

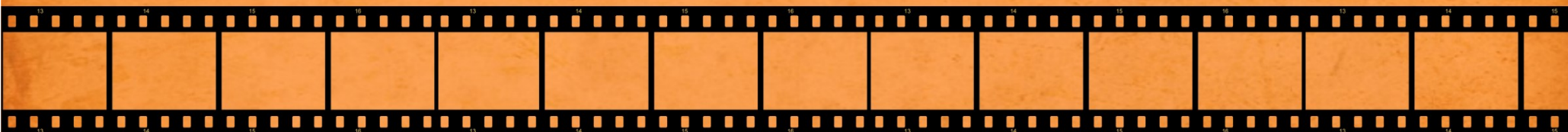
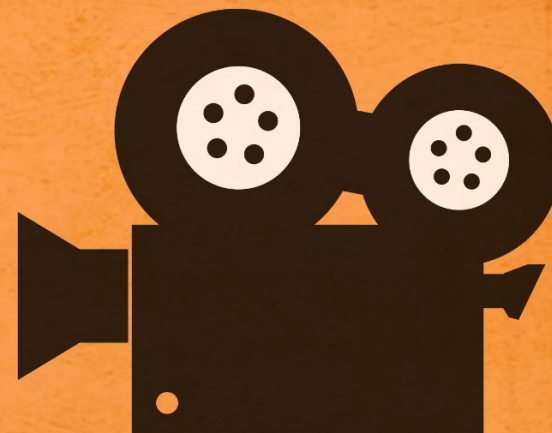
Movie Influences on Tobacco Use in Adolescents

Between 2004 and 2014, top-grossing movies delivered 8.9 billion tobacco impressions to moviegoers

50% of adolescent smokers begin due to exposure to on screen smoking

134,000 of current Canadian smokers aged 15-19 were recruited by exposure to smoking in the movies

43,000 of these recruits are projected to die from tobacco-related causes



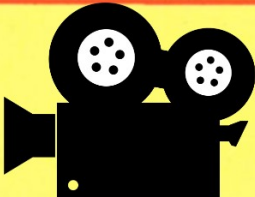
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Adolescent exposure

to smoking in movies doubles the risk of ever trying smoking

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85%

of films rated as appropriate for youth include smoking

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Our youth are watching, we should be talking

Sources:

<http://bit.ly/nbatcen>

Infographic prepared by the NBATC, May 2017

Credits: graphics by Freepik



Tobacco Free. Everyone. Everywhere.
Sans tabac. Pour tous. Partout.