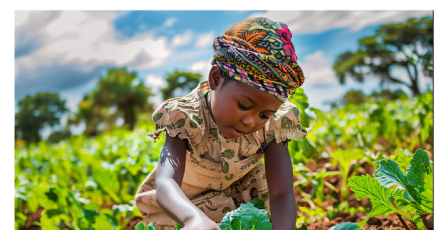
Nearly half of all children are exposed to tobacco smoke in public places, and annually, **65,000** children die from diseases linked to second-hand smoke exposure (WHO, 2023).



Source: Global Youth Tobacco Survey (2008)

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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Theme: Protecting Children from Tobacco Industry Interference - Nigeria

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TOBACCO INDUSTRY INTERFERENCE: Tactic and Strategies Employed by Tobacco Industry In Nigeria

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



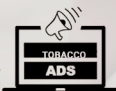
- Promoting tobacco products and handing out free samples at well-attended events



- Placement of brand logos on merchandise



- 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



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



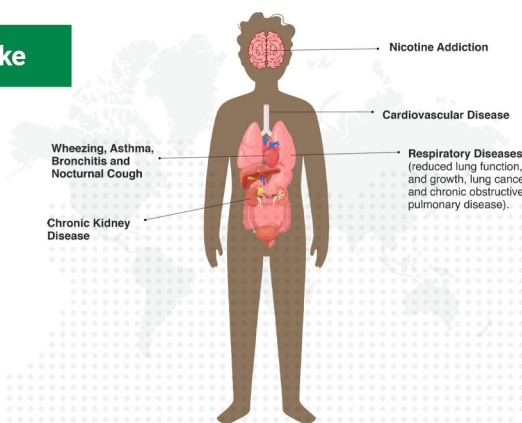
- Putting tobacco products in plain sight at stores and kiosks near schools



"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

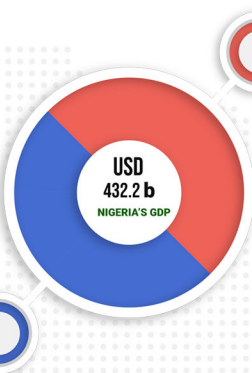
Dangers of Tobacco use/ and Effects of exposure to tobacco smoke

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



The Economic Burden of Tobacco Consumption was **\$9.45 billion** which accounted for **0.28%** of Total GDP in the country (2013-2020)

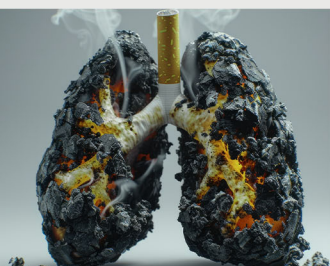
Ways to Reduce Consumption of Tobacco on Children in Nigeria

Using the MPOWER Framework

MONITOR	PROTECT	OFFER	WARN	ENFORCE	RAISE
Monitor the presence of pro-tobacco advertising and marketing near schools and playgrounds.	Protect children from tobacco smoke: enforce comprehensive bans on tobacco smoking in all public places and workplaces.	Offer help to quit tobacco use: Provide accessible and affordable treatment for tobacco dependence in all parts of the health system.	Warn about the dangers of tobacco: Implement strong tobacco packaging and labeling rules, along with effective public awareness.	Enforce bans on tobacco advertising, promotion, and sponsorship: comprehensive bans or restrictions on tobacco advertising, promotion, and sponsorship.	Raise taxes on tobacco products to make them less affordable, which is effective in reducing tobacco use, particularly among the young and the poor who are price-sensitive.

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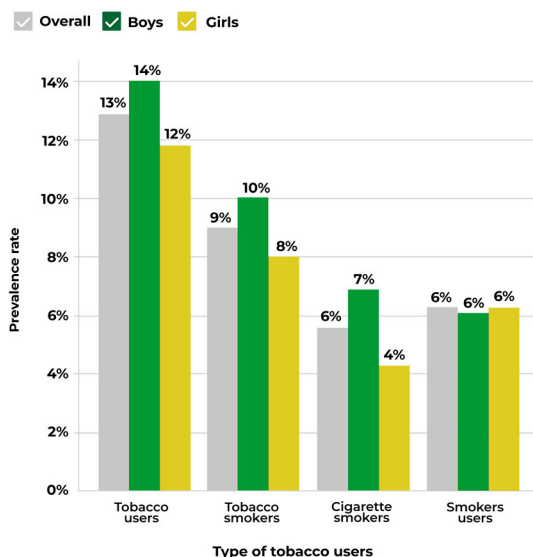
Theme: Protecting Children from Tobacco Industry Interference - Zambia



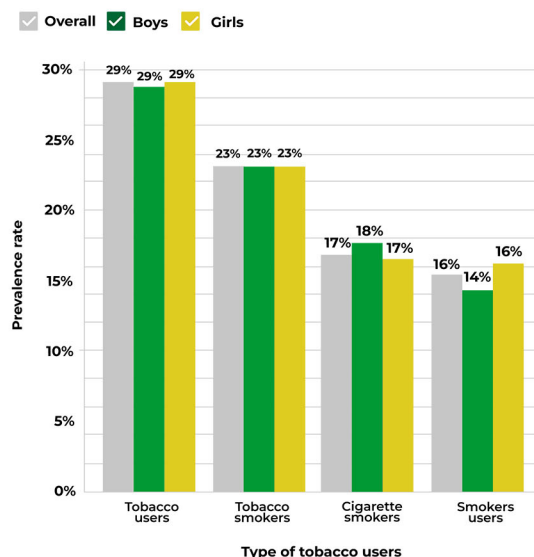
The tobacco industry is aggressively targeting children and youth to recruit a new generation of consumers. This fact sheet presents estimates of youth tobacco use in Zambia, tobacco industry tactics for targeting Zambian youth, and policy suggestions to prevent it. Worldwide, tobacco use is the leading 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)

Current users



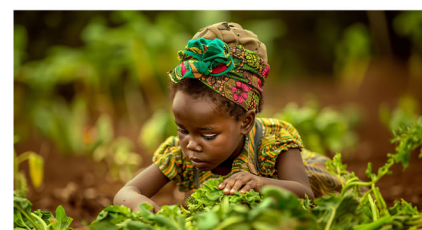
Ever users



Source: Zambia Global Youth Tobacco Survey, 2021

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.



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Theme: Protecting Children from Tobacco Industry Interference - Zambia

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Second-hand Smoke Exposure Amongst Children in Zambia

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 (Syapiila et al, 2023).

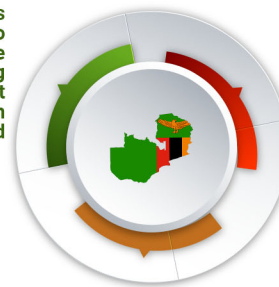


13% of Children aged under the age of five in Sub-Saharan Africa (including Zambia) are frequently or always exposed to second-hand smoke at home, having a 10% higher risk of death.



Economic Cost of Tobacco in Zambia

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 154 million) and indirect costs (ZMW 2.7 billion) (UNDP,2019)

Tobacco Industry Interference: Strategies that Tobacco Industry employ to target the Youths of Zambia

- 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



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



- Placement of brand logos on merchandise



- 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
3. Respiratory diseases (reduced lung function and growth, lung cancer and chronic obstructive pulmonary disease).
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 presence of pre-tobacco advertising and marketing near schools and playgrounds.



PROTECT
Protect children from tobacco smoke: enforce comprehensive bans on tobacco smoking in all public places and workplaces.



OFFER
Offer help to quit tobacco use: Provide accessible and affordable treatment for tobacco dependence in all parts of the health system.



WARN
Warn about the dangers of tobacco: Implement strong tobacco packaging and labelling rules, along with effective public awareness.



ENFORCE
Enforce bans on tobacco advertising, promotion, and sponsorship: comprehensive bans or restrictions on tobacco advertising, promotion, and sponsorship.



RAISE
Raise taxes on tobacco products to make them less affordable, which is effective in reducing tobacco use, particularly among the young and the poor who are price-sensitive.



ADOPTION
Adoption of the pending tobacco control legislation.

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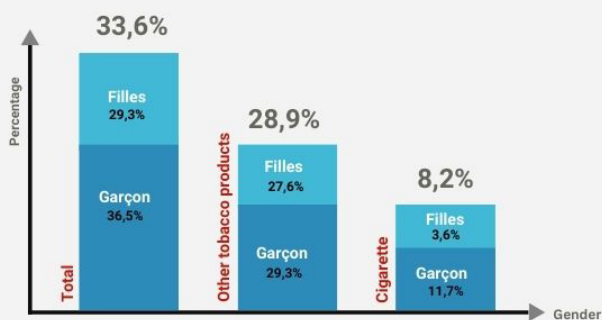
Theme: Protecting children from tobacco industry interference – DRC



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)

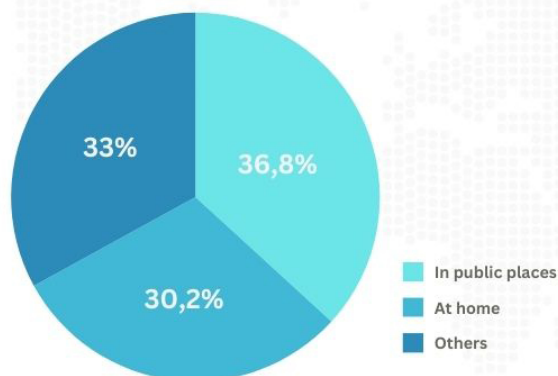
Daily tobacco consumption among children in the DRC



Source: Selon GYTS (2008) pour la RDC

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



Tobacco farming in Africa should be regulated to protect children, as it often involves child labor, exposing them to dangerous chemicals and health risks. Regulation can prevent exploitation, ensure safer working conditions and promote education, thereby improving children's health and prospects.

- 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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Theme: Protecting children from tobacco industry interference – DRC

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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



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



Rebranding products to make users feel like they are lower or lower risk

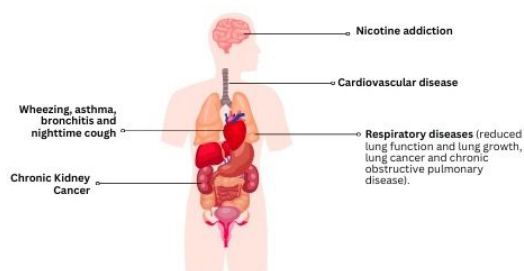


Placement of brand logos on merchandise



"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



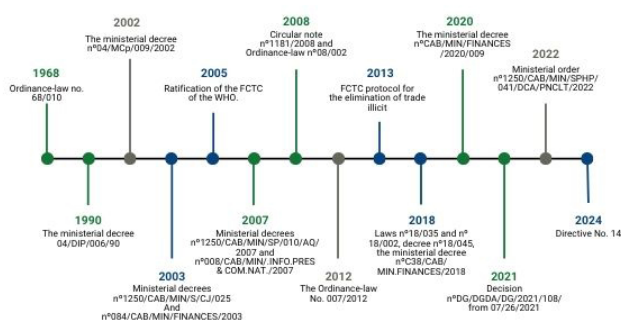
Ways to reduce tobacco use among children and youth

Using the "MPOWER" framework



Evolution of tobacco control legislation in the DRC

This convention sets out protective measures against the harm of smoking in the DRC. After ratification, the country commits to adopt laws and regulatory measures aligned with the FCTC.



Benefits of protecting children from smoking.

- Reduce the number of young people using tobacco products and new tobacco products.
- Protect non-smokers from the devastating effects of exposure to tobacco smoke.
- Reduce tobacco consumption among current smokers.