

Materials Needed:

Magazines
Paper

Activity Idea

Truth in Advertising

Fast Facts

Smoking kills more people than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides ... **COMBINED.**

Each year, nearly 900 North Dakotans die prematurely due to smoking.

Instructions:

Gather different types of magazines. Magazines for women could include: People, Women's World, Family Circle, Vouge. Magazines for men could include: Popular Science, GQ, Sports Illustrated. General magazines could include: Reader's Digest, Time, Newsweek.

Start by choosing a magazine and counting the number of tobacco advertisements in it. Compare the numbers with the rest of the group—are there more ads in magazines for women, men, or general? Are advertisements different in different types of magazines? How?

Next, choose one tobacco advertisement to look at more closely. Who is the ad trying to reach? How does it try to convince the reader to use tobacco? Everyone in the group should take turns talking about their ads.

Once you have your tobacco advertisement figured out, use your creativity (and pens and papers) to change it into an anti-tobacco ad. Use the same visuals and ideas, but change the message to tell the truth about smoking. To see examples, go to www.badvertising.org

Website to Check Out:

www.breatheND.com



BreatheND
Breaking through
the smoke cloud.

*An informational site on
the dangers of
secondhand smoke*

Upcoming Events

- October 22** — Lung Health Day
- October 23-31** — Red Ribbon Week
- November** — Lung Cancer Awareness Month
- November 4** — Election Day
- November 20** — Great American Smokeout

Tobacco Industry Quote

“If children don’t like to be in a smoky room, they’ll leave.”

-Charles Harper, R.J. Reynolds Chairman

When questioned about infants in smoky rooms, he stated:

“At some point they begin to crawl.”

Discussion Starter:

What would you do if you were in a room where someone was smoking and it bothered you?

RESOURCES

- 1 North Dakota Youth Risk Behavior Survey, 2007.
- 2 Tobacco Use and Academic Achievement, Department of Health and Human Services, Centers for Disease Control and Prevention, 2008.
- 3 Measure 3: Comprehensive Tobacco Prevention and Cessation for North Dakota. A Win-Win Solution for North Dakota's Health and Economy. Campaign for Tobacco Free Kids, September 2008.