LEARN THE
5
MOST COMMON
WAYS THEY
HUNT!

They're Very Shrewd.
They're Predators.
They Travel in Packs.

You can help stop these killers!
They prey on you and make a difference.
They hide their tracks and deceive you.
They spend billions on marketing.

www.exposebigtobacco.com

EXPOSE
BIG TOBACCO

Tobacco use is the number one preventable cause of death, killing more than 400,000 people each year.

HEALTH TRAVEL IN PACKS.

HEY TRAVEL IN PACKS.
HEYER E Predators.
HEY THE PREDATORS.
HEY THEY'RE VERY SHREWED.

HEALTH TRAVEL IN PACKS.
HEY TRAVEL IN PACKS.
HEY THE PREDATORS.
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EXPOSE
BIG TOBACCO

YOU CAN HELP STOP THESE KILLERS!

Tobacco use is the number one preventable cause of death, killing more than 400,000 people each year.

Tobacco companies spend billions each year to market and promote their addictive and deadly product.

Enclosed you will find out what people across New York State can do to combat the tobacco companies’ predatory ways and make a difference.

You can help stop these killers!
www.exposebigtobacco.com

THEY TRAVEL IN PACKS.
THEY’RE PREDATORS.
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LEARN THE
5 MOST COMMON
WAYS THEY HUNT!

Client: Cicatelli Associates     Job #: 81717     Description: ASP Wolf in Sheeps Clothes Brochure     Board: 65# Vellum
Size: 17 15/16 x 17 31/32 • 6x6 Folded     Colors: 4/4C     Printer: Disc Graphics     Template: B1903
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**THEY TRAVEL IN PACKS.**

**THEY’RE PREDATORS.**

**THEY’RE VERY SHREWD.**

**LEARN THE**

**5 MOST COMMON WAYS THEY HUNT!**
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LEARN THE 5 MOST COMMON WAYS THEY HUNT!
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EXPOSE
BIG TOBACCO

HEL P STOP
THESE KILLERS!

YOU CAN HELP STOP THESE KILLERS!

1. THEY RE VERY SHREWD.
2. THEY RE PREDATORS.
3. THEY TRAVEL IN PACKS.
4. PREYoon predatory ways and make a difference.
5. Expose Tobacco companies spend billions
   to market their addictive and deadly product.
   Enclosed you will find out what people across New York State can do
to combat the tobacco companies’
predatory ways and make a difference.

Client: Cicatelli Associates Job #: 81771 Description: ASP Wolf in Sheeps Clothes Brochure     Board: 65# Vellum
Size: 17 1/16 x 17 3/32 • 6x6 Folded         Colors: 4/4C Printer: Disc Graphics Template: B1903
**SPONSORSHIPS**

**WHAT THEY DO**
Tobacco companies sponsor events, individuals, teams and facilities by providing financial support for activities, promotions and services. In turn, they earn brand recognition by being listed as a sponsor or being affiliated with the brand name of the event. As a result, tobacco brands gain associations with sporting events, music concerts and other programs.

**WHAT YOU CAN DO**
- Tell us if you have seen any tobacco company sponsorship in your community.
- Sign a pledge to NOT accept tobacco company sponsorship from your organization, team, event, venue or company.
- Let organizations and event organizers that receive tobacco company sponsorship know that you are opposed to this acceptance of tobacco money and urge them to stop doing so.

**IN-STORE ADVERTISING**

**WHAT THEY DO**
Tobacco companies have greatly intensified their marketing efforts in stores. These efforts are intended to increase demand, ensure an on-going supply of product for the addicted customer and entice new customers. Stores in New York State have an average of 17 tobacco ads displayed.

Many stores receive payment and/or discounts in exchange for prime placement of product and signage. In-store marketing of cigarettes increases smokers' daily consumption by cuesing smokers to light up, reduces current smokers' resistance to quit and encourages former smokers to resume smoking.

**WHAT YOU CAN DO**
- If you see tobacco ads near candy or snacks, ask that the ads be removed.
- If you see exterior ads near schools or playgrounds, ask that the ads be removed.
- If you are bothered by large amounts of tobacco ads in or around your local stores, let your elected officials know.

**IN-STORE ADVERTISING**

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Tobacco companies have greatly intensified their marketing efforts in stores. These efforts are intended to increase demand, ensure an on-going supply of product for the addicted customer and entice new customers. Stores in New York State have an average of 17 tobacco ads displayed.

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- If you see exterior ads near schools or playgrounds, ask that the ads be removed.
- If you are bothered by large amounts of tobacco ads in or around your local stores, let your elected officials know.

**PROMOTION**

**WHAT THEY DO**
Tobacco companies use and negotiate promotions targeted at young adults, age 18-24, that are susceptible to adopting smokers. Tobacco companies sponsor activities and events with financial incentives for increased sales and increase awareness of their products.

**WHAT YOU CAN DO**
- If you see tobacco ads near candy or snacks, ask that the ads be removed.
- If you see exterior ads near schools or playgrounds, ask that the ads be removed.
- If you are bothered by large amounts of tobacco ads in or around your local stores, let your elected officials know.

**MAGAZINES**

**WHAT THEY DO**
Tobacco advertising in magazines glamorizes and normalizes tobacco use. Tobacco advertisements in the popular magazines including Rolling Stone, Ebony, Newsweek, Time, People and Sports Illustrated.

**WHAT YOU CAN DO**
- Request magazine subscriptions without tobacco ads.
- Send publishers a letter demanding they stop running tobacco ads.
- Ask institutions committed to the health and well-being of their customers, patients, employees and students to not display magazines carrying tobacco advertisements in their libraries, waiting areas and break rooms.
- If you subscribe to a magazine, call 1-800-820-2880 to request your tobacco ads ad-free edition.

**SMOKING IN MOVIES**

**WHAT THEY DO**
Tobacco companies have been able to promote the positive influence movies have on young people and to attach their product to social activities. Despite legally binding pledges to stop paying cash for brand placement, tobacco brands still appear in movies.

At these events, they distribute promotional materials, such as free cigarettes, lighter, pens and shirts, and “red carpet” passes to celebrities. They also sponsor events and provide cash to non-profit organizations that can use the promotion for their own events and activities.

**WHAT YOU CAN DO**
- Ask local theaters to run an anti-smoking ad before any movie that contains tobacco images.
- Send the president of the Motion Picture Association of America demanding that smoking be eliminated from G, PG, and PG-13 movies.
- Write the president of the Motion Picture Association of America demanding that smoking be eliminated from G, PG, and PG-13 movies.
- Visit www.smokefreemovies.ucsf.edu
- Start a petition to end tobacco ads in movies.
- Ask local theaters to stop running tobacco ads.
- Send a letter to the Motion Picture Association of America demanding that smoking be eliminated from movies.
- Ask local theaters to run an anti-smoking ad before any movie that contains smoking.
SPONSORSHIPS
WHAT THEY DO
Tobacco companies sponsor events, individuals, teams and facilities by providing financial support for activities, promotions and services. In turn, they earn brand recognition by being listed as a sponsor or attaching their brand name to the event. As a result, tobacco brands get association with sporting events, music concerts and other programs.
Tobacco companies also contribute financially to events, venues and organizations through corporate giving. Although less visible, their support targets museums, dance troupes, university research and community organizations.
Through these sponsorships, tobacco companies:
- Acquire “prestige through association” with organizations and events
- Legitimize themselves as “good corporate citizens”
- Normalize tobacco as a “way of life”
- Influence children and teenagers just as other forms of advertising like magazines

WHAT YOU CAN DO
- Tell us if you have seen any tobacco company sponsorship in your community
- Sign a pledge to NOT accept tobacco company sponsorship for your organization, team, event, venue or company
- Let organizations and event organizers that receive tobacco company sponsorship know that you are opposed to this acceptance of tobacco money and urge them to stop doing so

IN-STORE ADVERTISING
WHAT THEY DO
Tobacco companies have greatly intensified their marketing efforts in stores. These efforts are intended to increase demand, secure an on-going supply of product for the addicted customer and entice new customers. Stores in New York State have an average of 17 tobacco ads displayed.
Many stores receive payment and/or discounts in exchange for prime placement of product and signage. In-store marketing of cigarettes increases smokers’ daily consumption by cuing smokers to light up, reduces current smokers’ resolve to quit and encourages former smokers to resume smoking.
In-store advertising of tobacco products:
- Entices children and young people to begin smoking
- Portrays smoking as normative, even desirable
- Is more prevalent in convenience stores, a frequent shopping destination for teens

WHAT YOU CAN DO
- If you see tobacco ads near candy or snacks, ask that the ads be removed
- If you see exterior ads near schools or playgrounds, ask that the ads be removed
- If you are bothered by large amounts of tobacco ads in or around your local stores, let your elected officials know

PROMOTION
WHAT THEY DO
Tobacco companies use and exploit promotions targeting young adults, age 18-24, that are susceptible to adopting smokers. Tobacco companies enlist bar owners, with financial incentives and bar paraphernalia. They also recruit new smokers with cigarette-sponsored sweepstakes and contests and even hire people to mingle with the crowd to promote their brands and products.
Tobacco companies have not limited themselves to bars and clubs. They also host free-standing outdoor exhibits, as tents, health walks and events at fairs, expos, concerts and other family-oriented events. Although admission to these exhibits is restricted to those 21 and older, the exhibits are usually located in high traffic areas such as midway and affect the attention of both children and young adults.
Tobacco companies use these tactics to promote their brands and products. To lure new smokers and to obtain personal information for mailing lists used in direct mail campaigns.
Direct mail efforts target current and potential tobacco customers, by mailing items such as:
- Coupons and discount offers, especially to smokers who are “price-sensitive,” particularly youth and young adults
- Controlled circulation magazines, advertising smoking as a socially desirable activity
- Brand loyalty programs that encourage frequent purchases of tobacco products through incentives and products.

WHAT YOU CAN DO
- Report any tobacco company promotions you see to your local community partnership or coalition
- Talk to organizational decision-makers about tobacco company promotions, and ask them to sign a pledge not to participate

MAGAZINES
WHAT THEY DO
Tobacco advertising in magazines glamorizes and normalizes tobacco use.
Tobacco companies advertise in the popular magazines including Rolling Stone, Ebony, Newsweek, Time, People and Sports Illustrated.
Tobacco advertisements in magazines:
- Encourage youth initiation
- Undermine tobacco cessation and prevention efforts
- Influence (and constrain) the publication’s ability to report on and accurately convey health consequences of tobacco use

WHAT YOU CAN DO
- Request magazine subscriptions without tobacco ads
- Send publishers a letter demanding they stop running tobacco ads
- Ask institutions committed to the health and well-being of their customers, patients, employees and students to stop displaying magazines carrying tobacco advertisements in their libraries, waiting areas and break rooms
- If you subscribe to Newsweek, call 1-800-820-2180 to request your tobacco ad-free edition

SMOKING IN MOVIES
WHAT THEY DO
Tobacco companies have taken advantage of the powerful influence movies have on people’s behavior to population and normalize smoking. Despite rigidly binding legislation from tobacco companies to stop paying cash for brand placement, tobacco brands still appear in movies.
Portrayals of smoking in movies promote the same themes as other tobacco advertising: rebellion, independence, sexiness, wealth, power and celebration. Many movies depict the realities of smoking - characters suffering from smoke-related diseases and the effects of secondhand smoke.
Scientific research confirms that on-screen smoking strongly influences young people to start smoking. Seventy-five percent of PG-13 rated movies and 40% of movies rated G and PG contain tobacco images.
Smoking in movies:
- Encourages youth initiation
- Undermines tobacco cessation and prevention efforts
- Causes smokers to light up
- Reduces current smokers’ resolve to quit
- Encourages former smokers to resume smoking

WHAT YOU CAN DO
- Sign the Global Petition (see www.stopsmoking.org/adpetition)
- Write to the president of the Motion Picture Association of America demanding that smoking be eliminated from G, PG and PG-13 movies (see www.mpaa.org)
- Ask local theaters to run an anti-smoking ad before any movie that contains smoking
### IN-STORE ADVERTISING

**WHAT THEY DO**
Tobacco companies have greatly intensified their marketing efforts in stores. These efforts are intended to increase demand, ensure an ever-present supply of product for the addicted customer and entice new customers. Stores in New York State have an average of 17 tobacco ads displayed.

Many stores receive payment and/or discounts in exchange for prime placement of product and signage. In-store marketing of cigarettes increases smokers’ daily consumption by cueing smokers to light up, reduces current smokers’ resolve to quit and encourages former smokers to resume smoking.

- In-store advertising of tobacco products
  - Every store and young people to begin smoking
  - Portrays smoking as normative, even desirable
- In-store advertising of tobacco products
  - In-store advertising of tobacco products:
    - Every store and young people to begin smoking
    - Portrays smoking as normative, even desirable
    - 24% more prevalent than convenience stores, a frequent shopping destination for teens

**WHAT YOU CAN DO**
- If you see tobacco ads near candy or snacks, ask that the ads be removed
- If you see exterior ads near schools or playgrounds, ask that the ads be removed
- If you are bothered by large amounts of tobacco ads in or around your local stores, let your elected officials know

### PROMOTION

**WHAT THEY DO**
Tobacco companies use and tightly promote targeted young adults, age 18-24, that are susceptible to becoming smokers. Tobacco companies sponsor bar and nightclub promotions, with financial incentives and bar paraphernalia. They also recruit new smokers with cigarette-sponsored sweepstakes and contests and issue free people to mingle with the crowds to promote their brands and products.

Tobacco companies have not limited themselves to bars and clubs. They also host free-standing promotions like lighters, beads and wristlets at fairs, carnivals, concerts and other events. Although admission to these events is restricted to those 21 and older, the exhibits are usually in high-traffic areas where minors can visit and affect the attention of such events.

- Tobacco companies use these tactics to promote their brands and products. To turn new smokers and obtain personal information for mailing lists used in direct mail campaigns
- Direct mail efforts target current and potential tobacco customers, by mailing items such as:
  - Coupons and discount offers, especially to smokers who are “price-sensitive,” particularly youth and young adults
  - Controlled circulation magazines, advertising smoking as a socially desirable activity
  - Brand loyalty programs that encourage frequent purchases of tobacco products through incentives
  - Sweepstakes and contests
  - Birthday cards

**WHAT YOU CAN DO**
- Report any tobacco company promotions you see to your local community partnership
- Talk to organizational decision-makers about tobacco company promotions, and ask them to sign a pledge not to participate

### MAGAZINES

**WHAT THEY DO**
Tobacco advertising in magazines glamorizes and normalizes tobacco use. Tobacco companies advertise in the popular magazines including Rolling Stone, Ebony, Newsweek, Time, People and Sports Illustrated.

Tobacco advertisements in magazines:
- Encourage youth initiation
- Undermine tobacco cessation and prevention efforts
- Influence and constrain the publication’s ability to report on and accurately convey health consequences of tobacco use

**WHAT YOU CAN DO**
- Request magazine subscriptions without tobacco ads
- Send publishers a letter demanding they stop running tobacco ads
- Ask institutions committed to the health and well-being of their customers, patients, employees and students to stop displaying magazines carrying tobacco advertisements in their libraries, waiting areas and break rooms
- If you subscribe to Newsweek, call 1-800-526-2595 to request your tobacco ad-free edition

### SMOKING IN MOVIES

**WHAT THEY DO**
Tobacco companies have taken advantage of the powerful influence movies have on people’s behavior to popularize and normalize smoking. Despite legally binding pledges to stop paying cash for brand placement, tobacco brands still appear in movies.

Portraits of smoking in movies promote the same themes as other tobacco advertising: rebellion, independence, sexiness, wealth, power and celebration. Many movies depict the realities of smoking - characters suffering from smoke-related diseases and the effects of secondhand smoke.

Scientific research confirms that on-screen smoking strongly influences young people to start smoking. Seventy-five percent of PG-13 rated movies and 40% of movies rated G and PG contain tobacco images.

Smoking in movies:
- Encourages youth initiation
- Undermines tobacco cessation and prevention efforts
- Cues smokers to light up
- Reduces current smokers’ resolve to quit
- Encourages former smokers to resume smoking

**WHAT YOU CAN DO**
- Sign the Global Petition (see www.cigaretteimmunity.org)
- Write the president of the Motion Picture Association of America demanding that smoking be eliminated from G, PG and PG-13 movies (see www.mpaa.org)
- Ask local theaters to run an anti-smoking ad before any movie that contains smoking
Acquire "innocence through association" with organizations and events
Talk to organizational decision-makers about tobacco company promotions, and ask
Legitimize themselves as "good corporate citizens"

Entices children and young people to begin smoking
Is more prevalent in convenience stores, a frequent shopping destination for teens
Let organizations and event organizers that receive tobacco company sponsorship know
Portrays smoking as normative, even desirable
If you are bothered by large amounts of tobacco ads in or around your local stores, let
Report any tobacco company promotions you see to your local community partnership
Normalize tobacco as a "way of life"
Tell us if you have seen any tobacco company sponsorship in your community
Sign a pledge to NOT accept tobacco company sponsorship for your organization, team,
If you see tobacco ads near candy or snacks, ask that the ads be removed
Influence children and teenagers just as other forms of advertising like magazines

In-store advertising of tobacco products:
• Cues smokers to light up, reduces current smokers' resolve to quit and encourages former
• Encourages former smokers to resume smoking
• Reduces current smokers' resolve to quit
• Portrays smoking as normative, even desirable

IN-STORE ADVERTISING

WHAT YOU CAN DO
Write the president of the Motion Picture Association of America demanding that
smoking be eliminated from G, PG and PG-13 movies (see www.mpaa.org
• birthday cards
• sweeps and contests
• brand loyalty programs that encourage frequent purchases of tobacco products through incentives
• Direct mail efforts target current and potential tobacco customers, by mailing items such as:
  • sweepstakes, contests and even hire people to mingle with the crowd to promote their brands
  • free standing events near bars and clubs that are intended to increase demand, ensure an ever-present supply of product for the addicted smokers and to obtain personal information for mailing lists used in direct mail campaigns.

PROMOTION

WHAT THEY DO
Tobacco companies sponsor events, individuals, teams and facilities by providing financial
support for activities, promotions and services. In turn, they earn brand recognition by
being listed as a sponsor or attaching their brand name to the event. As a result, tobacco
support for activities, promotions and services. In turn, they earn brand recognition by
being listed as a sponsor or attaching their brand name to the event. As a result, tobacco

WHAT THEY DO
Tobacco companies have greatly intensified their marketing efforts in stores. These efforts
are intended to increase demand, ensure an ever-present supply of product for the addicted
smokers and to obtain personal information for mailing lists used in direct mail campaigns.

Spouse and children often accompany their parents to the store and are exposed to tobacco
ads displayed.

Tobacco companies have not limited themselves to bars and clubs. They also host freestanding
exhibitions as tents, booths and walk-in vehicles at fairs, parades, concerts and other family
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ev Even if they are prohibited from displaying tobacco ads on the walls of stores, tobacco
companies can still influence customers to purchase tobacco products.

MAGAZINES

WHAT THEY DO
Tobacco companies advertise in the popular magazines including
Scientific research confirms that on-screen smoking strongly influences young people to
appear in movies.

WHAT THEY DO
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**IN-STORE ADVERTISING**

**WHAT THEY DO**
Tobacco companies have greatly intensified their marketing efforts in stores. These efforts are intended to increase demand, ensure an on-going supply of product for the addicted customer and entice new customers. Stores in New York State have an average of 17 tobacco ads displayed.

Many stores receive payment and/or discounts in exchange for prime placement of product signage. In-store marketing of cigarettes increases smokers’ daily consumption by cueing smokers to light up, reduces current smokers’ resolve to quit and encourages former smokers to resume smoking.

In-store advertising of tobacco products:
- Entices children and young people to begin smoking
- Portrays smoking as normative, even desirable
- Is more prevalent in convenience stores, a frequent shopping destination for teens

**WHAT YOU CAN DO**
- If you see tobacco ads near candy or snacks, ask that the ads be removed
- If you see exterior ads near schools or playgrounds, ask that the ads be removed
- If you are bothered by large amounts of tobacco ads in or around your local stores, let your elected officials know

**SPONSORSHIPS**

**WHAT THEY DO**
Tobacco companies sponsor events, individuals, teams and facilities by providing financial support for activities, promotions and services. In turn, they earn brand recognition by being listed as a sponsor or attaching their brand name to the event. As a result, tobacco brands are associated with sporting events, music concerts and other programs.

Tobacco companies also contribute financially to events, venues and organizations through corporate giving. Although less visible, they support targets museums, dance troupes, university research and community organizations.

Through these sponsorships, tobacco companies:
- Acquire “innocence through association” with organizations and events
- Legitimize themselves as “good corporate citizens”
- Normalize tobacco use as a “way of life”
- Influence children and teenagers just as other forms of advertising like magazines

**WHAT YOU CAN DO**
- Tell us if you have seen any tobacco company sponsorship in your community
- Sign a pledge to NOT accept tobacco company sponsorship for your organization, team, event, venue or company
- Let organizations and event organizers that receive tobacco company sponsorship know that you are opposed to this acceptance of tobacco money and urge them to stop doing so

**PROMOTION**

**WHAT THEY DO**
Tobacco companies use and exploit promotions to target young adults, age 16-24, that are susceptible to becoming smokers. Tobacco companies use promotions, with financial incentives and peer panegyric. They also recruit new smokers with cigarette-sponsored sweepstakes, contests and even hire people to mingle with the crowd to promote their brands and products.

Tobacco companies have not limited themselves to bars and clubs. They also host free-standing exhibits as tents, booths and walk-in vehicles at fairs, carnivals, concerts and other family events. Although admission to these exhibits is restricted to those 21 and older, the exhibits are usually located in high traffic areas close to minors and attract the attention of such youth and young adults.

Tobacco companies use these tactics to promote their brands and products. To entice young smokers to obtain personal information for mailing lists used in direct mail campaigns, direct mail efforts target current and potential tobacco customers, by mailing items such as:
- Coupons and discount offers, especially to smokers who are “price-sensitive”, particularly youth and young adults
- Controlled circulation magazines, advertising smoking as a socially desirable activity
- Brand loyalty programs that encourage frequent purchases of tobacco products through incentives
- Sweepstakes and contests
- Birthday cards

**WHAT YOU CAN DO**
- Report any tobacco company promotions you see to your local community partnership or coalition
- Talk to organizational decision-makers about tobacco company promotions, and ask them to sign a pledge not to participate

**MAGAZINES**

**WHAT THEY DO**
Tobacco advertising in magazines glamorizes and normalizes tobacco use. Tobacco companies advertise in the popular magazines including Rolling Stone, Ebony, Newsweek, Time, People and Sports Illustrated.

Tobacco advertisements in magazines:
- Encourage youth initiation
- Undermine tobacco cessation and prevention efforts
- Influence (and constrain) the publication’s ability to report on and accurately convey health consequences of tobacco use

**WHAT YOU CAN DO**
- Request magazine subscriptions without tobacco ads
- Send publishers a letter demanding they stop running tobacco ads
- Ask institutions committed to the health and well-being of their customers, patients, employees and students to not display magazines carrying tobacco advertisements in their libraries, waiting areas and break rooms
- If you subscribe to Newsweek, call 1-800-526-2595 to request your tobacco ad-free edition

**SMOKING IN MOVIES**

**WHAT THEY DO**
Tobacco companies have taken advantage of the powerful influence movies have on people’s behavior to popularize and normalize smoking. Despite legally binding pledges from tobacco companies to stop paying cash for brand placement, tobacco brands still appear in movies. Portraits of smoking in movies portrays the same themes as other tobacco advertising: rebellion, independence, sexual desirability, wealth, power and celebration. Many do movies depict the realities of smoking - characters suffering from smoke-related diseases and the effects of secondhand smoke.

Scientific research confirms that on-screen smoking strongly influences young people to start smoking. Seventy-five percent of PG-13 rated movies and 49% of movies rated G and PG contain tobacco images.

Smoking in movies:
- Encourages youth initiation
- Undermines tobacco cessation and prevention efforts
- Cues smokers to light up
- Reduces current smokers’ resolve to quit
- Encourages former smokers to resume smoking

**WHAT YOU CAN DO**
- Sign the Global Petition (see www.undertheflame.org)
- Write the president of the Motion Picture Association of America demanding that smoking be eliminated from G, PG and PG-13 movies (see www.mpaa.org)
- Ask local theaters to run an anti-smoking ad before any movie that contains smoking