

## Radio Tobacco Advertisements in Mobile County

Below are the names and descriptions for each of the radio advertisements interviewers should familiarize themselves with for the Tobacco survey. On the survey, there is a question that asks respondents to describe any radio ads they have heard that talk about the dangers of smoking. Interviewers will be required to match the descriptions with one of the ads listed on the computer screen (or type the description if they are not sure). Thus, interviewers need to be familiar with each radio ad that is listed below; the more familiar you are with the details of each ad, the easier it will be to efficiently and accurately select the correct ads.

Next to each ad there is a brief description that will be provided to interviewers on the computer screen during the interviews. Additionally, a link is provided next to each ad for interviewer's use in training. Please listen to each ad carefully, listening for aspects of the ads that may stand out to individuals. Also, listen for similarities between the ads so that you will be prepared to distinguish between the ads.

Ad	Description	Link
Put it Out  2 versions (60-second, 15-second)	Catchy jingle "take smoke, put it out," along with the message that we all have the right to breathe smoke-free air. Very similar to TV ad.	<a href="#">60- and 15-second</a>
Put it Out with DJ voiceover	Ad begins with jingle and then cuts into the DJ talking about the ill effects of SHS; DJ then tells people they can find help to quit smoking at the Quitline.	<a href="#">60-second</a>
Stoma (tracheotomy)	Shane gives tips about how to live with a stoma (hole in the throat) because of smoking (i.e., don't face the showerhead, cut all food smaller than a dime, CPR is mouth to stoma, keep hole covered when outside so nothing goes inside).	<a href="#">60-second</a>  <a href="#">30-second</a>
Amputee  2 versions (60-second, 30-second,)	Brandon talks about living with the effects of Buerger's disease as an amputee. Brandon lost both his legs from smoking and gives a tip about taking showers, not baths.	<a href="#">60-second</a>  <a href="#">30-second</a>
Cessation Tips  2 versions (60-second, 30-second,)	Three people who successfully quit smoking after many years share their practical tips on how to quit for good. The man exercises instead of smoking.	<a href="#">60-second</a>  <a href="#">30-second</a>
Asthma	Jessica talks about her young son Aden who has asthma attacks due to SHS and has had to go to the hospital. She urges people not to be shy to tell people not to smoke around kids.	<a href="#">30-second</a>
Roosevelt's Ad	Roosevelt had a heart attack at 45 years of age due to smoking. He talks about the impact his heart attack has had on his life; he can no longer play basketball with his children.	<a href="#">30-second</a>
Suzy's Ad  2 versions (60-second, 30-second,)	Suzy talks about losing her independence after smoking caused her to have a stroke. She used to love to travel and drive, now she lies in bed and needs help to get out of bed.	<a href="#">60-second</a>  <a href="#">30-second</a>
Christine's Ad  2 versions (60-second, 30-second,)	Christine had her jaw removed because of cancer from smoking. She gives tips about how to eat without a jaw (i.e., get a long book, get on a liquid diet, don't be picky about the flavors of your liquid diet).	<a href="#">60-second</a>  <a href="#">30-second</a>