

# PROTECTING YOUTH FROM TOBACCO INDUSTRY INFLUENCE

**NO AMOUNT OF YOUTH TOBACCO USE IS SAFE.** Globally, 50 million youth aged 13-15 years smoke cigarettes or use smokeless tobacco products.<sup>1</sup> Evidence shows that tobacco company advertising and promotion **influence youth to start using tobacco**.<sup>2</sup>

**The Global Tobacco Surveillance System (GTSS)** monitors how people use tobacco and important factors for controlling tobacco use. This surveillance system collects data through four different surveys including one focused on youth.

## 2012-2023 Global Youth Survey Results

The maps below show global estimates of advertisement practices based on data collected from the Global Youth Tobacco Survey between 2012-2023. This is a nationally representative survey to understand tobacco use among school-based students aged 13-15 years.



## POINT OF SALE

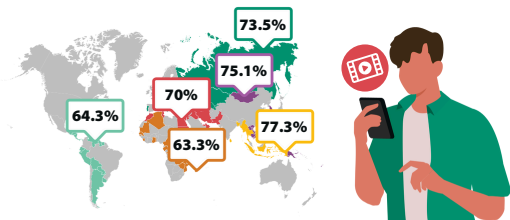
Median percentage of 13-15-year-olds who visited points of sale in the past 30 days who saw any tobacco marketing at the points of sale\*



WHO REGION: Americas Africa Eastern Mediterranean Europe Western Pacific South-East Asia

## MARKETING

Median percentage of 13-15-year-olds who watched television, videos, or movies in the past 30 days who saw someone using tobacco\*



## FREE TOBACCO

Median percentage of 13-15-year-olds who were ever offered a free tobacco product from a tobacco company representative\*



## PROTECTING YOUTH

The GTSS Academy website hosts data from over 200 countries, freely available. Countries around the world can leverage this data into action to inform their efforts and further empower work to **protect youth from the harms of tobacco**.

GTSS Academy is supported by the [CDC Foundation](#) with grants from [Bloomberg Philanthropies' Bloomberg Initiative to Reduce Tobacco](#) and the [Bill & Melinda Gates Foundation](#).



<sup>1</sup> Vital Strategies. (2023, October 26). Youth. The Tobacco Atlas. <https://tobaccoatlas.org/challenges/youth/>

<sup>2</sup> Wang TW, Gentzke AS, Ne LJ, et al. Characteristics of e-Cigarette Use Behaviors Among US Youth, 2020. JAMA Netw Open. 2021;4(6):e2111336. doi:10.1001/jamanetworkopen.2021.11336

\*Data presented here represent median estimates calculated using available Global Youth Tobacco Survey data from 2012-2023

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