



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 CO2 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 CO2 put in the atmosphere](#)

OTHER ENVIRONMENTAL CONSEQUENCES

[Destruction of soil nutrients](#)

[Reduced tree regeneration](#)

[Decreased water quality and quantity](#)

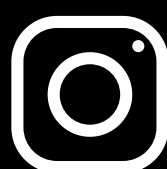
WAYS TO PROTECT YOURSELF, YOUR COMMUNITY, AND THE ENVIRONMENT

[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



SierraClubTobaccoControlCA