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

Our youth are watching, we should be talking

Sources:

Infographic prepared by the NBATC, May 2017

Credits: graphics by Freepik