



INFORMATION & EDUCATION

VIRTUAL DAYS OF ACTION 2022

THE TOBACCO INDUSTRY CONTINUES TO HARM WOMEN AND GIRLS IN CALIFORNIA



More women die of lung cancer each year than breast, ovarian, and cervical cancer combined.¹ Due to aggressive targeting by the Tobacco Industry, women are now just as likely to die from smoking as men.² It's time to take a stand against the products that are destroying women's lives.

How women are affected by tobacco:

- More than 200,000 women die each year in the U.S. as a result of smoking-related diseases.²
- Women's risk of dying from smoking-related diseases has tripled over the last 50 years.³
- Overall smoking rates have not declined as quickly for women as for men.⁸
- Lung cancer has been the leading cause of cancer death among women since surpassing breast cancer in 1987.⁴
- Smoking and exposure to secondhand smoke during pregnancy are major factors associated with life-threatening risks to mother and child.⁵
- Smoking rates among US women vary by race and ethnicity, income, and education level.⁸ In California, 25.9% of white low-income adult women smoke cigarettes.⁹
- Bisexual women are up to 3.5 times more likely to smoke, try their first cigarette at a younger age and have higher nicotine dependence than heterosexual women.¹⁰

The Tobacco Industry has targeted girls and women for nearly a century:

- False claims about "low tar" and "light" cigarettes have been used to mislead female smokers.
- Tobacco companies exploit social pressure faced by women and co-opt imagery of independent women to market their deadly products.
- After the Virginia Slims brand was introduced, the smoking rate among 12-year-old girls increased by 110%.⁶
- The same exploitative marketing techniques used by tobacco companies to portray cigarettes as sexy and empowering are now being used to market e-cigarettes to women.

How comprehensive tobacco-free policies can improve women's lives:

- Strong local retail licenses can give communities the resources they need to enforce minimum age to purchase and ensure young women don't get addicted to deadly tobacco products.
- Smokefree multi-unit housing policies can protect expectant mothers and their families from experiencing harmful secondhand smoke in their homes.
- Policies that increase access to tobacco cessation programs can help reduce tobacco among all women, including those of childbearing age.

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