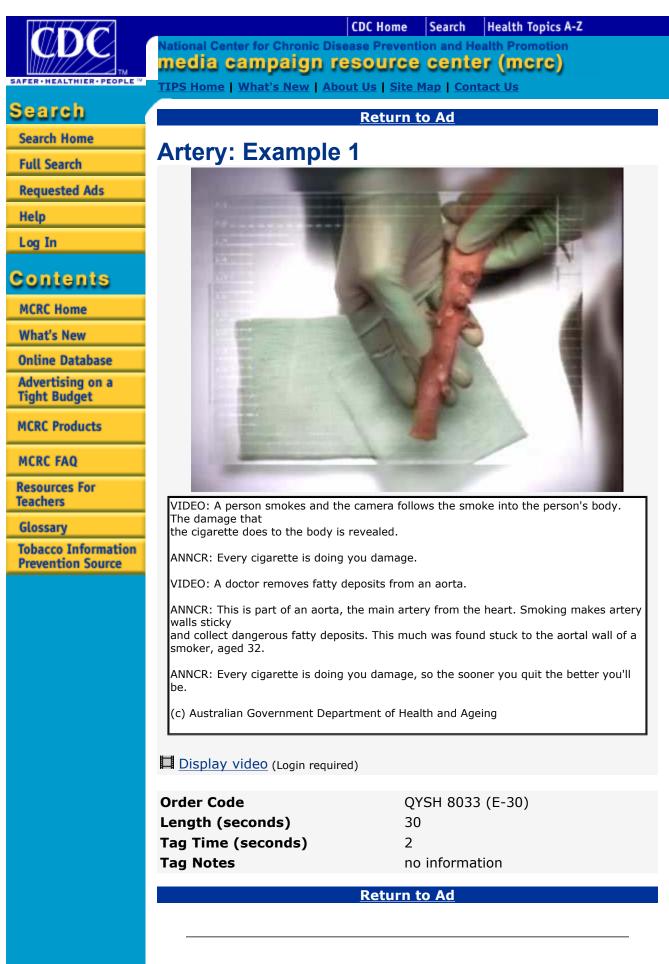
	CDC Home Search Health Topics A-Z			
	National Center for Chronic Disease Prevention and Health Promotion media campaign resource center (mcrc)			
IN IN IN		nat's New About Us Site Map Contact	······	
Search				
Search Home	Return to Search Results			
Full Search	Artery			
Requested Ads	Series	None	Add	
Help	Campaign	Every Cigarette Does Damage	Click to enlarge	
Log In	Madia Tama	Display All Ads for Campaign		
Contents	Media Type	Television		
MCRC Home	Theme	Health Consequences of Smoking	VF I	
What's New	Target Audience	Adults	and the second s	
Online Database	Language	English	VIDEO: A person smokes and the camera follows	
Advertising on a	Ad Group	Current	Display video	
Tight Budget MCRC Products	Description	A doctor removes fatty deposits from the aorta of a 32-year-old smoker.	(Login required)	
MCRC FAQ Resources For Teachers	Optimal Placement	No information		
Glossary Tobacco Information Prevention Source	Strategy	To use stark and frightening images, graphics, or language to underscore the dangers of tobacco use.		
	Key Message	Tobacco use is dangerous, addictive, and potentially deadly.		
	Execution Style	Actor		
	Ethnicity of Characters	White		
	Testing/ Research	Data from surveys conducted in British Columbia, Canada indicate that students found this ad and ads in this series to be more effective than other ads they viewed. In a 1998 survey students stated that Artery was the ad most likely to prevent them from starting to smoke. In some countries, the Every Cigarette Does You Damage campaign has generated concerns among TV stations because viewers complained about the graphic nature of the ads or the stations worried that viewers		

	would complain. Although some				
	viewers do find the images offensive, results show that most viewers, especially youth, find these graphic messages relevant and convincing. US residents who recalled this series of ads showed greater understanding by 7 to 12 percentage points that smoking causes lung cancer, heart disease, and blocked arteries than did those who were not aware of the campaign.				
Price	\$2,000-\$5,000				
Notes	This information has been supported in many studies including: Circulation 1987; 76:6- 14 and American Heart Journal 1987; 113:1006-1010.				
Wave	2000 Materials (Wave 3 Supplemental)				
Produced By	Brown Melhuish Fish				
Produced For	Australia National Tobacco Campaign				
Date Produced	2000				
Date Added	4/27/2001				
Usage Limitation	Requires approval from Australia which can take extra time.				
Ad Reviews					
Write a Review for this Ad.					
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This page last reviewed November 26, 2002.					

United States Department of Health and Human Services Centers for Disease Control and Prevention National Center for Chronic Disease Prevention and Health Promotion Office on Smoking and Health

http://apps.nccd.cdc.gov/MCRC/SearchDetail.asp?SearchType=0&PageSize=20&Group=1&SID=&...



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