



SAFER • HEALTHIER • PEOPLE™

CDC Home

Search

Health Topics A-Z

National Center for Chronic Disease Prevention and Health Promotion

media campaign resource center (mcrc)

TIPS Home | What's New | About Us | Site Map | Contact Us

Search

Search Home

Full Search

Requested Ads

Help

Log In

Contents

MCRC Home

What's New

Online Database

Advertising on a Tight Budget

MCRC Products

MCRC FAQ

Resources For Teachers

Glossary

Tobacco Information Prevention Source

Return to Search Results

Brain

Series	None
Campaign	Every Cigarette Does Damage Display All Ads for Campaign
Media Type	Television
Theme	Health Consequences of Smoking
Target Audience	Adults
Language	English
Ad Group	Current

Description A brain is cut in half to show the clot that has formed due to cigarette smoke.

Optimal Placement No information

Strategy No information

Key Message No information

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-

Add

Click to enlarge



[VIDEO: A smoker inhales from a cigarette. The...](#)

[Display video](#)
(Login required)

analysis of relation between
cigarette smoking and stroke. Br
Med J. 1989; 298: 789-94.

Wave	2000 Materials (Wave 3 Supplemental)
Produced By	No information
Produced For	Australia National Tobacco Campaign
Date Produced	2000
Date Added	4/27/2001

Ad Reviews

Number of reviews: 0

[Write a Review](#) for this Ad.

[Return to Search Results](#)

[Privacy Policy](#) | [Accessibility](#)

[TIPS Home](#) | [What's New](#) | [About Us](#) | [Site Map](#) | [Contact Us](#)

[CDC Home](#) | [Search](#) | [Health Topics A-Z](#)

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](#)



Search

- [Search Home](#)
- [Full Search](#)
- [Requested Ads](#)
- [Help](#)
- [Log In](#)

Contents

- [MCRC Home](#)
- [What's New](#)
- [Online Database](#)
- [Advertising on a Tight Budget](#)
- [MCRC Products](#)
- [MCRC FAQ](#)
- [Resources For Teachers](#)
- [Glossary](#)
- [Tobacco Information Prevention Source](#)

[Return to Ad](#)

Brain: Example 1



VIDEO: A smoker inhales from a cigarette. The camera follows the smoke into the body and shows the damage that can occur.

ANNCR: Every cigarette is doing you damage. Smoking creates blood clots, which can cause strokes. Some strokes kill, blind or paralyze...others you don't even know you're having.

VIDEO: A brain is cut in half to show the clot that has formed due to cigarette smoke.

ANNCR: This is the result of a minor stroke in a smoker aged 38. Every cigarette is doing you damage.

(c) Australian Government Department of Health and Ageing

[Display video](#) (Login required)

Order Code	QYSH 24133 (E-30)
Length (seconds)	no information
Tag Time (seconds)	no information
Tag Notes	no information

[Return to Ad](#)

[Privacy Policy](#) | [Accessibility](#)

[TIPS Home](#) | [What's New](#) | [About Us](#) | [Site Map](#) | [Contact Us](#)