



California Department of Public Health **TOBACCO CONTROL PROGRAM**

African American, Hispanic and Asian Smoking Prevalence and Ads

African Americans

African Americans continue to smoke at the highest rate of all ethnic populations. In 2011, 18.9 percent of men and 15.2 percent of women smoke – an increase from 18.4 for men and 14.9 for women in 2010. Those with a high school diploma or less education smoke three times more than African Americans with a college degree.

New General Market / African American Radio Ads

“Wedding” (Cessation)

In “Wedding,” a woman on her wedding day is reflecting that her father is not there with her. She is thinking back to experiences they shared. She is upset that he is not there with her to share her special day because he died from tobacco use.

Script:

Wedding March plays in the background. A woman speaks to her father as if he’s present in a wistful, nostalgic, emotional tone.

Woman:

“Well, Dad, it’s finally here. My big day. White dress, church filled with people. Remember, as a kid, how you’d be on the front porch after a long day of work, smoking a cigarette, and we’d just sit out there for hours together talking — just you and me? Quizzing me on my words for my spelling bee. Telling me how I shouldn’t smoke cigarettes. You tried to quit so many times, but you’d always start up again. You said it would kill you to have to quit smoking. You were wrong. It killed you because you didn’t quit. I wish you were here to walk me down the aisle, Daddy.”

Announcer:

“Smoking is one of the leading causes of lung cancer, heart disease and strokes among African American adults. Each year 45,000 African Americans die prematurely from smoking-related illnesses. To get free help with quitting, call 1-800-NO BUTTS. That’s 1-800-NO BUTTS.”

New General Market / African American Print Ads

“Last Drag” (Cessation) – derivative of “Wedding” Radio



Every drag steals a moment.

Smoking steals 10 years from the life of the average smoker. Ten years of moments never spent with children, parents and loved ones. Don't let the Tobacco Industry steal another moment of life!

For free help to quit smoking call:
1-800-NO BUTTS.

TobaccoFreeCA.com

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Asian

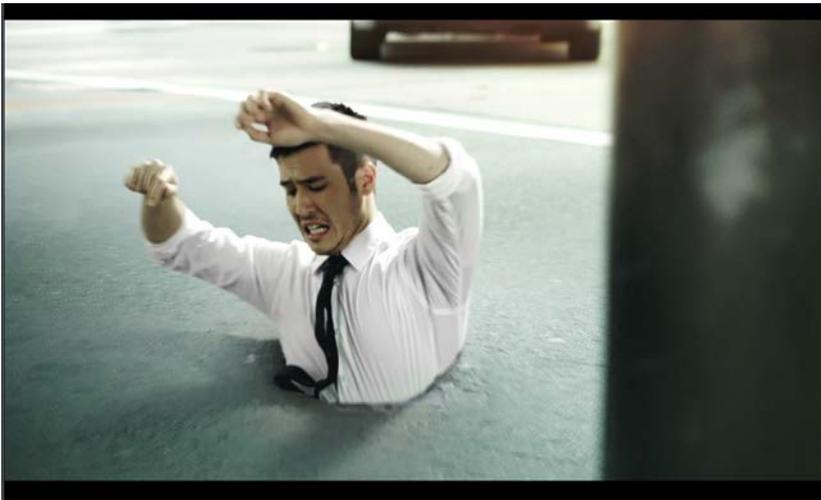
In 2011, the smoking rates of Asians in California increased. Men went from 8.4 percent in 2010 to 13.1 percent in 2011. Women went from 4 percent in 2010 to 4.5 percent in 2011.

New Asian TV Ads

“Quicksand – Climb Out” (Cessation)

This spot shows a man who is smoking a cigarette walking down a street. As he steps into the crosswalk, he begins to sink as if the street is quicksand, a metaphor for his addiction to tobacco. As he sinks, panic on the man's face shows, and it is obvious, that he is ready to quit smoking. In the end, he is able to pull himself out and beat his addiction.





Script:

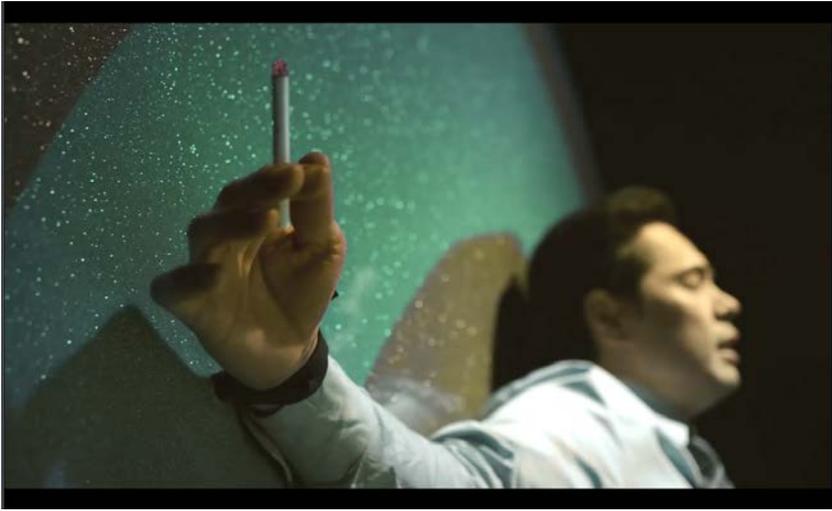
(English Translation)

When you smoke, addictive ingredients like nicotine pull you in. Every day, over 1,200 people die from smoking-related diseases. Don't sink deeper into addiction. Pull yourself out!

For free tips to quit smoking
1-800-NO BUTTS

"Flying Daggers" (Countering Pro-tobacco Influences)

This spot begins by showing a man who is smoking in a busy city. He is suddenly captured by straps wrapping both of his arms and pulled onto a revolving circular board. A man representing the Tobacco Industry appears and throws several very sharp knives at the smoking man who is unable to move as he is spun around. The knives, which represent each chance a smoker takes on his/her health by smoking, barely miss the man. The last shot shows a knife that is on fire soaring through the air and looks as if it is going to hit the man. The ad ends with a message urging the viewer not to be the Tobacco Industry's next victim.





Script:

(English Translation)

Many people think smoking is a choice. But, in reality, it's a setup by Big Tobacco. They take you captive by increasing chemical levels, like nicotine, that keep you addicted and put your life at their mercy. Every time you smoke, Big Tobacco profits, while you suffer.

Over 400,000 people die from smoking-related diseases every year. And you could be one of them!

It's an eye-opener, isn't it?

Don't be Big Tobacco's next victim

TobaccoFreeCA.com

New Asian Print Ads

“Caged” (Cessation) – derivative of “Quicksand – Climb Out” TV



Bị giam cầm bởi nghiện ngập khó mà thoát khỏi?

Thuốc lá có chứa chất nicotine, một thành phần gây nghiện có mục đích ràng buộc quý vị để hút thuốc lá, giữ quý vị kẹt cứng mà không thể tự giải thoát được. Mỗi ngày gần 1,200 người Mỹ chết do hút thuốc lá. Hãy gọi ngay đường dây miễn phí Trợ Giúp Người Hút Thuốc Lá California để biết một số bí quyết cai thuốc lá hữu hiệu giúp quý vị cai thuốc một cách thành công.

Hãy cai thuốc lá ngay! Xin gọi ngay hôm nay số **1-800-778-8440** **TobaccoFreeCA.com/Viet**

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Script:

Imprisoned by your addiction?

The Tobacco Industry keep you trapped with addictive ingredients in cigarettes like nicotine. Every day over 1,200 Americans die from smoking. Break out before it's too late.

The free California Smokers' Hotline has proven tips to help you quit smoking successfully.

Quit now! Call today: 1-800-838-8917

TobaccoFreeCA.com/Chinese

“Daggers” (Countering Pro-tobacco Influences) – derivative of “Flying Daggers” TV



Script:

Head on a chopping board?

You may think that smoking is your choice, but in reality, it's a setup by Big Tobacco. They tie you up by increasing the amount of nicotine in cigarettes. Once you are addicted, you are at their mercy. Over 400,000 people die from smoking-related diseases every year. Don't be their next victim.

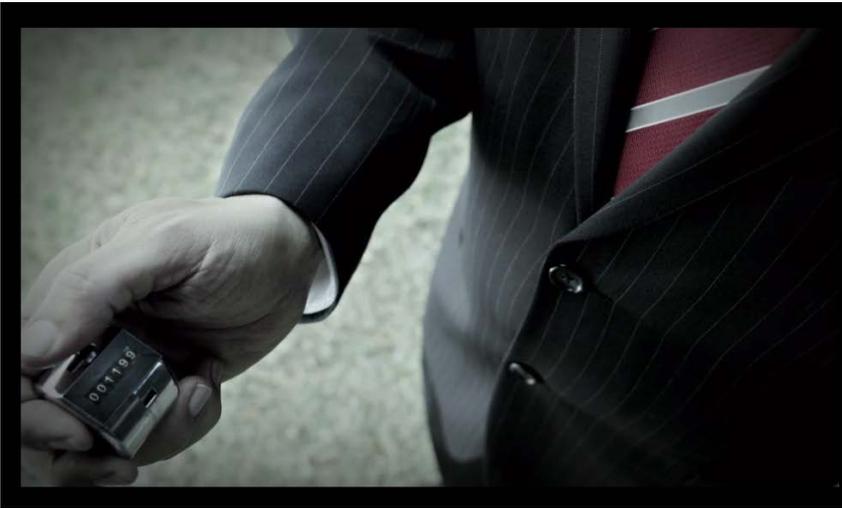
Hispanics

Among California's Hispanic community, women tend to smoke much less than men and both smoking rates declined in 2011. Women currently smoke at a rate of 5.7 percent, down from 6.2 percent in 2010 and men 15.5 percent, down from 16.8 percent in 2010.

New Hispanic TV Ads

“Widow” (Countering Pro-tobacco Influences)

“Widow” shows a family mourning over the death of a loved one while two Tobacco Industry executives look on. You may think that they are there to join the family in mourning, but the announcer explains that they are spending millions of dollars to continue to secure new customers.



Dile **¡BASTA!**
a la Industria del Tabaco

CA**sin**Tabaco.com

Patrocinado por el Departamento de Salud Pública de California

Script:

Erie music plays in the background.

Announcer:

Podrías pensar que la Industria del Tabaco está de luto por los 1,200 fumadores que mueren cada día.

You might think that the Tobacco Industry is in mourning for the 1,200 smokers who die each day.

En realidad, la Industria del Tabaco gasta 22 millones de dólares por día para promover su producto mortal, atraer nuevas víctimas y mantener a la gente adicta.

In reality, the Tobacco Industry spends 22 million dollars daily to promote their deadly product, attract new victims and to keep people addicted.

Dile ¡Basta! a la Industria del Tabaco.

Say "Enough!" to the Tobacco Industry!

"Addictions" (Cessation)

"Addictions" compares the deaths caused by smoking cigarettes to cocaine and heroin use – both of which cause fewer deaths than cigarettes. With edgy graphics, quick-cuts and intriguing music, "Addictions" balances edgy graphics with hope and encouragement to quit smoking. The viewer is encouraged to seek quitting assistance by calling the California Smokers' Helpline.





Script:

Edgy music plays in the background.

Announcer:

Cuál crees que mata más gente?

Which one do you think kills more people?

La Cocaína?

Cocaine?

La Heroína?

Heroin?

O El Cigarro?

Or Cigarettes?

La realidad es que el cigarro mata más gente que la cocaína y la heroína juntas.

The truth is that cigarettes kill more people than cocaine and heroin put together.

Deja de fumar ahora, antes de que sea demasiado tarde. Sabemos que es difícil pero nosotros te podemos ayudar.

Stop smoking now, before it's too late. We know it's hard, but we can help you.

Llama ya al 1-800-45-NO FUME. Nuestra ayuda es gratis.

Call us at 1-800-45-NO FUME. Our help is free.

New Hispanic Print Ads

“Gravesite” (Countering Pro-tobacco Influences) – derivative of “Widow” TV



Script:

Pensarías que la Industria del Tabaco está de luto por los 1,200 fumadores que mueren cada día.

En realidad, se gastan 22 millones de dólares por día para atraer nuevos clientes y mantener adictos a los que ya tienen.

Dile ¡BASTA! a la Industria del Tabaco.

CAsinTabaco.com

You might think that the Tobacco Industry is in mourning for the 1,200 smokers who die each day.

In reality, they spend 22 million dollars daily to attract new clients and to keep addicted the ones they already have. Say “ENOUGH!” to Big Tobacco!

CAsinTabaco.com

New Hispanic Radio Ads

“Reporter” (Secondhand Smoke)

In “Reporter,” a group of kids are protesting that they are being exposed to secondhand smoke. A woman reporter is covering the protest live when a group of neighbors join the kids in support. The group of protesters chants loudly in the background as the reporter covers the story. The announcer discusses harmful effects of secondhand smoke exposure on kids.

Script:

Kids:

¡Basta ya! ¡Dejen de fumar! ¡No queremos enfermarnos más!
¡Basta ya! ¡Dejen de fumar! ¡No queremos enfermarnos más!...
Enough! Stop smoking! We don't want to get ill anymore!
Enough! Stop smoking! We don't want to get ill anymore!

Woman Reporter:

Nos encontramos en directo, frente a una casa, en una manifestación encabezada por tres niños quienes están pidiendo a sus padres que dejen de exponerlos al humo de segunda mano.

We are reporting live, in front of a house, at a rally started by three kids who are requesting that their parents stop exposing them to secondhand smoke.

Neighbors:

¡No queremos enfermarnos más!
¡Basta ya! ¡Dejen de fumar! ¡No queremos enfermarnos más!...
We don't want to get ill anymore!
Enough! Stop smoking! We don't want to get ill anymore!

Woman Reporter:

Señoras y señores, en estos momentos vemos cómo un grupo de vecinos se están uniendo a los niños en esta manifestación.

Ladies and gentlemen, at this very moment we are witnessing how a group of neighbors are joining the kids in this rally.

All Protestors:

¡Basta ya! ¡Dejen de fumar! ¡No queremos enfermarnos más!
¡Basta ya! ¡Dejen de fumar! ¡No queremos enfermarnos más!...
Enough! Stop smoking! We don't want to get ill anymore!
Enough! Stop smoking! We don't want to get ill anymore!

Woman Reporter:

Nos están llegando información del estudio afirmando que en otras ciudades alrededor del país más personas se están uniendo a la causa en contra del humo de segunda mano. ¡Esto es impresionante!

We're getting word from the studio that other cities across the state are joining the cause against secondhand smoke. This is incredible!

Announcer:

Los niños son especialmente vulnerables al humo de segunda mano. Cada año, Más de 300 mil niños padecen de enfermedades causadas por el humo del tabaco, incluyendo asma, bronquitis e infecciones de oído. Protege a tu familia. Dile basta al humo de segunda mano. Para más información, visita CAsinTabaco.com

Children are especially vulnerable to secondhand smoke.

Each year more than 300,000 children suffer from illnesses caused by tobacco smoke, including asthma, bronchitis and ear infections. Protect your family. Say enough to secondhand smoke. For more information, visit CAsinTabaco.com

"Intervention" (Cessation)

"Intervention" features a young teen girl who is speaking directly to her father about her hope that he quits smoking so they can spend more time together in the future. The announcer provides the listener with encouragement to call 1-800-45-NO FUME for free help quitting.

Script:

Teen:

Hola, este anuncio es para mi papá, Gonzalo... Papá, soy yo Cristina, Cristie como me llamas. Te quería decir que te quiero mucho papá. Y que tengo los mejores recuerdos de los 2 juntos y quiero que hagamos más. Pero muchos de esos recuerdos, papá, son de ti y tu cigarrillo. Me duele ver que lo primero que haces en el día es prender tu cigarrillo. Tienes ya una tos que no para, y aunque sé que has intentado dejar de fumar, todavía sigues. Me acuerdo también del abuelo que... murió de fumar. ¿te acuerdas? Y me duele porque vas por el mismo camino. No quiero que me dejes, eres muy importante para mi. Bueno, papi... piénsalo. Queremos que dejes el cigarrillo para siempre.

Hello, this announcement is for my father Gonzalo. Dad, it's me, Cristina, Cristie like you call me. I wanted to tell you that I love you very much, dad. And that I have the best memories of the two of us together and I want us to make more (memories). But a lot of those memories dad, are with you and your cigarette. It hurts me to see that the first thing you do when you wake up is light your cigarette. You already have a cough that won't stop, and I know you've tried to quit before, but you're still smoking. I also remember grandpa, who... died from smoking, remember? And it hurts me to think that you're going down the same road. I don't want you to leave me, you are very important to me. Alright, daddy... think about it... We want to see you stop smoking for good.

Announcer:

Si tú también tienes dificultad para dejar de fumar como Gonzalo, seguramente también tienes a una Cristina que quiere ayudarte a vencerlo. Somos muchos los que queremos ayudarte. Para ayuda gratis, llámanos al 1-800-45-NO FUME. 1-800-45-NO FUME. If you are also having difficulty quitting smoking like Gonzalo, surely you also have a Cristina who wants to help you pull through. There are many of us who want to help you. For free help, call us at 1-800-45-NO FUME. 1-800-45-NO FUME.