

RESEARCH SAYS:

“There is an important public-health message here that we need to get to teenage girls: Smoking is not going to help you lose weight.”

Louise Pilote, McGill University, Canada, 2006

As with boys, most female smokers initiate the habit before reaching adulthood. Girls begin smoking during their youth in response to peer pressure, misconceptions that smoking is cool or enhances popularity, easy access to tobacco products, and tobacco marketing. Both marketing and pricing of cigarettes encourage youth initiation of smoking. Marketing makes smoking appealing to youth, and low pricing makes smoking affordable.

Some girls initiate smoking or continue to smoke due to the belief that smoking will assist with weight loss. This is especially common in cultures where women are subjected to unrealistic body-image goals. The tobacco industry has promoted the adoption of this belief, and a 1982 R.J. Reynolds document stated that “[a] brand which contains a natural appetite suppressant (in tobacco or tipping) will be perceived as controlling weight.”

Among today's adults, more men consistently smoke than women. In fact, there are at least 49 countries in which ten times more men than

women smoke. The same is not the case for today's teenagers. IN MOST OF THE WORLD, THE DIFFERENCE IN SMOKING RATES BETWEEN GIRLS AND BOYS IS SMALL. In fact, more girls smoke than boys in at least 25 countries. The similarity of today's boys' and girls' smoking rates suggests that, in the future, today's teenage girls may be more likely to smoke than today's adult women. If this pattern continues in the future, the consequences will be deadly.

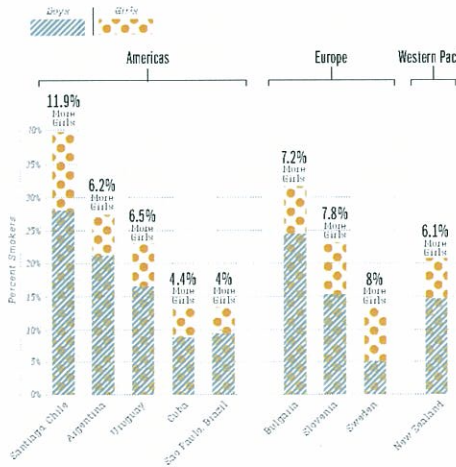
RESEARCH SAYS:

“...if the movie stars smoke, especially in romance films, they are effectively encouraging young girls to smoke.”

John Pierce et al., University of California, San Diego, US, 2005

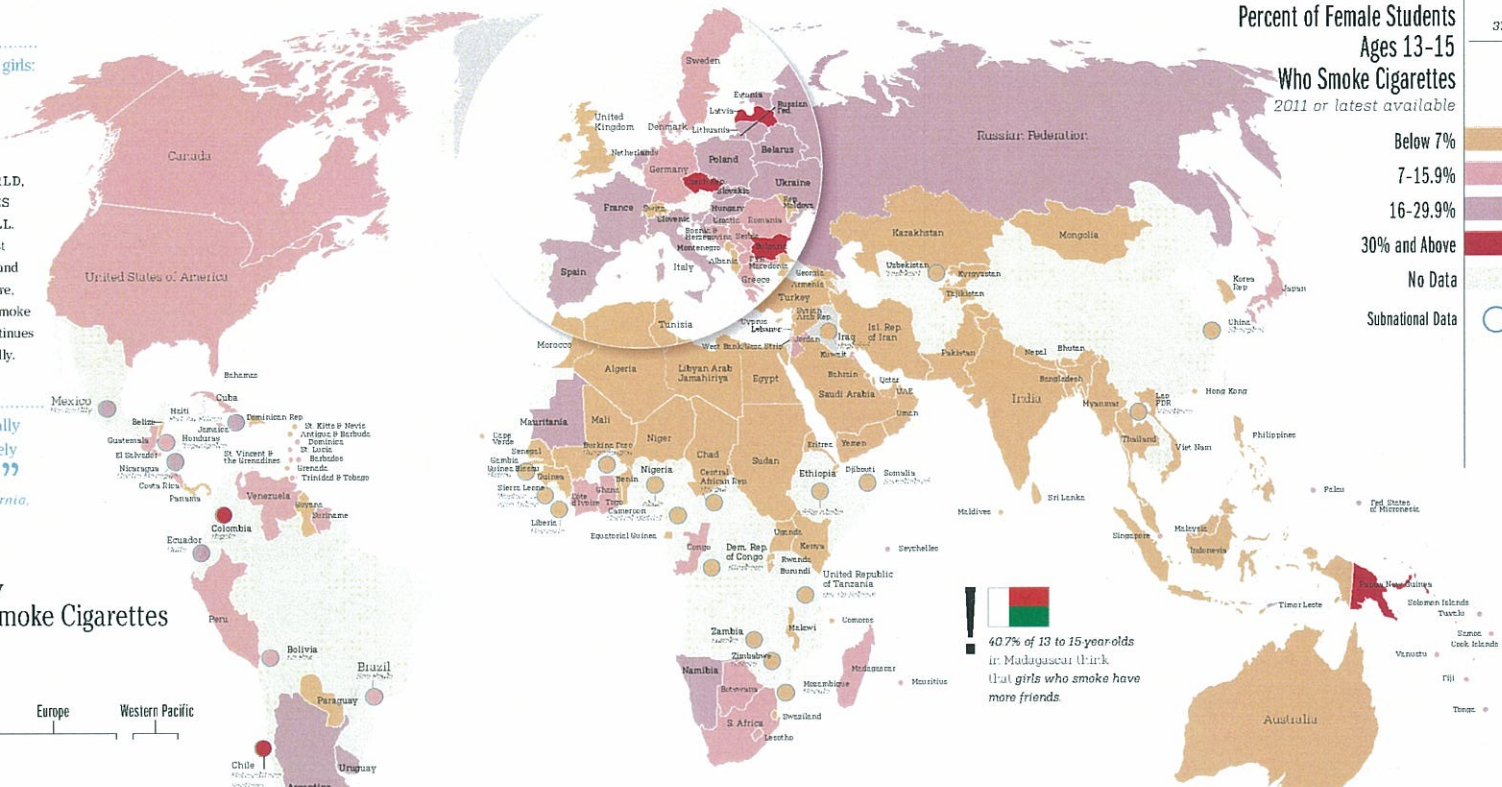
Places Where Substantially More Girls Than Boys Smoke Cigarettes

Ages 13-15, 2010 or latest available



“If you're not allowed it, but you really want it, then you can have it!”

Advertisement slogan for Kiss Cigarettes in Russia, 2011



Percent of Female Students Ages 13-15 Who Smoke Cigarettes 2011 or latest available

Below 7%
 7-15.9%
 16-29.9%
 30% and Above
 No Data
 Subnational Data

40.7% of 13 to 15 year olds in Madagascar think that girls who smoke have more friends.

Common Reasons Young Women Start Smoking

- Association with others (parents and friends) who smoke.
- Concern with weight, body image, or social acceptance.
- Interest in rebelling or stating individuality.
- Reaction to positive images of smoking in magazines, movies, and youth culture.
- Influence from cigarette marketing campaigns targeting women.

Girls Who Have Never Smoked but Are Susceptible to Smoking in the Next Year

Percentage of girls by region 2005 or latest available

