

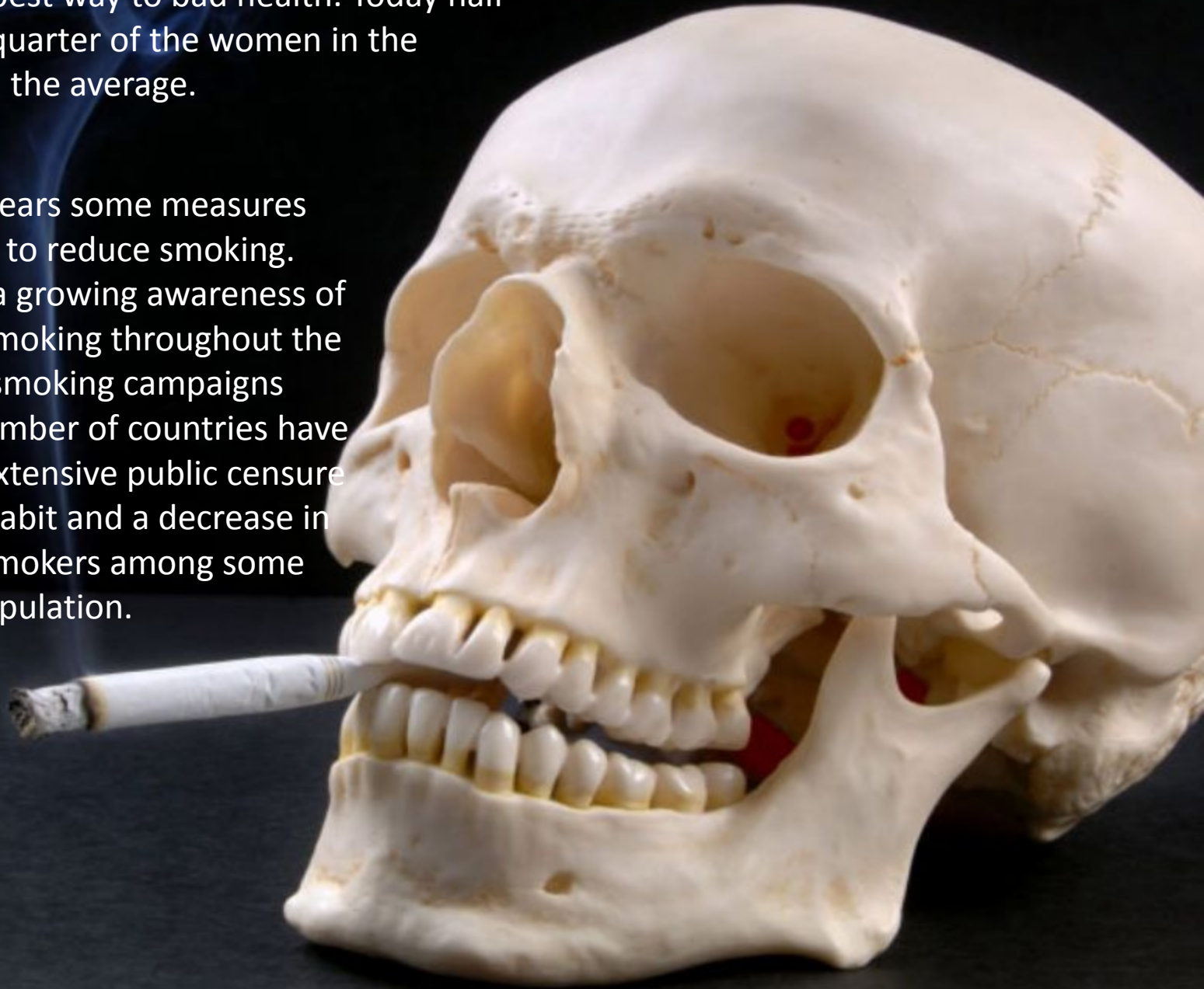
**Warn cancer –  
quit Smoking today!**



Smoking Kills

Smoking is the best way to bad health. Today half the men and a quarter of the women in the world smoke on the average.

In the past few years some measures have been taken to reduce smoking. There has been a growing awareness of the dangers of smoking throughout the world. The anti-smoking campaigns launched in a number of countries have brought about extensive public censure of this harmful habit and a decrease in the number of smokers among some groups of the population.



# Why do people smoke?

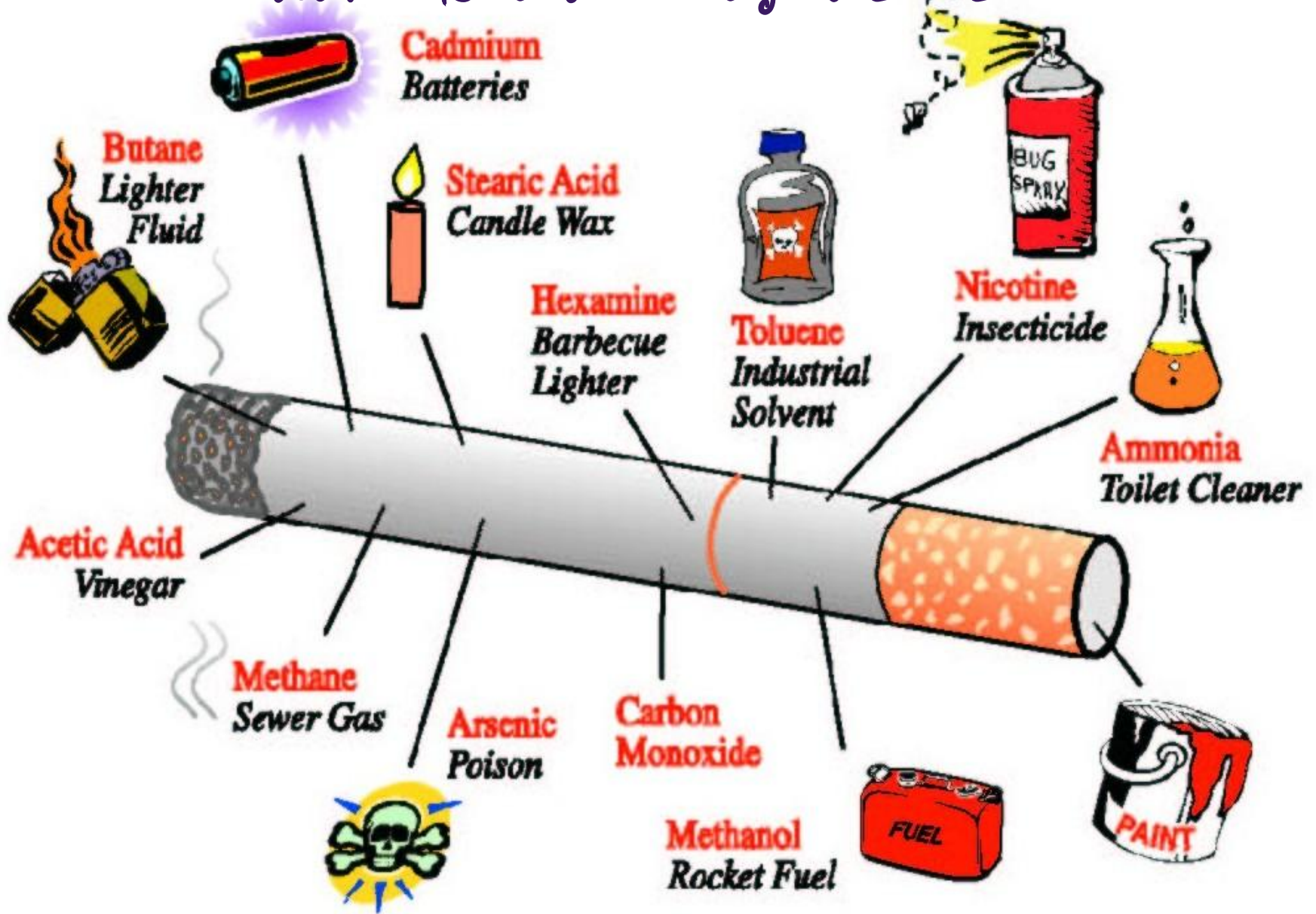


People smoke for many different reasons. Smoking is very addictive because tobacco contains a powerful drug called nicotine. Smokers have also been influenced by the clever marketing tactics of tobacco companies for many years.

**People have many other personal reasons for smoking.  
Smokers may:**

- use smoking as a support for when things go wrong
- enjoy smoking with others as a shared activity
- use smoking to start conversations and meet new people
- smoke to make themselves look more confident and in control
- think that cigarettes help them to keep their weight down
- have a cigarette when they're feeling bored or lonely
- smoke when they need a break or a moment to themselves.

# WHAT'S IN A CIGARETTE?



# Why do children smoke?

There are a number of reasons why children may try smoking.

## **Tobacco advertising**

Research has shown that advertising may encourage children to start smoking. Even adverts aimed at over 18s are attractive to children who aspire to adult behaviour.



## **Experimentation**

All teenagers experiment - often with activities that they believe make them appear more 'grown up'. Trying new things and making mistakes is part of the normal learning process. But the danger with trying smoking is that nicotine is very addictive.

## **A sibling or parent who smokes**

Siblings and parents are role models for children. If a child's parents smoke they are three times more likely to smoke themselves.



# Smoking and the unborn baby



Protecting your baby from tobacco smoke is one of the best things you can do to give your child a healthy start in life. It's never too late to stop smoking. Every cigarette you smoke contains over 4,000 chemicals, so smoking when you are pregnant harms your unborn baby. Cigarettes can restrict the essential oxygen supply to your baby, so their heart has to beat harder every time you smoke.



**NO SMOKING**