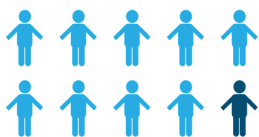


A SMOKE-FREE GENERATION IN BC

What is Smoke-Free Generation

A policy that bans smoking for future generations

A gradual phase-out of the sale of tobacco



9 in 10 people who smoke start before age 20



Nicotine is addictive and hard to quit



85% of attempts to quit smoking fail

Benefits of a Smoke-Free Generation



Prevent kids from starting to smoke or vape



Lower smoking prevalence



Reduce deaths from tobacco use



Improve health equity

Why Smoke-Free Generation?

There is **no safe age** for commercial tobacco use.