

Saturday 10th February, 1996 ★ **EXPRESSEN**

# "DEAD" CHILDREN TO MAKE US QUIT SMOKING

"Dead" youths on large billboards.

This is the latest warning against smoking.

"When children start smoking, they start to die," explains Gunilla Steinwall of 'En Rökfri Generation' [A No-Smoking Generation].

The organisation's new nation-wide campaign is set to start this weekend with giant posters showing the faces of "dead" children above a cigarette packet.

One of the texts reads: "More people die as a result of smoking than of taking drugs, drinking alcohol, road traffic accidents, AIDS, and murder. Yet a child can buy cigarettes. Why?"

"We want to force politicians to assume responsibility; they're doing nothing," said Gunilla Steinwall, 42, who was appointed



"More people die as a result of smoking than of taking drugs, drinking alcohol, RTA's, AIDS, and murder. Yet a child can buy cigarettes. Why?" These are the words used in one of the adverts which are supposed to prevent us from ever taking up smoking.

General Secretary last week.

• Does the provocation have to be so intense?

"We believe it is more provocative to sell these products. A ten-year-old can go and buy cigarettes whenever he/she likes and yet you have to be 18 to buy a bottle of wine, which is nowhere near as

damaging."

'En Rökfri Generation' is not afraid of the large tobacco companies taking legal action because their products have been reproduced on the posters.

"We have received threats of legal action before, but nothing came of it. Also our lawyers

say it's OK because we are not manufacturers."

The campaign is based on the fact that 30 000 children and youths start smoking every year. That's 80 per day.

"Half of those will die before their time, and a very painful death at that."

According to Gunilla Steinwall, smoking is now very much a class and sex-related issue.

"Yes, smoking is unfortunately largely on the increase among young girls with little education. During Year Nine, 29 percent of girls and 17 percent of boys smoke."

'En Rökfri Generation' wants all tobacco advertising banned and wants to introduce an age limit for purchasing tobacco. They would like it to be at least eighteen years, but preferably twenty.

BÖRJE LUNDBERG

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