

FEMALE SMOKING

“Women are taking charge of their health. And for tobacco companies, that’s bad news.”
— THOMAS R. FRIEDEN, NEW YORK CITY HEALTH COMMISSIONER, 2007

About 250 million women in the world are daily smokers; 22 percent of women in high-resource countries and 9 percent of women in low- and middle-resource countries.

Cigarette smoking among women is declining in most high-resource countries, such as Australia, Canada, the United Kingdom, and the United States, but in several southern, central, and eastern European countries, cigarette smoking rates among women are either stable or increasing.

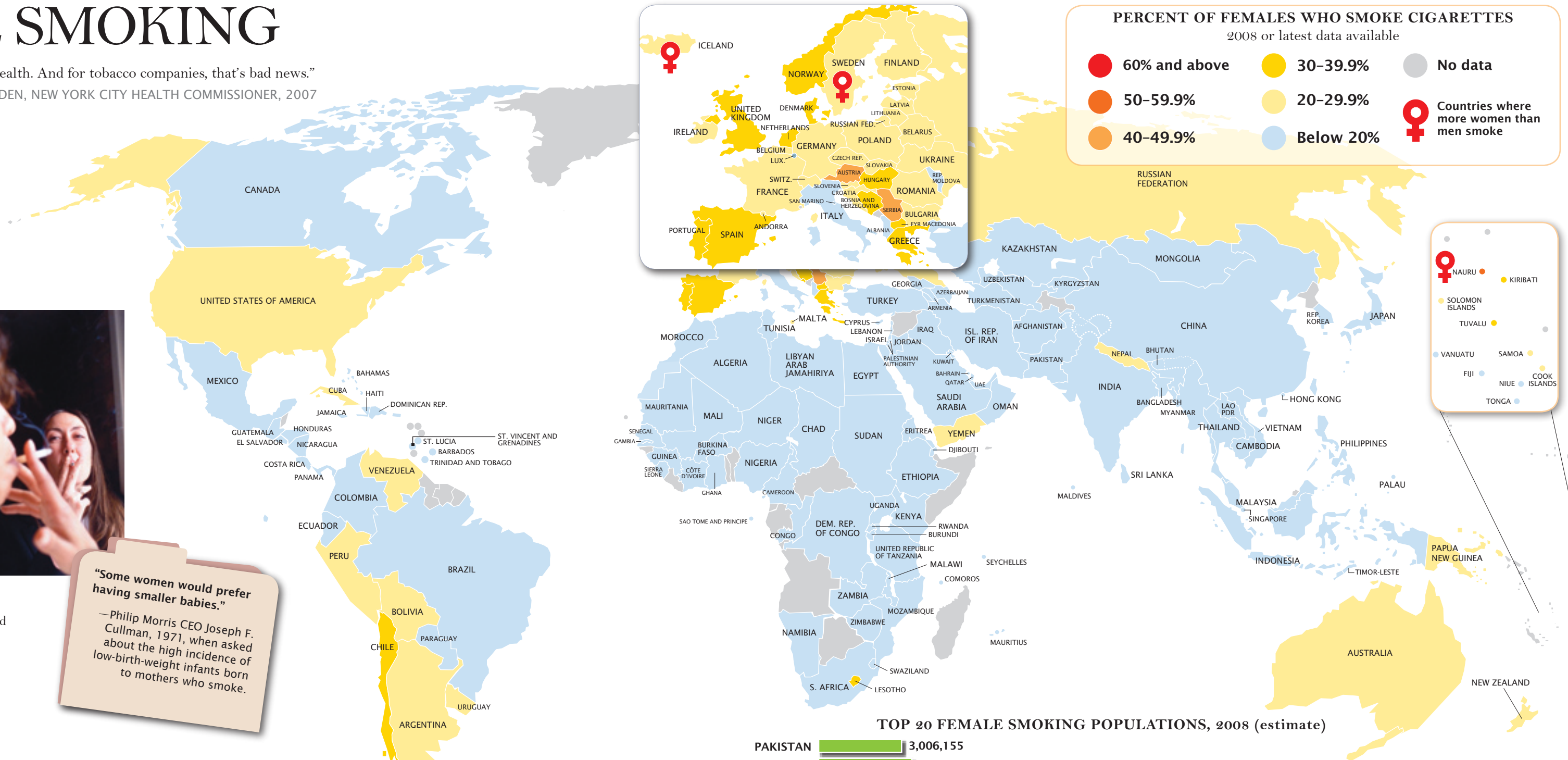
The tobacco industry markets cigarettes to women using seductive but false images of vitality, slimness, emancipation, sophistication, and sexual allure. In reality, smoking causes reproductive damage, disease, and death. Tobacco companies market a variety of cigarette brands to girls and women, including “female-only” brands that are long, extra-slim, low-tar, light-colored, mentholated, and/or candy-flavored.

If the women of the world begin smoking at the same rate as men, it will be an unmitigated global public health disaster. Preventing increases in smoking prevalence among women, especially in low- and middle-resource countries, will have a greater impact on global health than any other single intervention.



“Some women would prefer having smaller babies.”

—Philip Morris CEO Joseph F. Cullman, 1971, when asked about the high incidence of low-birth-weight infants born to mothers who smoke.



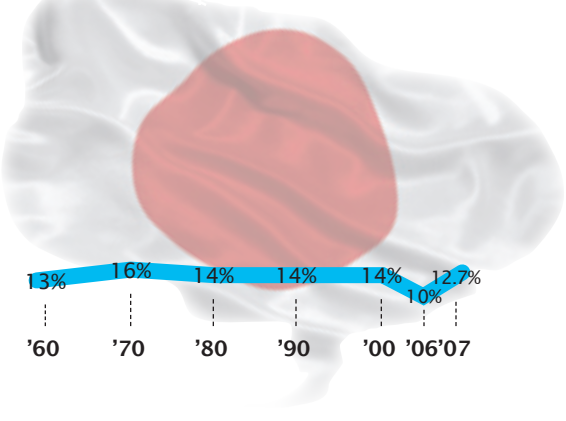
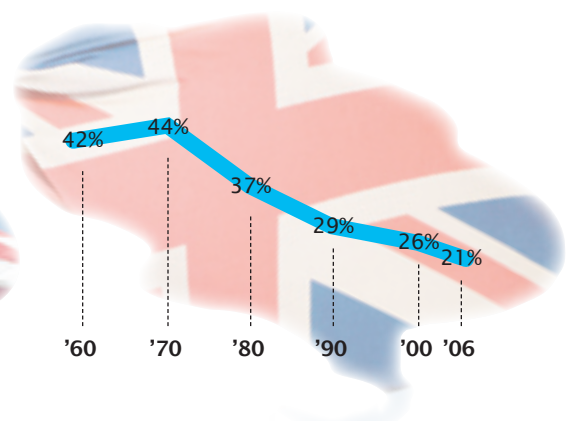
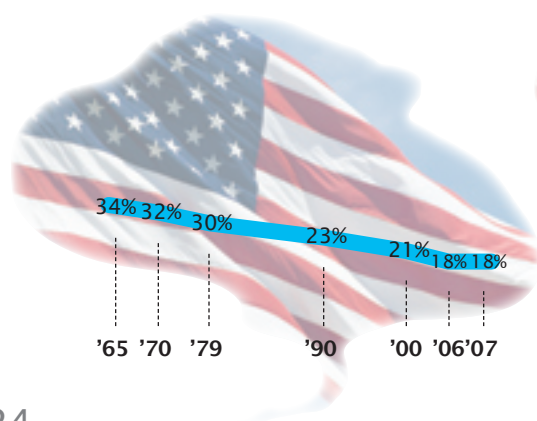
SMOKING TRENDS

Adult female smoking prevalence, 1960–2007 (or most recent available year)

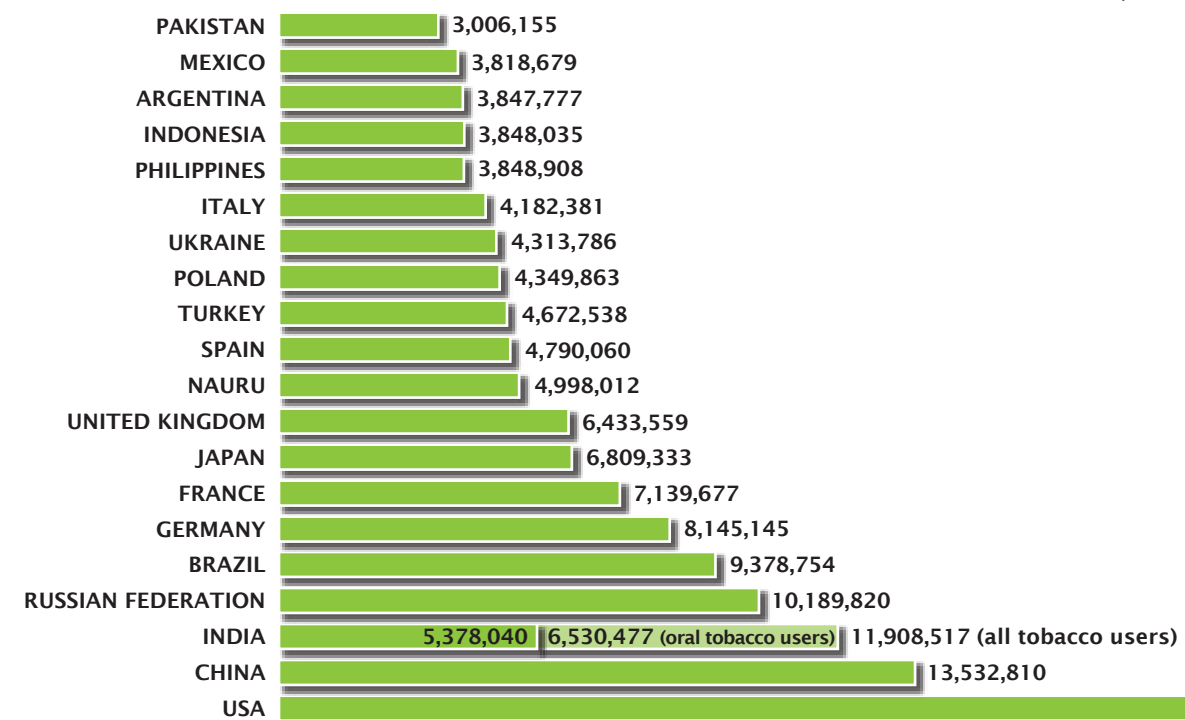
United States

United Kingdom

Japan



TOP 20 FEMALE SMOKING POPULATIONS, 2008 (estimate)



! TWELVE PERCENT of women worldwide smoke tobacco (2005).

FEMALE SMOKERS in India die an average of eight years earlier than their nonsmoking peers.