

TV Tobacco Advertisements in Mobile County

Below are the names and descriptions for each of the television advertisements interviewers should familiarize themselves with for the Tobacco survey. On the survey, there is a question that asks respondents to describe any TV ads they have seen 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 TV 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 interviewers use in training. Please watch each ad carefully, looking for aspects of the ads that may stand out to individuals. Also, look for similarities between the ads so that you will be prepared to distinguish between the ads.

Ad	Description	Link
Put it Out 3 versions (60-second, 30-second, 15-second)	Animated pictures and a catchy tune “take smoke, put it out.” A family is sitting inside of a restaurant and a boy is coughing out smoke. Other elements include: four cigarettes, a poison sign, a menu, a coffin, “formaldehyde is used for embalming,” “everyone deserves to breathe clean, smoke free air,” and hands waving away smoke.	60-second 30-second 15-second
Former waitress	Testimonial of a former waitress with inoperable lung cancer that was caused by exposure to SHS in the workplace. Heather Crowe explains that she never smoked in her life.	Ad
Children smoking	Young children describe the times when they smoke (i.e., watching cartoons, in the tub, in the car, while coloring). “When adults smoke, it’s like they’re smoking.”	Ad
Escape	The door opens to a diner and the worker bolts outside to get a breath of fresh air. He has been holding his breath to avoid the SHS inside. The cook takes in several deep breaths before returning to the diner. “No amount of SHS is safe”.	Ad
Stoma (tracheotomy)	This ad features 3 people that have stomas (holes in their neck) because of smoking and they give tips about how to live life with stomas (i.e., don’t face the showerhead, suction out your tube before you eat, crouch instead of bending over, CPR is mouth to stoma, don’t use spray paint, be careful shaving).	Ad
Amputee	Brandon and Marie talk about living with the effects of Buerger’s disease as amputees. Brandon has lost both his legs and Marie had lost her toes and parts of her fingers.	Ad
Cessation Tips	Three people who successfully quit smoking after many years share their practical tips on how to quit for good. James exercises instead of smoking.	Ad
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.	Ad
Roosevelt’s Ad	Roosevelt had a heart attack at 45 years of age due to smoking. He talks about the impact the heart attack has had on his life; he can no longer play basketball with his children.	Ad
Suzy’s Ad	Suzy talks about losing her independence after smoking caused her to have a stroke. She lies in bed and needs help with feeding, dressing, bathing, and going to the bathroom.	Ad
Terrie’s Ad	Terrie (who is difficult to understand because of the device in her throat) talks about how she gets ready for the day after the effects of treatment for throat cancer. She puts in her fake teeth, puts on a wig, and puts a device in her neck and covers it with a scarf.	Ad