BIG TOBACCO CAUSES FIRE
LET'S HOLD THE INDUSTRY ACCOUNTABLE.

House Fires

Tobacco industry targeting leads countless people to die in cigarette-caused house fires every year. According to data published by the National Fire Protection association, 1 in 20 house fires are caused by smoking every year and 1 in 4 home fire deaths can be attributed to smoking materials. From 2014-2018, smoking materials caused an average of 560 deaths per year.

Wildfires

The effects of climate change have made the environment more susceptible to fire. The number and intensity of fires have increased. According to the latest IPCC report, "Human influence has likely increased the chance of compound extreme events," including catastrophic wildfires. While prescribed burning can have an undoubtedly positive impact on the environment, accidental human-made fire in the age of climate change is deadly, destructive to people and the environment, and preventable. While the tobacco industry claims fire-safe cigarettes are enough to prevent wildfires, in a rapidly changing climate (of which the tobacco industry accounts for 0.2% of global CO_2 emissions), an average of 38 wildfires a year are started by Big Tobacco in California alone.

In the year 2020 alone:

5,963 fires

838,197 acres burned

106.2 million metric tons of CO_2 put in the atmosphere

Other environmental consequences

Destruction of soil nutrients

Reduced tree regeneration

Decreased water quality and quantity

Ways to Protect yourself, your community, and the environment

Ban smoking in multi-unit housing.

Ban smoking in outdoor recreational spaces.

Ban the sale of cigarettes. Cigarettes start fires and leave behind toxic Tobacco Product Waste.

THE SIERRA CLUB IS HERE TO HELP

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