MCRC: Ad Detail

11/15/2005 (pg1)

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	National Center for Chronic Disease Prevention and Health Promotion media campaign resource center (mcrc)		
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Requested Ads	Series	None	Add
Help	Campaign	Every Cigarette Does Damage	Click to enlarge
Log In	Madia Toma	Display All Ads for Campaign	CA ANDRA
Contents	Media Type	lelevision	
MCRC Home	Theme	Health Consequences of Smoking	
What's New	Target Audience	Adults	
Online Database	Language	English	VIDEO: A smoker inhales from a cigarette. The
Advertising on a	Ad Group	Current	Display video
Tight Budget	Description	A brain is cut in half to show the	(Login required)
MCRC Products	Description	clot that has formed due to cigarette smoke.	
MCRC FAQ Resources For	Optimal Placement	No information	
Teachers	Strategy	No information	
Glossary	Кеу	No information	
Tobacco Information Prevention Source	Message		
	Execution Style	No information	
	Ethnicity of Characters	No information	
	Testing/ Research	No information	
	Price	\$1,000-\$2,000	
	Notes	The most common way that the flow of oxygen-rich blood becomes reduced is by the build up of fatty deposits (atherosclerosis) or the formation of a blood clot (thrombosis) in the arteries. Smokers are more likely to develop a cerebral thrombosis (stroke) than non-smokers. About 11% of all stroke deaths are estimated to be smoking related, with the overall relative risk of stroke in smokers being about 1.5 times that of non-smokers. Shinton R and Beevers G. meta-	

analysis of relation between cigarette smoking and stroke. Br Med J. 1989; 298: 789-94. Wave 2000 Materials (Wave 3 Supplemental) Produced No information By Produced Australia National Tobacco For Campaign 2000 Date Produced

4/27/2001

Ad Reviews

Date

Added

Number of reviews: 0 <u>Write a Review</u> for this Ad.

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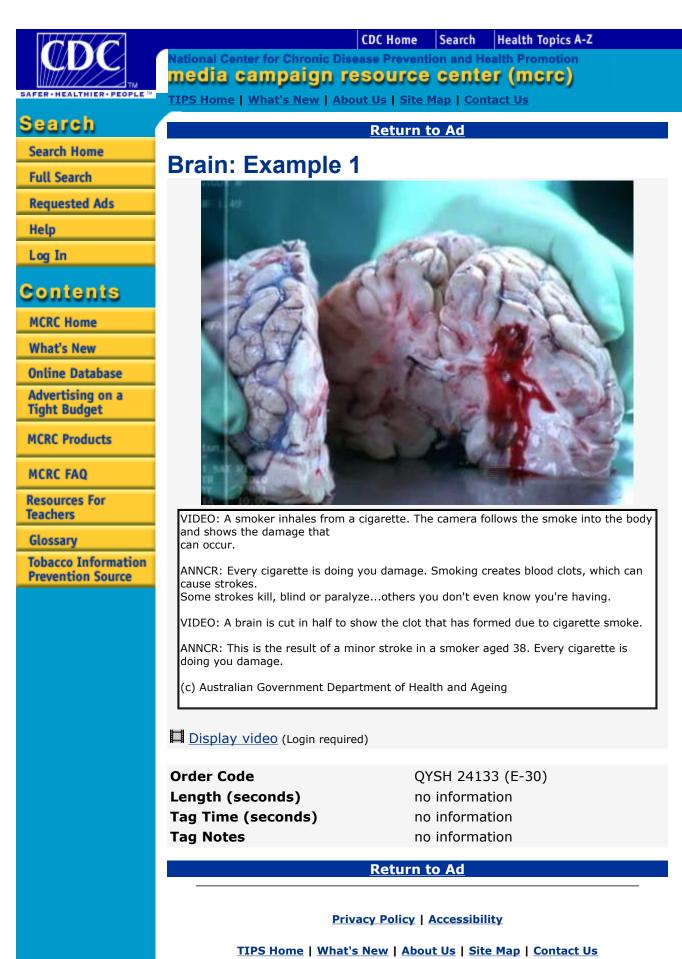
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This page last reviewed November 26, 2002.

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



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