



A CUP OF HEALTH WITH CDC

Talking Tobacco

World No Tobacco Day, May 31, 2010

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[Announcer] This podcast is presented by the Centers for Disease Control and Prevention. CDC — safer, healthier people.

[Dr. Gaynes] Welcome to *A Cup of Health with CDC*, a weekly feature of the *MMWR*, the Morbidity and Mortality Weekly Report. I'm your host, Dr. Robert Gaynes.

Although smoking rates in the U.S. have remained steady among men and women, the World Health Organization reports that worldwide, female smoking rates are on the rise. In some countries, tobacco industry advertising increasingly targets girls and women.

Dr. Ann Malarcher is a researcher with CDC's Office on Smoking and Health. She's joining us today to discuss the most recent data on smoking among women. Welcome to the show, Ann.

[Dr. Malarcher] Thanks for having me, Bob.

[Dr. Gaynes] Ann, are smoking rates increasing or decreasing worldwide?

[Dr. Malarcher] Well, unfortunately, worldwide, smoking rates are increasing. Right now, smoking is estimated to kill more than five million people each year. However, if current trends persist, tobacco will kill more than eight million people worldwide by 2030, with about 80 percent of those deaths in low- and middle-income countries.

[Dr. Gaynes] Are women using tobacco products other than cigarettes?

[Dr. Malarcher] What we're finding is, it depends on the region of the world. For example, in Bangladesh, about 30 percent of women use smokeless tobacco products. However, in the United States, less than one percent of women use smokeless tobacco products.

[Dr. Gaynes] Why is tobacco use among females increasing worldwide?

[Dr. Malarcher] One problem is the tobacco industry is advertising increasingly towards women and girls. According to the World Health Organization, women and girls represent the biggest potential growth market for tobacco products, and they're being exposed, aggressively, to tobacco campaigns that they link to fashion, sporting events, and entertainment. The tobacco industry deceives many women into believing that smoking's a sign of liberation. They use pink packaging and create designer brands for young women to encourage them to take up smoking, worldwide.

[Dr. Gaynes] Ann, what factors influence someone to start smoking or using other tobacco products?

[Dr. Malarcher] Tobacco use in individual countries really reflects a complex mix of social and cultural factors that influence young people to take up cigarette smoking and other tobacco use. For example, in the U.S., one of the powerful contributors is exposure to tobacco industry marketing. For girls and young women, they can be particularly susceptible to messages about self image and weight control. They're also influenced by their female friends who smoke and other role models. Also, studies have shown that smoking in the movies encourages kids to smoke.

[Dr. Gaynes] For those who already smoke, what are some strategies for quitting?

[Dr. Malarcher] If you use tobacco, the most important thing you can do for your health is to quit. There are a number of effective medications available, both over-the-counter and by prescription. Combining counseling with these medications more than doubles your chances of successfully quitting. Help is available for free at 1-800-QUIT-NOW.

[Dr. Gaynes] Ann, where can listeners get more information about smoking cessation?

[Dr. Malarcher] Online information is available for women at women.smokefree.gov. You can also simply visit smokefree.gov for more information.

[Dr. Gaynes] Thanks, Ann. I've been talking today with CDC's Dr. Ann Malarcher about how, in some countries, tobacco industry advertising increasingly targets girls and women.

Remember, smoking *greatly* increases your risk for severe health problems, such as cancer and heart disease. If you or someone you know already uses tobacco, ask your healthcare provider about effective strategies for quitting.

Until next time, be well. This is Dr. Robert Gaynes for *A Cup of Health with CDC*.

[Announcer] For the most accurate health information, visit www.cdc.gov or call 1-800-CDC-INFO, 24/7.