

# Social Media Influences on Tobacco Use in Adolescents

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The average age at which New Brunswick adolescents smoke their first whole cigarette

## Social media use in adolescents:



1/3 of students in grades 4-6 have a Facebook account



16% of students in grades 4-6 and 47% in grades 7-11 have a Twitter account

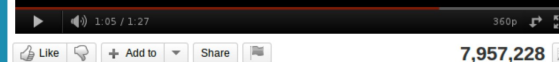


YouTube is the most popular website amongst Canadian youth (75%)



of students in grades 6-12 get more than the recommended 2 hours of screen time on most days of the week

## Youth Exposure to Tobacco Products on Youtube:



Videos predominately portray smoking as glamorous and desirable rather than addictive and deadly



Tobacco appears in 22% of popular music videos



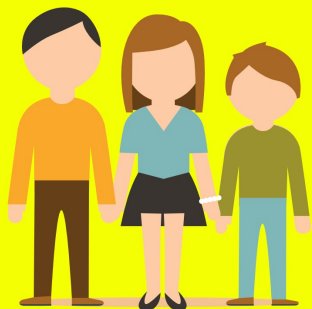
## Our youth are watching



Repeated exposure to tobacco ads on social media increases the chance that youth will begin to use tobacco products.

Viewing a friend's online pictures showing them drinking and partying can increase smoking and alcohol use among adolescents.

## Take Action, Reduce the Harm



Avoid screen time for children younger than 2 years of age. Limit screen time to one hour or less for children 2-4 years and to two hours or less for all other children and adolescents.

Provide media education for children and adolescents at home, school and within the community.

Increase education on the negative effects of viewing risky content online.



NB anti-tobacco  
**COALITION**  
antitabac du N.-B.

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

### Sources:

<http://bit.ly/nbatcen>

Infographic prepared by the NBATC, May 2017

Credits: graphics by Freepik