


A NON SMOKING  
*Generation*<sup>®</sup>  
SINCE 1979

2024

## THE SWEDISH EXPERIENCE

– Creating a new generation of nicotine users

A REPORT ON YOUNG PEOPLE'S ATTITUDES TOWARDS TOBACCO



72%

of young people say  
that white snus is  
easily accessible.

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## CONCEPT DEFINITIONS

### TOBACCO

Tobacco refers to all products that contain tobacco and nicotine (except for nicotine replacement therapies), such as cigarettes, e-cigarettes, hookah/shisha/waterpipe, snus/oral tobacco, white snus/nicotine pouches and heated tobacco products.

### NICOTINE

Nicotine is a heavily addictive and harmful substance which is extracted from tobacco. Visit <https://nonsmoking.se/fakta-och-forskning/tobaksprodukter/> for more information.

### "TOBACCO-FREE" NICOTINE PRODUCTS

"Tobacco-free" nicotine products refers to the products which the tobacco industry calls tobacco-free in order to circumvent all regulations regarding permits, sales, marketing and taxation. All com-

mercial nicotine products derive from tobacco and cannot, according to us, be tobacco-free.

### NICOTINE REPLACEMENT THERAPIES

Nicotine replacement therapies (NRTs) are exempted from current tobacco regulations and are instead regulated as medical drugs. Unlike the nicotine products of the tobacco industry these aim to help people successively reduce their nicotine addiction.

### NICOTINE-FREE SCHOOL HOURS

Nicotine-free school hours refers to a ban towards all tobacco products, except for NRTs, during the entire time students and teachers spend in school – no matter where you are. Current law regulating smoke-free school areas (1994) only regulate smoking in the school yard and is insufficient to protect students from tobacco in school.

## Preface

The tobacco industry and their entourage, comprising of former doctors and other so-called experts, are currently traveling around the world urging policy-makers to "Quit like Sweden!" In their description of "the Swedish experience", snus has played a crucial role in reducing smoking in Sweden and is claimed to potentially save the lives of millions of smokers. What all these think tanks conveniently omit is how the tobacco industry's new nicotine products have turned an entire generation of children and young people into nicotine users.

Since the tobacco industry launched tobacco-free white snus (nicotine pouches) in 2016, we've gone from a minority of Swedish high school students being smokers to now having a minority who are completely nicotine-free. In the Central Association for Alcohol and Drug Information's school survey for 2024, 56 percent of high school students reported having used e-cigarettes, and 54 percent said they had used snus. At the same time, the proportion of high school students who smoke regular cigarettes has increased from 17 percent to 21 percent over the past three years. In summary, only 35 percent now report that they have never used any form of tobacco or nicotine.

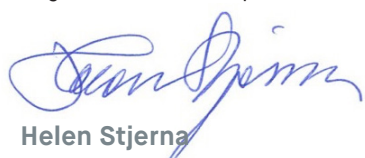
Since 2016, A Non Smoking Generation has conducted an annual Novus-survey to map young people's attitudes and knowledge about tobacco. In this year's survey, we clearly see that minors' access to white snus and e-cigarettes continues to increase, despite the introduction of a new law in August 2022, intended to protect children and young people from these products. We also observe that the proportion of young people who report often seeing advertisements for nicotine products on social media has increased significantly – despite the new law banning advertising targeted at those under 25 years old.

So, what do young people themselves say? Why do they start smoking, using snus, or vaping? The clearest trend in all our surveys since 2016 is that peer influence is the main reason to try any form of tobacco. This year is no exception. What primarily distinguishes the new nicotine products from regular cigarettes is that they appear to be less harmful, and the candy-like flavors entice people to try them. Regular cigarettes aren't allowed to taste like raspberry licorice or even mint, so the big question is why these new products are allowed to do so?

A major cause for concern is the low level of knowledge about all the harmful effects of nicotine and how it affects the young brain. 28 percent of young people report that parents buy tobacco for their children, and it's hard to see any explanation other than ignorance. A parent who is aware that nicotine causes serious damage to the young brain would hardly buy these products for their child.

A Non Smoking Generation has long called for stricter legislation to protect children and young people from all forms of nicotine. A consultation round recently concluded, including a proposal for statutory nicotine-free school hours, and we are pleased that a strong majority of the consultees support the introduction of nicotine-free school hours.

With this report, we aim to represent the voices of children and young people in the tobacco debate. It is our hope that you, the reader, will listen and prioritize children's needs for knowledge and health. With this English version of our report, we aim to tell the true story of the Swedish experience and warn other countries against falling into the same trap.



**Helen Stjerna**

Secretary-General, A Non Smoking Generation  
Stockholm, November 2024



### ABOUT THE SURVEY

This report is based on a survey by Novus on behalf of A Non Smoking Generation to examine the public's attitudes towards tobacco. The target group was the Swedish public aged 14-79 years. In total, 1369 web interviews

were conducted between 20th of May - 10th of June 2024, where of 1065 were conducted with the target group 18-79 years and 304 were conducted with the target group 14-18 years.



# 1. Alarming Development

## Why young people start smoking



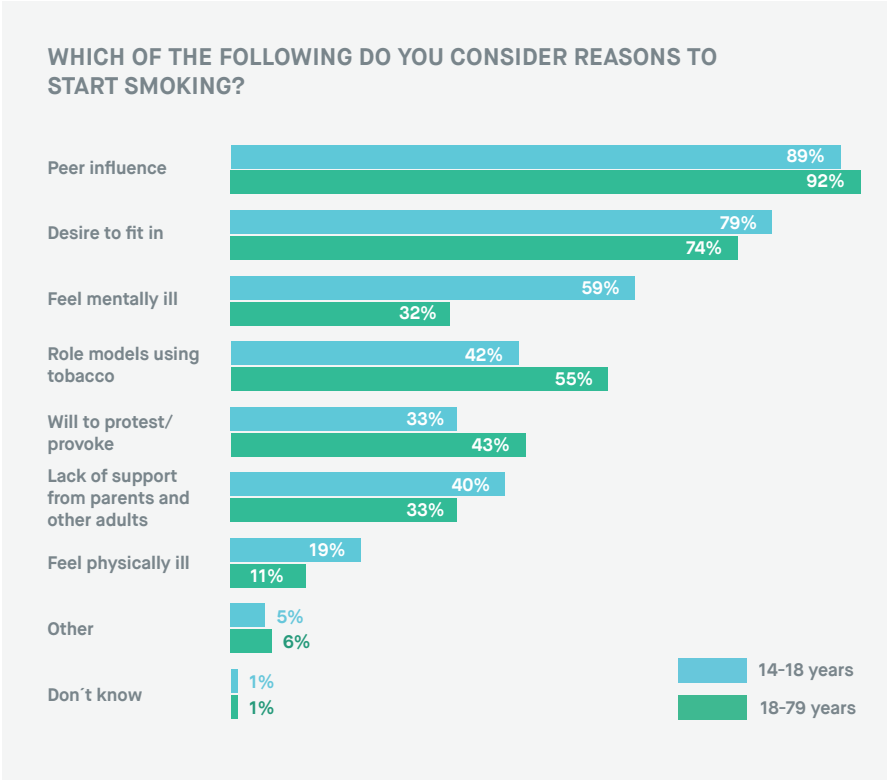
89%  
say that peer influence  
is a reason to start  
smoking

In recent years, tobacco and nicotine use among young people has taken a completely wrong turn. The proportion of minors who have tried e-cigarettes and white snus is historically high, and at the same time, the percentage of high school students who smoke traditional cigarettes has also increased. Young people who have never tried nicotine are now in the minority.

The fundamental reason why children and young people start using any form of tobacco or nicotine product is that there is an industry that does everything in its power to lure the next generation into addiction. 96 percent of all tobacco

users start in their teens or even earlier, with the most common initiation age being between 14 and 16 years old.

When young people are asked about reasons to start smoking, almost all respond with “peer influence” and “the desire to fit in.” Consistently, all of our Novus-surveys, which have been conducted annually since 2016, show that tobacco use is a social behavior spread through peer pressure. Other reasons frequently cited by young people include mental health issues, influence from role models, and lack of support from parents and other adults.



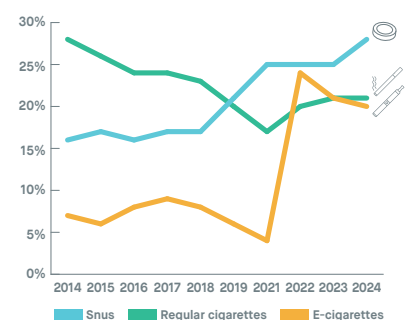
## Why young people start using white snus or e-cigarettes

Peer influence and the desire to fit in are also the most common reasons young people give for trying new nicotine products, e-cigarettes or white snus. Subsequent reasons clearly show that existing legislation fails to protect young people from the tobacco industry's marketing strategies. Seven out of ten young people believe that people try new nicotine products because they seem less harmful than traditional tobacco products. About half also believe

that the appealing flavors and their presence in popular culture (films, TV series, music, social media) are reasons for trying them.

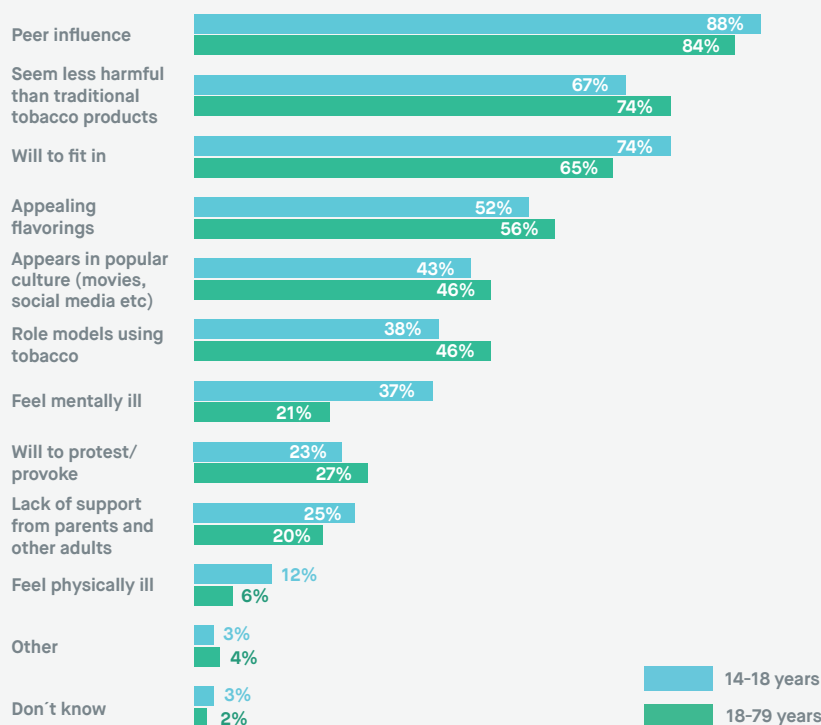
In light of the tobacco industry's success in luring more and more young people into nicotine addiction, political action is necessary to strengthen the regulation of all tobacco and nicotine products, along with renewed efforts to increase awareness of the full range of nicotine's health risks.

**TOBACCO USE  
– SWEDISH 17-18-YEAR-OLDS**



**67%**  
of the young people  
consider "it appears  
less harmful" as a reason  
to try out new nicotine  
products

### WHICH OF THE FOLLOWING DO YOU CONSIDER REASONS TO TRY OUT NEW NICOTINE PRODUCTS?





9 out of 10  
consider health risks  
as a reason to refrain  
from using tobacco

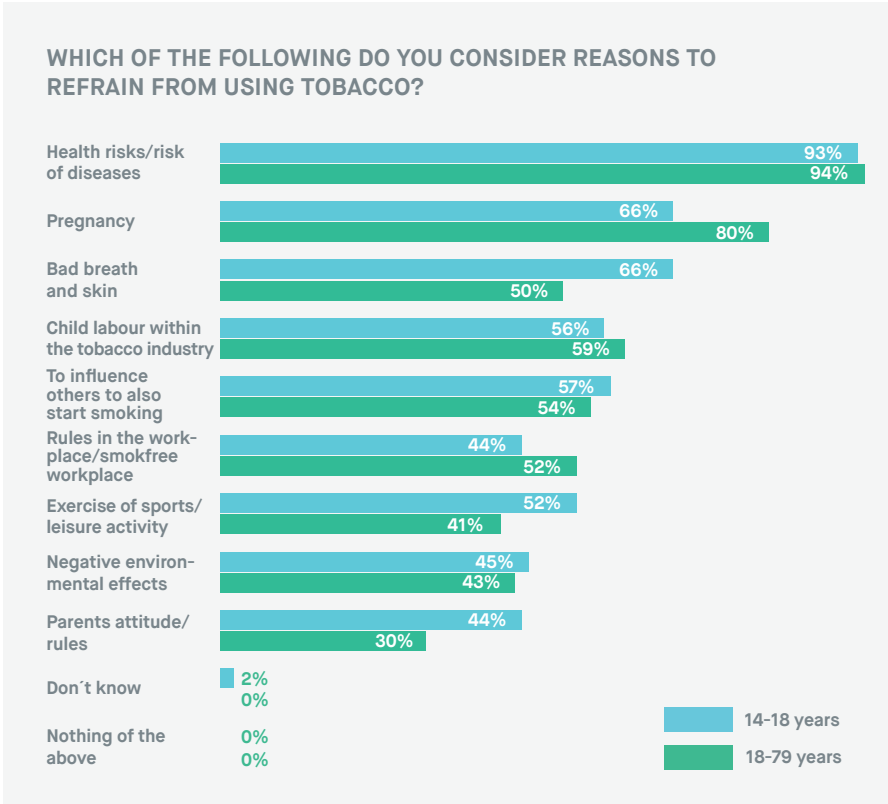
Reasons to refrain

Over 90 percent of both young people and adults state that health risks are reason enough to refrain from tobacco. However, an equally large proportion of the population does not actually abstain from tobacco in practice, which could be interpreted as health risks not being compelling enough. This discrepancy is likely due to a lack of knowledge about how serious the health risks actually are, and because current legislation and early tobacco prevention efforts are insufficient.

A solid majority of young people say that the risk of influencing others to start smoking could be a reason to refrain. Young people do not want to be the reason their friends start using tobacco, nor do they want their own use to

have negative consequences for others. About half of the youth also mention child labour within the tobacco industry and negative environmental impact as potential reasons to avoid tobacco.

Young people are more likely than adults to state that parental attitudes or expectations can be a reason to avoid tobacco. This suggests that many parents may underestimate their own influence over their children's behaviour. At the same time, this difference between young people's and adults' responses suggests that there is potential to prevent tobacco use through increased awareness and stronger opposition to tobacco among adults in close proximity to young people.



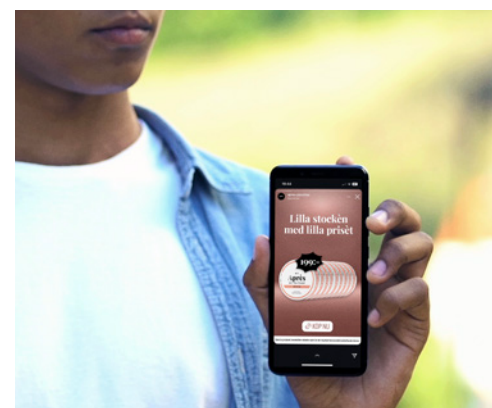
## Inadequate legislation and increasing access

In 2022, a law was introduced to regulate new nicotine products more strictly, including age limit and restrictions on sales and marketing. Our new survey reveals that this law is far from sufficient to protect children and young people. Despite the law prohibiting marketing aimed at those under 25 years old, the percentage of young people who report often seeing advertisements for tobacco and nicotine products on social media has increased significantly from 25 percent in 2023 to as high as 35 percent this year.

Another indication of the law's shortcomings is the continued increase in young people's access to nicotine products. Seven out of ten young people report that it is easy to obtain white snus

and e-cigarettes for people under the age of 18. Additionally, the proportion of adults who have realized how accessible these products are to minors has increased compared to the previous year.

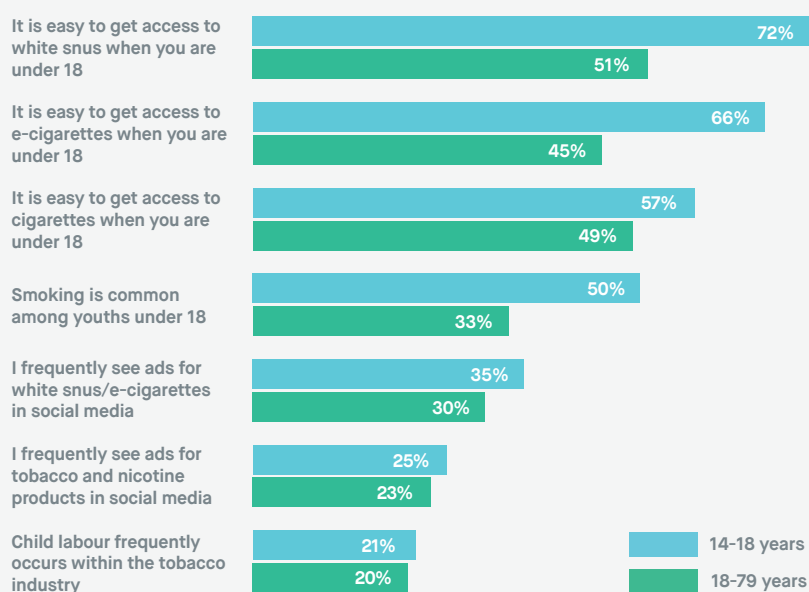
This year, for the first time we also investigated how minors gain access to white snus and e-cigarettes. The largest proportion of young people say they get access through older siblings and friends buying for them. As many as eight out of ten also say access comes from shops that do not check IDs. A significant proportion also reports that they obtain them via specific accounts on social media. Additionally, nearly a third of young people believe that parents buy these products for their children.



*"Everyone knows exactly which shops that sell white snus and vapes without checking ID. At some places you can pay some extra to avoid showing ID."*

Anonymous 16-year-old

### HOW WELL DO THE FOLLOWING STATEMENTS ALIGN WITH YOUR PERCEPTION?



## 2. Knowledge is power

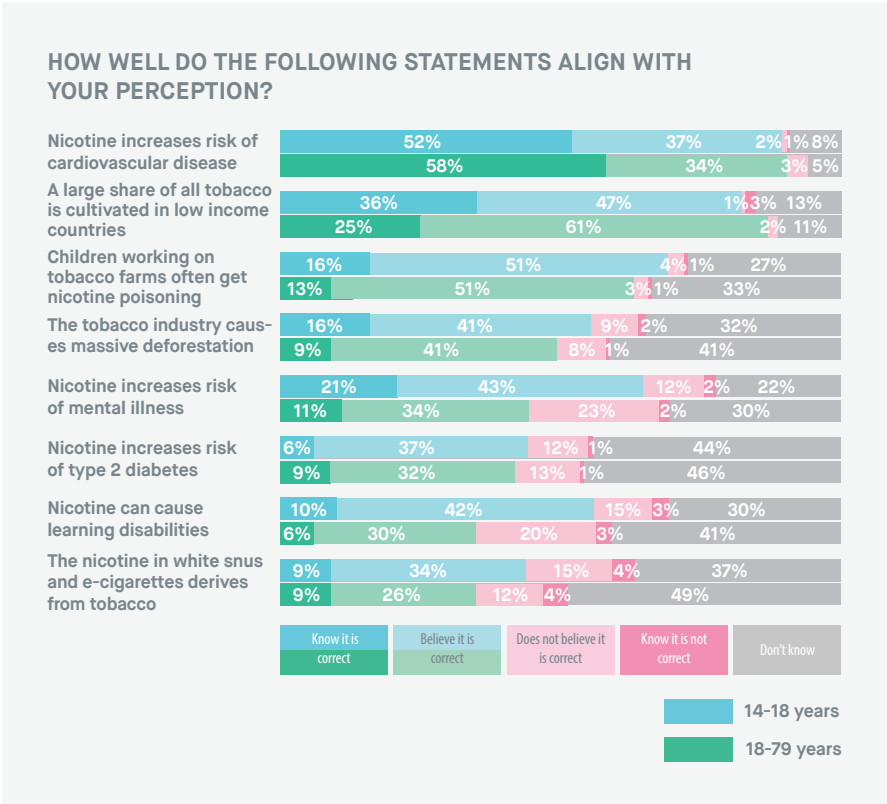
### Low awareness of nicotine's health risks



Only  
**1 out of 10**  
adults know that  
nicotine increases  
the risk of mental  
illness and learning  
disabilities

Why do a large proportion of young people report that parents buy white snus and e-cigarettes for their children? The only reasonable explanation is that parents are unaware of how harmful nicotine is to the young brain. Only about one out of ten adults say they know that nicotine increases the risk of mental health issues and learning disabilities. Young people's knowledge about the effects of nicotine is slightly higher but still alarmingly low, especially considering that many perceive mental health issues and the notion that nicotine products "seem less dangerous" as

reasons to try new nicotine products. According to the tobacco industry's narrative, nicotine is no more harmful than caffeine or sugar, and this has clearly contributed to misleading the public's perception about new nicotine products. Independent research shows that nicotine causes permanent damage to the brain, impairs cognitive abilities such as memory, concentration, and learning, and increases the risk of mental health issues. In the long term, nicotine also raises the risk of cardiovascular diseases, type-2 diabetes, and birth defects.





## Low awareness of sustainability issues

Awareness is also severely lacking when it comes to the tobacco industry's impact on global sustainable development. A significant majority of the public is unaware that child labour is widespread in tobacco farming, that children working on tobacco fields often suffer from nicotine poisoning, and that the tobacco industry causes massive deforestation. Few people also know that the nicotine in white snus and e-cigarettes is derived from tobacco, meaning that these products bring the same long list of sustainability problems as other tobacco products.

The young target group has slightly better knowledge of the sustainability aspects, but there are still significant knowledge gaps. This is unfortunate, as many young people cite child labour and negative environmental impact as reasons to avoid tobacco. The fact that sustainability issues resonate with and can motivate young people to choose nicotine-free lives is also evident in our project *"Tobacco's Children"*, where approximately nine out of ten surveyed students say that the lecture *"Child Labour in New Packaging"* provides arguments for abstaining from using tobacco.

## Shortcomings in Swedish schools

Unfortunately, the survey also reveals that Swedish schools are falling short in their tobacco preventing education. Only half of young people report having received information about the health risks of tobacco during dedicated lessons, and even fewer have received detailed information about the risks of nicotine and

new nicotine products. To promote students' health, well-being, and academic performance, it is crucial that all schools are given stronger incentives to educate about all tobacco and nicotine products, both from a health and sustainability perspective.

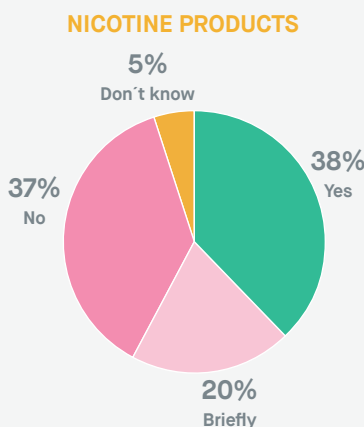
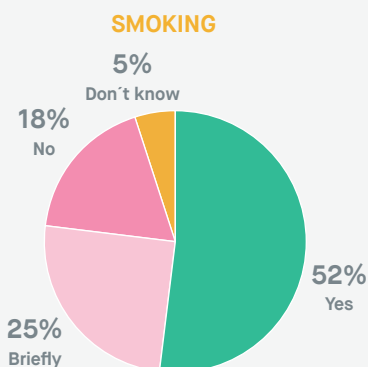


In November 2024, we launched the new digital lecture *"Child Labour in New Packaging"*, which highlights the tobacco industry's child labour, marketing, health risks, and environmental impact divided into four different sections. The lecture is free and especially customized for students aged 13-19 years old. The purpose is to increase young people's knowledge, commitment and motivation to refrain from all kinds of nicotine use. For more info and access, visit [nonsmoking.se](https://nonsmoking.se).

**9 out of 10**  
responding students  
state that the lecture  
*"Child Labour in New  
Packaging"* contains  
arguments to refrain  
from tobacco

IN THE TARGET GROUP 14-18 YEARS

HAS YOUR SCHOOL INFORMED ABOUT SMOKING AND NEW NICOTINE PRODUCTS AND THE RISKS ASSOCIATED WITH TOBACCO AND NICOTINE?



### 3. Adults' responsibility

#### Adults who purchase for minors



2023 we assigned two young girls to visit a shop with self-service of white snus in different brands, flavors and nicotine levels. One of the girls pretended that she wanted to buy snus for herself and her little sister, and then the shop assistant recommended her to buy a multipack at a discounted price where she could mix between brands and flavors. "You can build your own stock, and currently we actually have an amazing prize on a new brand which is extremely good, and that is 15 SEK per box."

The proportion of young people who report that it is easy to obtain white snus or e-cigarettes as a minor continues to increase, even though, since 2022, there has been an age limit of 18 years for purchasing these products. Therefore, in this year's survey, we chose to ask how young people get access to white snus and e-cigarettes. While it may not be surprising that nine out of ten young people report that older friends and siblings purchase for them, it is certainly remarkable that as many as eight out of ten report getting them from shops that do not check IDs and as many as 28 percent say that parents purchase for their children.

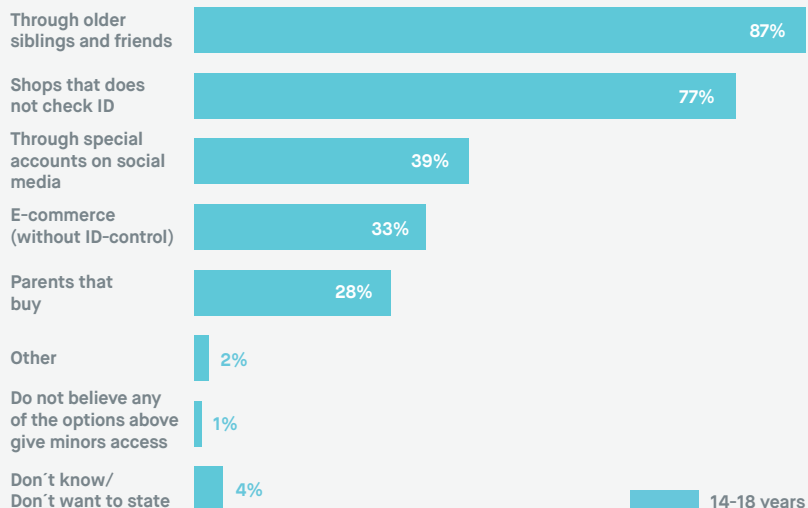
It is clear that retailers need to tight-

en their routines and that the new law regulating nicotine products is insufficient. To sell cigarettes and brown snus, stores need a license, but to sell "tobacco-free" nicotine products, the only requirement is that the retailer submits a notification. Until we have a law that effectively protects children and young people from all forms of nicotine, parents must take action to protect their children. Parents who purchase nicotine products for their children likely lack knowledge about nicotine's harmful effects on the young brain. This highlights the need to work together to spread accurate and sufficient information about all the harmful effects of nicotine, both in schools and in society at large.



**7 out of 10 state that it is easy to get access to white snus and e-cigarettes when you are under 18**

#### HOW DO YOU BELIEVE MINORS GET ACCESS TO WHITE SNUS AND E-CIGARETTES?



## The need for adult support and positive role models

Since peer influence is the primary reason why young people start smoking or using other tobacco products, adults need to give their youth the tools to resist peer pressure. In this year's survey, 52 percent of 14-15-year-olds report that a parent's "no" is reason enough to refrain, but only 30 percent of adults realize this. From experience, we know that many young people need something or someone to blame in order to say no when offered tobacco by a friend. A parent's firm "no" can be exactly what they need to feel empowered to decline. Many adults mistakenly believe that forbidding something only makes it more tempting to try, but this is a myth that needs to be dispelled once and for all.

Children of parents who smoke or use snus are at a higher risk of starting to smoke or use other nicotine products themselves. This is partly because these children are more frequently exposed to tobacco and tobacco use, which normalizes the behaviour and increases access to tobacco. Another significant reason may be that parents who smoke find it more challenging to talk about tobacco with their children. It's important to emphasize that being a tobacco-using

parent doesn't mean you can't be a good role model. What matters is avoiding exposing children to your tobacco use and having open, honest conversations with them about tobacco while giving them strong reasons to abstain.

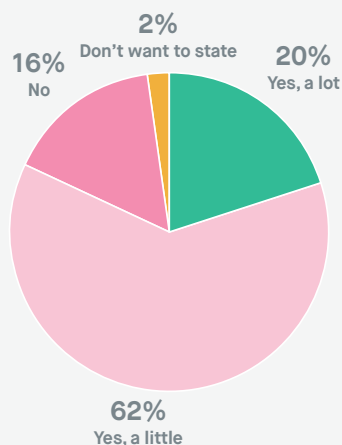
This year, only 20 percent of young people reported that their parents had talked to them in-depth about tobacco. In addition to health risks, child labour on tobacco farms, environmental destruction, and the fact that tobacco use leads to bad breath and skin issues are the strongest arguments for young people to refrain. When discussing health risks, it's crucial to emphasize nicotine's harmful effects on the brain, as these occur relatively quickly with substantial use. Since the young brain's ability to foresee consequences is limited during adolescence, it can be difficult to achieve the desired effect by talking about long-term health risks like cancer and cardiovascular disease.

By gathering comprehensive knowledge about both the health and sustainability impacts of tobacco and then sharing and discussing this with their child, parents—combined with a clear "no"—can protect their teens from developing a harmful nicotine addiction.

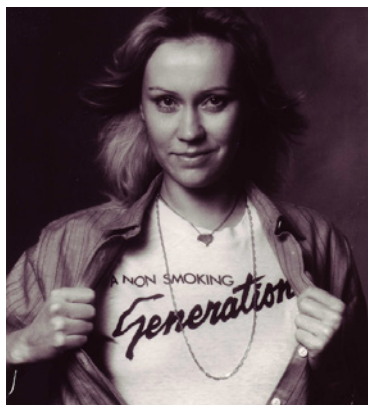


**52%**  
of 14-15-year-olds state  
that their parents' "no"  
is reason enough to  
refrain from tobacco

HAVE YOUR PARENTS TALKED TO YOU ABOUT SMOKING?



## 4. Society's responsibility



Agnetha Fältskog, a part of Abba and one of A Non Smoking Generation's most important ambassadors in the 1980s.

From the early 1980s onward, Sweden pursued an aggressive tobacco control policy to reduce the number of smokers and address the many harms caused by tobacco. A Non Smoking Generation was founded in 1979 and worked closely with the former Swedish National Institute of Public Health. Together with several other health-promoting organizations, we raised awareness and advocated for numerous regulations that have both helped smokers quit and protected young people from starting. Alongside awareness campaigns, advertising bans, age limits, and tobacco excise taxes, the introduction of a wide range of smoke-free environments have had a decisive impact on reducing the number of adult smokers in Sweden.

With our positive experiences, Sweden played a leading role in developing the WHO Framework Convention on Tobacco Control (FCTC). The Convention aims to

provide a scientifically grounded framework to help member states protect their citizens from all tobacco-related harms. The FCTC's guidelines explicitly require its member states to work toward phasing out all tobacco use and preventing all forms of nicotine addiction. Similarly, the EU's Cancer Plan and the new European NCD (Non-Communicable Diseases) Plan clearly state that e-cigarettes and all forms of nicotine that are not medicinal products should be included under the definition of tobacco.

Despite this, Sweden has chosen not to regulate white snus and e-cigarettes as tobacco products. The result of this decision is that access to and use of new nicotine products continues to rise among minors. To address this issue, stricter legislation and increased awareness is necessary. Below, we have outlined the actions that are required.

MEASURE	WHY	RESULT
1 <b>Raise the age limit and implement stricter rules for point of sales</b>	96 percent of all tobacco users started before the age of 20. Nine out of ten minors obtain nicotine products through older friends and siblings, and eight out of ten reports purchasing from kiosks that do not check IDs. Currently, anyone can sell white snus and e-cigarettes without requiring a license.	Reduced access, reduced illegal procurement, fewer nicotine initiations.
2 <b>Implement nicotine-free school hours</b>	Nine out of ten minors cite peer influence as a reason to try nicotine products. Current legislation does not adequately regulate smoking or other nicotine products, which means they are commonly found in schools.	Reduced peer pressure, reduced access, fewer nicotine initiations.
3 <b>Increased taxation</b>	The lack of tobacco tax on white snus and e-cigarettes makes these products cheaper than ice cream or candy. High prices primarily protect young people, who are a price-sensitive group. Tax revenues could also be used for awareness-raising initiatives.	Reduced access, fewer nicotine initiations, increased resources for awareness campaigns.
4 <b>Awareness campaigns and expanded health warnings</b>	Knowledge about all the harmful effects of nicotine is extremely low, both among young people and adults. Only 20 percent report having received detailed information about the harmful effects of nicotine in school. If more people knew how harmful nicotine is to the young brain, significantly fewer would engage in illegal procurement, and many more would refrain from trying it.	Fewer nicotine initiations, reduced illegal procurement.
5 <b>Ban on all nicotine products advertising (pharmaceuticals excluded)</b>	An increasing number of children and young people report seeing advertisements for white snus and e-cigarettes on social media, and one in six youths has been offered free samples on these platforms. Advertising normalizes use and makes the products seem harmless.	Reduced normalization of tobacco use, reduced access, fewer nicotine initiations.
6 <b>Ban on candy-like flavors</b>	More than half of minors report that appealing flavors are enticing them to try nicotine products.	Fewer nicotine initiations.
7 <b>Fully implement the Tobacco Convention</b>	To protect its lucrative business, the tobacco industry does everything in its power to block, delay, and weaken laws that could protect young people from starting and help smokers and snus users break free from nicotine addiction.	Stronger and more effective tobacco laws, a tobacco-free future.

## Raise the age limit and implement stricter rules for point of sales

Considering that more than nine out of ten tobacco users had their first tobacco experience before the age of 20, it is entirely reasonable to raise the age limit to 20 years for purchasing all forms of tobacco and nicotine that are not medicines. This measure would also help curb the illegal supply currently taking place. In our latest survey, nine out of ten young people report obtaining white snus and e-cigarettes through older friends and siblings, while eight out of ten say they buy from kiosks that do not check IDs. Currently, anyone can sell white snus and e-cigarettes without a license, unlike cigarettes, which require a permit. Clearly, this system does not work well, and the regulations for selling tobacco-free nicotine products need to be tightened, along with improved oversight and stricter consequences for illegal sales.

Distributing free tobacco samples has long been prohibited in Sweden. In 2022, when the new law on tobacco-free nicotine products came into effect, it also became illegal to distribute free samples of white snus and e-cigarettes.

Despite this, we see the tobacco industry continuing to offer free samples on social media, with one in six young people reporting in this year's survey that they have been offered free samples. Regulating different tobacco and nicotine products in different ways has resulted in fragmented legislation that is difficult to understand and fails to protect children and young people from becoming addicted to harmful nicotine products.

Research shows that the use of snus and e-cigarettes increases the likelihood of transitioning to smoking traditional cigarettes. Over the past three years, the use of regular cigarettes has also increased among Swedish high school students. In the latest survey by the Swedish Council for Information on Alcohol and Other Drugs, 21 percent of 17-year-olds reported that they smoke. Given the independent research on the links between snus, e-cigarettes, and smoked tobacco, it is highly likely that the increase in cigarette use is due to the sharp rise in the number of young people using nicotine.

**1 in 6**  
young people say they  
have been offered free  
samples



During Pride-week in Stockholm 2024 a festival fair, Pride Park, was arranged where two tobacco companies promoted their white snus to young people through contests, activities and sales.

### WHAT DOES THE WHO FCTC SAY?

**Article 16:** Protect minors from tobacco. Implement an age limit for tobacco purchases and prohibit distribution of free tobacco products.





**65%**  
state the influence  
on others as a reason  
to abstain

## Introduce nicotine-free school hours!

That tobacco use is fully allowed in the majority of schools in Sweden may not be widely known. The existing law on smoke-free schoolyards currently only covers cigarettes and e-cigarettes, excluding all other nicotine products, which have skyrocketed in popularity in recent years. Few are aware that the smoking ban also applies to school entrances, and many teachers find it difficult to prevent students from using tobacco during both lessons and breaks.

Principals and school leadership can decide that nicotine-free school hours should apply at their school, but only a small fraction does. The reason is probably due to a lack of knowledge, partly about the principals right to decide this but also about the protective effect it can have. Being exposed to others' use of nicotine products is one of the main known risk factors for becoming addicted to nicotine. Since the start of our annual attitude survey in 2016, peer influence has been the primary reason given for trying cigarettes, white snus, and e-cigarettes. This is also likely why a significant majority of young people support having school hours completely free of snus and cigarettes. Many students we meet say they want to quit

but feel it is impossible because "all their classmates use snus or vape at school."

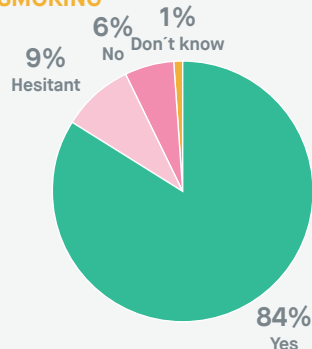
The investigation *A Safe Upbringing Without Nicotine, Alcohol, and Nitrous Oxide* therefore proposes introducing smoke-, tobacco-, and nicotine-free school hours for all students in Sweden—a measure supported by nearly three out of four referral bodies, including the country's county administrative boards. The proposal means that students, from preschool to high school, would no longer be allowed to use any form of nicotine during school hours, whether during lessons, breaks, or school trips. We now hope that the Swedish government listens to the investigator and the referral bodies supporting the proposal and makes a swift decision to implement it.

A key factor for a successful implementation of nicotine-free school hours is that a new law is accompanied by a comprehensive information campaign. The purpose of the measure must be clearly communicated—that it is intended to protect those who have not yet started using nicotine and to support those who want to quit. Among individuals aged 18-29, as many as 65 percent cited the influence of others as a reason to abstain.

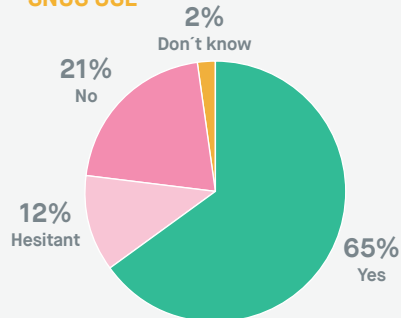
### IN THE TARGET GROUP 14-18 YEARS

DO YOU THINK IT SHOULD BE PROHIBITED FOR STUDENTS AND TEACHERS TO SMOKE OR USE SNUS DURING SCHOOL HOURS?

#### SMOKING



#### SNUS USE



#### WHAT DOES THE WHO FCTC SAY?

Article 8: All people should be protected from exposure to tobacco smoke. It is a fundamental human right.

## Increase tobacco taxes and include all nicotine products from the tobacco industry

According to the WHO, raising tobacco taxes is one of the most effective measures to reduce tobacco use. Studies show that tax increases that raise the price of cigarettes by ten percent lead to a three to five percent reduction in consumption in high-income countries. The effect is estimated to be two to three times greater among young people compared to older individuals. Since more than nine out of ten tobacco users start in their teens, tax increases are an effective tool to protect young people from starting.

The fact that white snus and e-cigarettes are classified as tobacco-free—even though they contain high amounts of nicotine derived from tobacco—also means they are exempted from tobacco taxes. This currently allows a can of white snus to be purchased for less than 20 SEK (2 Euro). To make these products less accessible to price-sensitive youth, they need to be taxed like tobacco. These tax revenues could also be used to fund a much-needed knowledge boost about all the health risks of nicotine, both in schools and in society at large.



			
<b>NYTT PRIS</b> VID Perfect Pear Slim Extra Strong ★★★★☆ (14) <b>199,00 kr</b> (19,90 kr/10)	<b>NYTT PRIS</b> VID Blueberry ★★★★☆ (4) <b>199,00 kr</b> (19,90 kr/10)	<b>NYTT PRIS</b> VID Hot Pineapple ★★★★☆ (4) <b>199,00 kr</b> (19,90 kr/10)	<b>NYTT PRIS</b> VID Chili Chocolate ★★★★☆ (4) <b>199,00 kr</b> (19,90 kr/10)
10-pack - 199,00 kr 	10-pack - 199,00 kr 	10-pack - 199,00 kr 	10-pack - 199,00 kr 

### WHAT DOES THE WHO FCTC SAY?

**Article 6:** The price and tax measures are important means to reduce tobacco consumption, in particular among young persons.

## Knowledge dissemination and expanded health warnings



As of today, the warning labels on white snus boxes are almost non-existent. The information states that nicotine is addictive but excludes all direct and long term health risks. The lower picture shows how it should look like.

Knowledge about all the harmful effects of nicotine is extremely low, both among young people and adults. Only 38 percent of young people report having received information about the harmful effects of nicotine during specific lessons in school. If more people knew how harmful nicotine is for the developing brain, significantly fewer would supply it to others, and far more would choose not to try it.

This year's survey shows that knowledge levels remain low. For example, only one in five people – both young people and adults – are aware of the widespread problem of child labour in the tobacco industry. One explanation may be that we are reaching fewer students with our lectures due to reduced funding for tobacco prevention efforts. Another explanation could be that Swedish media have barely scrutinized the tobacco industry's impacts on human rights and sustainable development. Given that 56 percent of young people responded that child labour in the tobacco industry is reason enough to avoid tobacco, there are strong grounds for increasing awareness of this issue.

When it comes to health risks associated with tobacco and nicotine, it is relatively well-known that nicotine increases

the risk of cardiovascular disease. Half of all young people and six out of ten adults are aware of this risk, but knowledge remains low regarding nicotine's other health risks and its damage to the young brain. Only 11 percent of adults answered that they know nicotine increases the risk of mental health issues, and only 6 percent are aware that nicotine can cause learning difficulties.

Considering that six out of ten young people cite mental health issues as a reason to start smoking, it is particularly concerning that awareness of nicotine's impact on cognitive ability is that low. Research also shows that young people who use nicotine at an early age are at higher risk of abusing alcohol and other drugs later in life. Increased knowledge could lead to significant cost savings in healthcare and provide people with both better health and improved quality of life.

In addition to educational efforts in schools and society at large, both white snus and e-cigarettes should be equipped with enhanced health warnings. These should inform users about immediate effects, such as brain damage and risks to the fetus during pregnancy, as well as long-term health risks to the heart and vascular system.

### WHAT DOES THE WHO FCTC SAY?

**Article 11** demands actions to prevent packaging from being misleading or false, and to have sufficiently large and visible health warnings.

**Article 12:** Everyone has the right to knowledge about the health risks of tobacco consumption.



A 10-year-old girl binding tobacco leaves to dry. The picture is taken in September 2024 during A Non Smoking Generation's trip to a tobacco cultivating country. A report about the trip will be launched in the beginning of 2025.

## Ban all forms of advertising for tobacco industry products – across all platforms

An increasing number of children and young people report seeing advertisements for white snus and e-cigarettes on social media, and one in six youths has been offered free samples on these platforms. Such advertising normalizes usage and makes the products appear harmless.

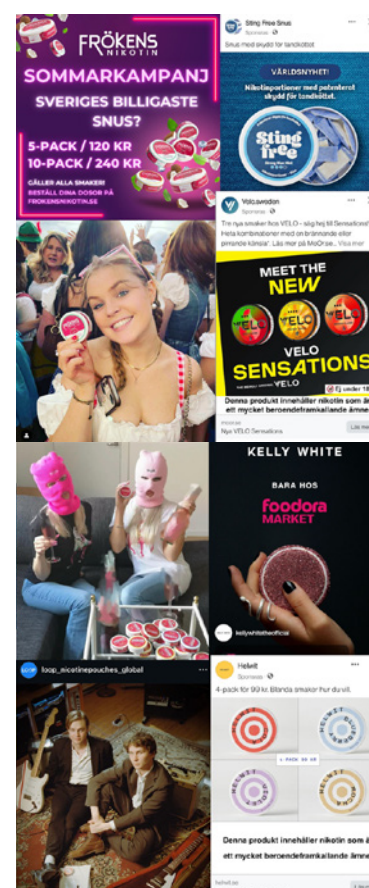
The new law on tobacco-free nicotine products prohibited all advertising for these products on radio and TV. Sponsorship has also been banned since the law came into effect in 2022. The big mystery, however, is why advertising for these products wasn't banned across all platforms? If protecting children and young people is the primary goal, shouldn't the ban be focused on where young people spend most of their time—on social media and other digital platforms? Advertising continues relentlessly, especially on TikTok, which has the youngest audience of all major platforms.

The majority of all tobacco debutants are between the ages of 14-16, and since almost no one starts after the age of 20, it is crucial for the tobacco industry to entice vulnerable teenagers into nicotine addiction. It is therefore no coincidence that we find most nicotine advertising on channels targeted at young people. According to the new law, advertising cannot target those under 25 or feature people under 25,

but this is something we see daily. The advertisement must also not encourage use or refer to tempting flavors. This too happens in all advertising segments – whether it is traditional advertising or so-called user-generated content, influencer marketing.

The tobacco industry has become so adept at influencer marketing that the term "zynfluencer" has emerged. Some musicians take it a step further by launching their own brands, which are then distributed for free or sold at concerts and other events. Additionally, we see the tobacco industry continuing to sponsor parties and events, despite this now being entirely prohibited. Conversations with elite hockey clubs reveal that the tobacco industry provides free refills for snus refrigerators in locker rooms.

Thanks to extensive legislation on smoke-free environments and a ban on tobacco advertising, Sweden has made significant progress in reducing smoking. However, in many ways, we are back to square one, with the tobacco industry acting as they please while large parts of society seem indifferent. Perhaps we could achieve a completely tobacco-free society if more stakeholders in both business and politics stood up for young people's right to a tobacco-free future.



### WHAT DOES THE WHO FCTC SAY?

**Article 13** prescribes a total ban towards all forms of tobacco advertising and that the tobacco industry, by all means possible, should be prevented from recruiting new customers that risk a life long, life threatening nicotine addiction.



## Ban on candy-like flavors

In this year's survey, more than half of the underage respondents said appealing flavors entice to try white snus and e-cigarettes. Even more, a full 67 percent, stated that the reason is that these products seem less harmful than traditional tobacco.

This is, of course, linked to the low level of knowledge about all the harmful effects of nicotine, but it is also highly likely that the candy-like flavors, combined with these products being

labelled as "tobacco-free," make them appear harmless.

There is a reason why regular cigarettes are not allowed to taste like raspberry or even mint. The big question is why these products are allowed to do so. Recently, flavored HTPs (Heated Tobacco Products) were banned, and a flavor ban for all nicotine products not approved as nicotine replacement therapy would make a significant difference in protecting children and young people.



### WHAT DOES THE WHO FCTC SAY?

**Article 9:** From the perspective of public health, there is no justification for permitting the use of ingredients, such as flavoring agents, which help make tobacco products attractive.



## Fully implement the Tobacco Convention

The tobacco industry long denied that nicotine is addictive, and that smoking is harmful, despite being fully aware of the truth. Strengthened tobacco laws have gradually reduced tobacco consumption, and to protect their lucrative business, the tobacco industry has done everything in its power to block, delay, and weaken laws that could prevent young people from starting and help smokers and snus users break free from nicotine addiction.

The member states of the Tobacco Convention have therefore agreed on the need for a specific article to protect public health policies from the influence of the tobacco industry. Article 5.3 contains four main principles:

- There is a fundamental and irreconcilable conflict between the interests of the tobacco industry and public health.
- Governments must act openly and responsibly when interacting with the tobacco industry and those promoting its interests.
- Governments must require the tobacco industry and its promoters to act openly and responsibly.

- Because its products are lethal, the tobacco industry should not be incentivized to establish or operate its business.

Although Sweden ratified the WHO FCTC in 2005, we have yet to implement Article 5.3. Several ministers and political parties openly support the tobacco industry and its narrative of harm reduction with smoke-free nicotine products.

It is important to emphasize that both snus and e-cigarettes are deadly products, even if, due to the relatively short existence of white snus, long-term studies on its effects are not yet available. It is also crucial to point out that there is no evidence that snus and e-cigarettes help smokers quit. On the contrary, independent research shows that snus and e-cigarettes instead increase the risk of starting smoking.

Now is the time for the Swedish government to fully implement the Tobacco Convention and begin prioritizing children's health and sustainable development over the profits of the tobacco industry.

# 2005

Sweden ratified the  
WHO Framework  
Convention on  
Tobacco Control



# FCTC

WHO FRAMEWORK CONVENTION  
ON TOBACCO CONTROL

### WHAT DOES THE WHO FCTC SAY?

Article 5.3 urges the parties to protect their public health policies from commercial and other vested interests of the tobacco industry.

## 5. World No Tobacco Day 2024

### Strong support for a nicotine free generation

*"The tobacco industry disseminates misleading information about their products, which makes many people perceive white snus and vapes as less harmful. On the contrary, they have negative effects on both physical and mental health and counteracts all of UN's sustainability goals. Together with A Non Smoking Generation I stand up for young people's right to knowledge, health and a more sustainable and just world."*

**Annika Wickihalder,**  
Swedish singer

*"Let's deinfluence white snus. White snus has become incredibly common among young girls, and it's really no surprise considering the aggressive marketing tactics tobacco companies have directed specifically at children and young people. A Non Smoking Generation campaigns and fights for children and young people to be free from becoming addicted to snus and cigarettes. Of course, I want to be a part of that!"*

**Hanna Bergwall,**  
Swedish lawyer/influencer

World No Tobacco Day is a day established by the World Health Organization to highlight tobacco-related issues and urge policymakers worldwide to take action to combat the harmful effects of tobacco use. This year's theme was Protecting Children from the Tobacco Industry's Influence.

Since the tobacco industry continues to lure children and young people into harmful nicotine addiction through candy-like flavors, youthful designs, and social media advertising, it was crucial for us to address this and raise awareness about all the health risks associated with nicotine. Knowledge is power, yet only one in ten young people knows that nicotine impairs cognitive abilities and increases the risk of sleep problems, learning difficulties, and mental health issues. If more young people were aware of these risks, significantly fewer would start using nicotine products.

To reach them, we enlisted the help of numerous well-known individuals and influencers to spread life-saving information. Around 30 influential figures—from actors and musicians to influencers and TV personalities—shared images and videos on Instagram, TikTok, and Facebook. In their posts, they spread vital facts and advocated for young people's right to be protected from harmful addictions and the unethical marketing practices of the tobacco industry.

A Non Smoking Generation is incredibly grateful for their efforts, which have made a difference in the lives and futures of many young people. The campaign's total potential reach was 2.1 million people, and the posts on Instagram, TikTok, and Facebook generated significant engagement.



## World No Tobacco Day Award 2024

Each year, the World Health Organization selects individuals and organizations to receive the World No Tobacco Day Award for exceptional efforts in preventing and reducing the harmful effects of tobacco. In 2024, A Non Smoking Generation and our Secretary-General, Helen Stjerna, were honored with this prestigious award during a full-day seminar at the UN City in Copenhagen.

The motivation read:

*The Swedish NGO "A Non Smoking Generation", under the passionate guidance of Secretary General Helen Stjerna, has made a significant impact through its educational programme "Tobacco Children". This innovative project educates young people about the far-reaching consequences of tobacco use, not just for their health, but also for the environ-*

*ment and global issues like child labour, poverty and inequality.*

*Recognizing the growing popularity of new nicotine products, Mrs Stjerna has become a vocal proponent of regulating these products to prevent them from becoming a gateway to nicotine addiction for young people. Her advocacy efforts transcend national borders, shedding light on how tobacco and related industries promote new nicotine products among the youth by circumventing tobacco control legislation.*

It is a great honor, and we feel incredibly proud and grateful to be among the recipients of WHO's World No Tobacco Day Award 2024. This recognition is an important acknowledgment of our work toward a nicotine-free generation and a sustainable future.



**With this report, we wish to shed light on the alarming trend of a growing number of nicotine users among Swedish youth and prevent other countries from making the same mistakes as Sweden. Therefore, we now urge the European Commission and the Member States to:**

**Review and update the Tobacco Products Directive (TPD)**, the Tobacco Taxation Directive (TTD), the Tobacco Advertising Directive (TAD), and the legal framework for cross-border purchases of tobacco by private individuals.

**Ensure compliance with EU laws** and the full implementation of the WHO Framework Convention on Tobacco Control, including transparency requirements – we particularly emphasize that the EU, as a party to the convention, must fulfil its obligation to protect public health policies from commercial and other vested interests of the tobacco industry in a comprehensive and effective manner.

**Introduce excise taxes on all nicotine products** that are not approved Nicotine Replacement Therapy (regulated as pharmaceuticals), increase the minimum tax rates on cigarettes and roll-your-own tobacco, and adopt a mechanism to account for inflation.

**Introduce a complete marketing ban on all nicotine products** that are not approved NRTs.

**Ban flavors in all nicotine products** that are not approved NRTs and prohibit flavor accessories and additives for all tobacco and related products.

**Introduce mandatory standardized plain packaging for all nicotine products** that are not approved NRTs.

**Prohibit the sale of all nicotine products** that are not approved as NRTs to individuals under 18 years of age.

**Ban disposable e-cigarettes.**

**Introduce an annual public monitoring mechanism** for tobacco prevention policies to measure Member States' compliance with EU legislation and recommendations to ensure the achievement of a nicotine-free generation by 2040.

**Implement the COP10 commitments** and ensure better coordination of tobacco-related policies within Europe in line with the objectives and political efforts promoted by the WHO.





A NON SMOKING  
*Generation*<sup>®</sup>  
SINCE 1979

**About A Non Smoking Generation**

A Non Smoking Generation has, since 1979, worked to support children and young people to abstain from using tobacco. The organization actively works to limit the presence of tobacco in society and to create protective environments for children and youth.

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