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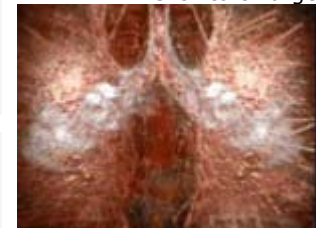
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**Lung**

<b>Series</b>	None
<b>Campaign</b>	Every Cigarette Does Damage <a href="#">Display All Ads for Campaign</a>
<b>Media Type</b>	Television
<b>Theme</b>	Health Consequences of Smoking
<b>Target Audience</b>	Adults
<b>Language</b>	English
<b>Ad Group</b>	Current

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[Narrator: Every cigarette is doing you damag...](#)

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<b>Description</b>	A woman stands and smokes outside her office building. The camera follows the smoke that she inhales into her lungs, illustrating the damage that each puff of smoke does to the human lung.
<b>Optimal Placement</b>	No information
<b>Strategy</b>	To increase awareness of the long-term health effects of smoking.
<b>Key Message</b>	Tobacco use is dangerous, addictive, and potentially deadly.
<b>Execution Style</b>	Live (interview etc.), Actor
<b>Ethnicity of Characters</b>	White
<b>Testing/ Research</b>	No information
<b>Price</b>	\$5,000-\$10,000
<b>Notes</b>	Smoking paralyzes and can completely destroy cilia, which line your upper airways and protect you against infection. It destroys the alveoli, or air sacs, which absorb oxygen and get rid of carbon dioxide. It destroys lung tissue making the lungs less able to function. It irritates the lungs

which creates phlegm and narrows the airways, making it harder to breathe. It forces carbon monoxide into your blood. It makes you short of breath, it makes you cough, it gives you chronic bronchitis and repeated chest infections, it worsens your asthma and it gives you lung cancer. The Health Consequences of Smoking: Chronic Obstructive Lung Disease. US Department of Health and Human Services, 1984.

<b>Wave</b>	2000 Materials (Wave 3 Supplemental)
<b>Produced By</b>	No information
<b>Produced For</b>	Australia National Tobacco Campaign
<b>Date Produced</b>	1999
<b>Date Added</b>	4/27/2001

## Ad Reviews

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**Lung: Example 1**



Narrator: Every cigarette is doing you damage. Lungs are like sponges with millions of tiny air sacs for transferring oxygen. Every breath of tobacco smoke attacks them. No wonder smokers feel short of breath. Their lungs are rotting. Every cigarette is doing you damage. So the sooner you quit, the better you'll be.

(c) Australia

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<b>Order Code</b>	QYSH 8023 (E-30)
<b>Length (seconds)</b>	30
<b>Tag Time (seconds)</b>	2
<b>Tag Notes</b>	no information

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