

Which Antismoking Ads Are Most Effective with Teens?

Studies show that antismoking ads aimed at teen audiences are effective in helping teens make the healthful decision to avoid tobacco use. Antismoking advertisements may be sponsored by health organizations, by nonprofit companies, or by tobacco companies. Some ads use satire or humor, while others give hard facts about the health risks of tobacco use. Use the activity below to help you identify different techniques in antismoking ads, and analyze the effectiveness of these ads on teens.

ACTIVITY

Using the Internet and your library as resources, find an antismoking advertisement created by a tobacco company. Compare the tobacco company ad with the ad pictured above.

1. How do the messages of each ad differ?
2. What techniques are used in each ad? Does either ad use satire or humor? Does either ad use dramatic visuals to convey its message?



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3. Does each ad contain credible information? How do you know it is credible?
4. How does each ad explain or show the harmful effects of smoking?

EXPRESS YOUR VIEWS

Write a letter to the editor of your local newspaper advocating for citizens to take action to promote a tobacco-free society. Include your views on which antismoking ads you find most effective for teens and why.