



# Find the Real Message

What does this advertisement say to you?

## Think about or discuss:

- What is this advertisement leaving out that's important?
- What does it suggest versus what you know?
- Can you think of other ads like this that might be misleading or inaccurate?
- What is the danger of an advertisement like this?

"The number of people ill with smoking-caused disease on any given day: 16 million"<sup>1</sup>

"People who die each year from cigarette smoking and exposure to secondhand smoke: approx. 480,000+"<sup>2</sup>



## IT'S YOUR TIME TO SHINE



SPOTLIGHT | e-cigs

## WANT TO KNOW MORE? GO TO:

### Campaign for Tobacco-Free Kids

- [www.tobaccofreekids.org/](http://www.tobaccofreekids.org/)
- [www.tobaccofreekids.org/facts\\_issues/fact\\_sheets/toll/products/ecigarettes/](http://www.tobaccofreekids.org/facts_issues/fact_sheets/toll/products/ecigarettes/)

### Americans for Non-Smokers Rights

- [www.no-smoke.org](http://www.no-smoke.org)
- [www.no-smoke.org/document.php?id=804](http://www.no-smoke.org/document.php?id=804)

### Be Tobacco Free: U.S. Department of Health and Human Services

- <http://betobaccofree.hhs.gov/>

<sup>1</sup> "The Daily Toll of Tobacco Use in the U.S.A.," Laura Bach, Campaign for Tobacco-Free Kids, October 7, 2015. Accessed February 12, 2016. <http://www.tobaccofreekids.org/research/factsheets/pdf/0300.pdf>

<sup>2</sup> "Toll of Tobacco in the United States of America," Laura Bach, Campaign for Tobacco-Free Kids, February 1, 2016. Accessed February 12, 2016. <http://www.tobaccofreekids.org/research/factsheets/pdf/0072.pdf>