

Sept. 22, 2011

Media contact: Christine Stone, 971 673-1282, desk; 503-602-8027, cell;
christine.l.stone@state.or.us.

Oregon Public Health launches anti-tobacco TV ads for fall *Slate of ads are tagged with information to help smokers quit*

PORTLAND, Ore. – The Oregon Public Health Division’s Tobacco Prevention and Education Program is launching a campaign of anti-tobacco television advertisements this fall to encourage people to quit smoking.

The campaign, which began Sept. 19 and runs through December, features four TV ads. They include:

- “Artery,” which shows graphic imagery of the effects of smoking on the aorta, the main artery leading from the heart, including making artery walls sticky and collect dangerous fatty deposits. Its message is: “Every cigarette is doing you damage.”
- “Ghost,” which shows a man attempting to embrace his toddler grandchild, only to discover he can’t because he has died from the effects of smoking. Its message is: “Be there tomorrow. Stop smoking today.”
- “Heart Attack,” which displays facts about positive effects of quitting smoking on the heart, including, “Twenty minutes after quitting smoking, your blood pressure decreases.” It then switches tone to show open-heart surgery and ends with the message: “Every cigarette makes you sick. Quit smoking today.”
- “Lung Cancer,” similar to “Heart Attack,” with facts about the positive effect of quitting smoking on the lungs, including “After 10 years, your risk of dying from lung cancer is about half that of a smoker.” Following images of surgery and diseased lungs, it also ends with: “Every cigarette makes you sick. Quit smoking today.”

You can see the ads here: <http://www.smokefreeoregon.com/about/press-room>

“Research shows that most tobacco users want to quit but it is difficult to break the strong hold of addiction,” said State Epidemiologist, Katrina Hedberg, M.D., M.P.H., Oregon Public Health Division. “The ads are

designed to help them break that addiction with clear communications about the long-term effects of tobacco, leaving no room for doubt or denial.”

During a TV ad campaign that ran from December 2010 to June 2011, the Oregon Tobacco Prevention and Education Program saw a surge in the number of callers to the Quit Line, particularly around the start of the year when many people work to meet New Year’s resolutions.

The ads were purchased through the Centers for Disease Control and Prevention’s Media Campaign Resource Center, a clearinghouse of CDC-licensed advertisements developed by health departments and nonprofit health organizations. The total cost of the ads is \$500,000 and is paid for with tobacco tax dollars. Conversely, the most recent data shows that the tobacco industry spends an estimated \$112 million in 2008 in Oregon marketing its products, with a special target on young and low-income people.

“While we cannot compete dollar for dollar with the tobacco industry we will be working very hard to make sure every Oregonian knows the risk of tobacco use so they don’t pick it up in the first place, and where to go to quit if they already have,” said Hedberg.

All the ads end with contact information for the Oregon Tobacco Quit Line 1-800-QUIT-NOW (800-784-8669); 1-877-2NO-FUME (877-266-3863, Spanish version); www.quitnow.net/oregon/. The Quit Line is a free program offered over the phone and on the Web that helps Oregonians quit tobacco by offering confidential, evidence-based coaching. Callers may also be eligible for free nicotine replacement therapy, such as patches or gum

###