

Chapter 7: How does tobacco advertising affect us? (Consumer's Handouts Section 5: Chapter 7)

Objectives for this Chapter:

- To learn that tobacco advertising is effective in getting people to smoke.
- To learn that everyone can be a target for advertising.

After reading this section, individuals will be able to:

- Understand that light cigarettes and other alternative forms of tobacco do not have fewer health risks.
- Identify that the tobacco companies use advertising to try to trick consumers into believing that smoking makes them have friends, look sexy, and attract dates.

Suggested Approach:

- Ask group why cigarette ads do not show real smokers with diseases, in the hospital, with oxygen tanks, etc.
- Distribute magazines to group members and have them look for tobacco ads (fashion, sports and celebrity magazines have tobacco advertising).

Chapter 8: Second-Hand Smoke? (Consumer's Handouts Section 5: Chapter 8)

Objectives for this Chapter:

- Educate the group about second-hand smoke.
- Inform the group how smoke is dangerous even to non-smokers.

After reading this section, individuals will be able to:

- Understand why exposure to second-hand smoke is dangerous for even non-smokers.

Suggested Approach:

- Ask participants to talk about people they were around when they were younger (i.e. parents, grandparents, siblings) that smoked. Did they have ear infections or colds on a regular basis as a child?