



## How does tobacco advertising affect me?

- ✓ The tobacco companies use a lot of the money they make to pay for expensive advertising in magazines.
- ✓ Tobacco companies distribute coupons through direct mail, newspapers or other advertising, and take-home items in retail stores.
- ✓ These ads focus on getting more people hooked on smoking every day.

Did you know that  $\frac{1}{2}$  of all cigarettes bought in the USA are purchased by people with mental health problems?

Did you know that the tobacco advertising agencies try to trick people into thinking that smoking is a lot of fun or that it will make them a happier person. Sometimes ads even show people falling in love or making a lot of friends. **SMOKING CIGARETTES WILL NOT DO THAT!**

### **IMPORTANT POINTS TO REMEMBER**

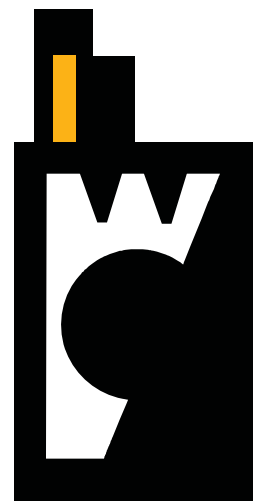
### **THE TOBACCO COMPANIES ARE TRYING TO TRICK YOU!**

- Smoking **WILL NOT** make you a happier person.
- Smoking **WILL NOT** help you to make friends or fall in love.
- Light, extra light, ultra light, special mild cigarettes give you the same dangerous chemicals as regular brands. Every cigarette puts dangerous tar into the lungs of smokers.

## What about smoking ‘light’ cigarettes?

**The word light does not refer to how much a cigarette weighs. All cigarettes weigh about the same.**

Cigarette companies use words like ‘light’, ‘extra light’, ‘ultra light’, ‘mild’ and ‘special mild’ on cigarette packs. They made these cigarettes so that consumers would assume that ‘light’ cigarettes are not as harmful. These cigarettes were tested on machines and are suppose to contain less tar and nicotine than regular brands. However, people who smoke light cigarettes usually breathe more deeply, smoke more often and will cover up the tiny ventilation holes in the filter with their fingers. What really happens...the smoker ends up with the same amounts of dangerous chemicals from ‘light’ cigarettes as they would from a ‘regular’ brand.



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## Advertising Exercise

1. Look through a magazine and find an ad about cigarettes.

2. How do the people look in the ad?

- Happy
- Having Fun
- Healthy
- Sad
- Angry
- Bored

3. Where are they?

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4. What are they doing?

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5. What is the tobacco advertising company trying to make you believe about smoking cigarettes?

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6. Do you think that this ad is trying to trick you into making smoking seem better than it really is?

\_\_\_\_\_ YES      \_\_\_\_\_ NO

## Design an Ad Activity

In the space below, design an ad that represents the truth about smoking.