

5 Boys' tobacco use

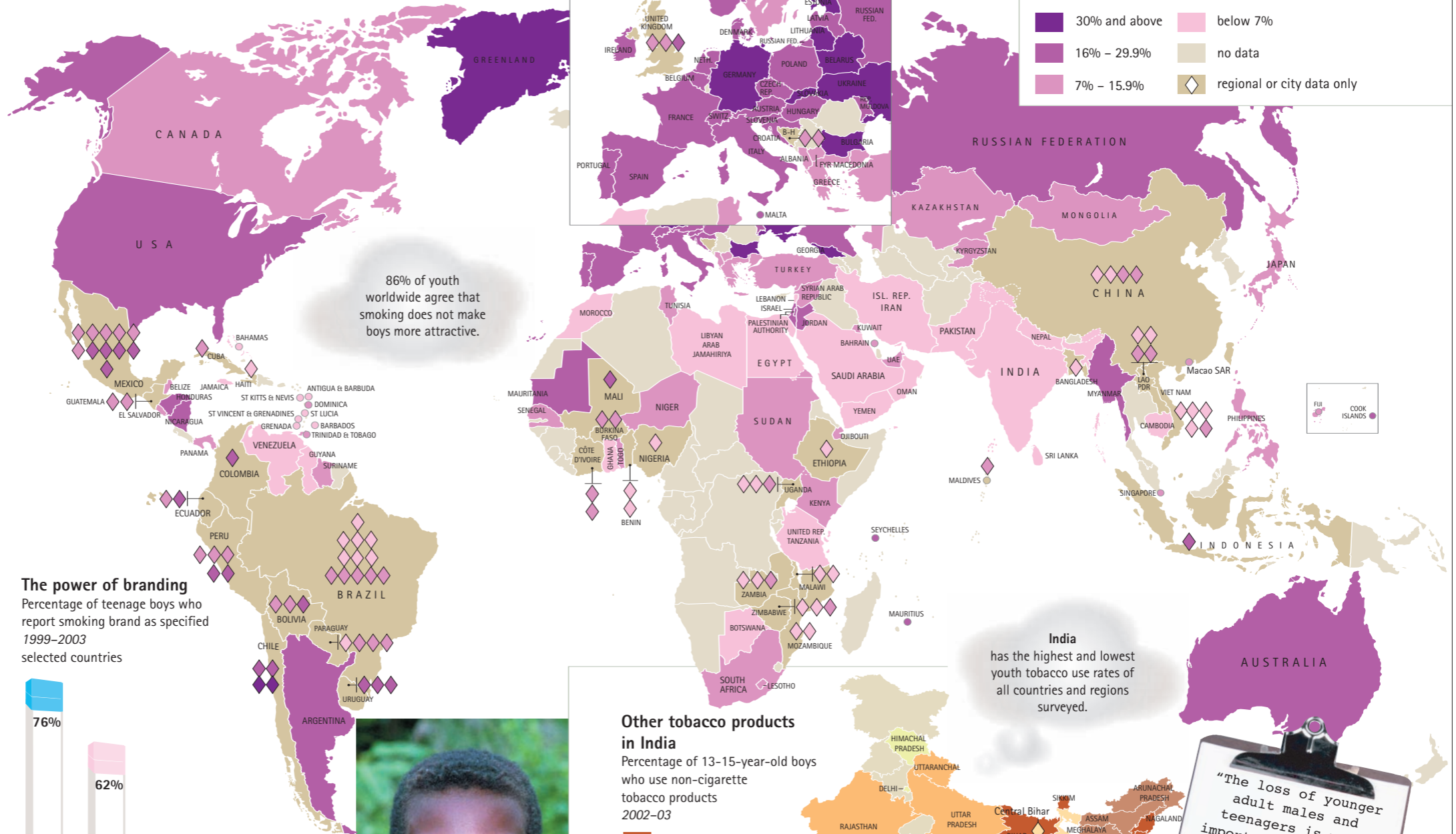
"Before thirty, men seek disease; after thirty, disease seeks men."
Chinese proverb

The differences in smoking rates between boys and girls are not as large as one would expect. Boys are more likely than girls to smoke but in half the countries covered by the Global Youth Tobacco Survey (GYTS), there was no gender difference. Gender differences in rates of other tobacco use were also minimal; in only 30 percent of countries did boys use other forms of tobacco more than girls.

The overwhelming majority of boys begin using tobacco before they reach adulthood. According to the GYTS, nearly one-quarter of young people who smoke had their first cigarette before the age of ten.

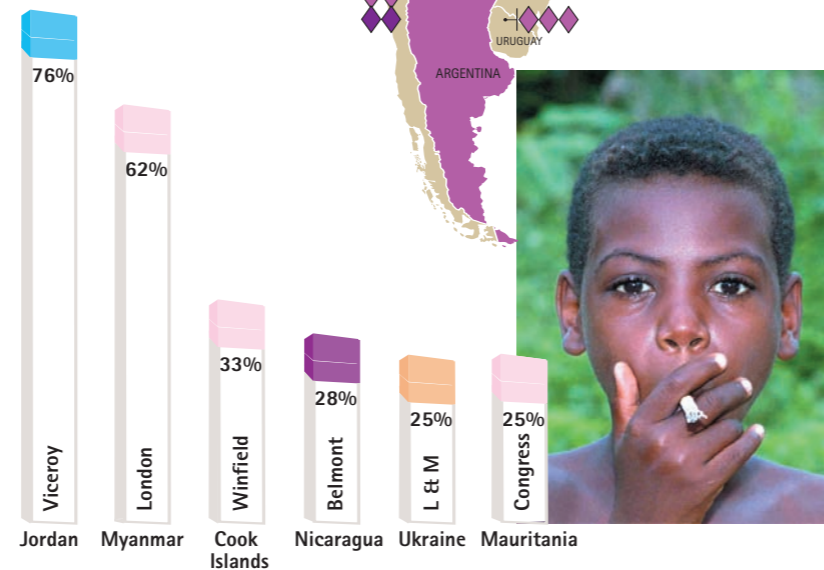
The uptake of smoking among boys increases with tobacco industry promotion, easy access to tobacco products, low prices, peer pressure, their peers, parents and siblings using tobacco and approving of smoking, and the misperception that smoking enhances social popularity.

While the most serious health effects of tobacco consumption normally occur after decades of smoking, tobacco also causes immediate health effects for young smokers. Perhaps more importantly, teenage smokers risk addiction while in adolescence. Smokers who become addicted to tobacco in their youth face the greatest risk of eventually contracting diseases caused by smoking, such as cancer, emphysema and heart disease.



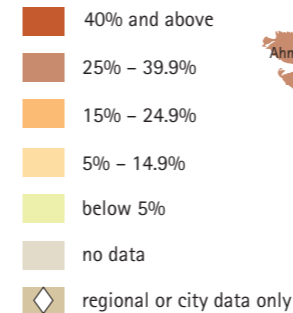
The power of branding

Percentage of teenage boys who report smoking brand as specified 1999-2003 selected countries



Other tobacco products in India

Percentage of 13-15-year-old boys who use non-cigarette tobacco products 2002-03



India has the highest and lowest youth tobacco use rates of all countries and regions surveyed.

"The loss of younger adult males and teenagers is more important to the long term, drying up the supply of new smokers to replace the old. This is not a fixed loss to the industry: its importance increases with time."
RJ Reynolds Tobacco Co, 1982