

## Do You Think Anti-Smoking Ads Are Effective? by Chloe Kruszewski

Do you think anti-smoking ads are effective? Many people who smoke don't realize how awful it can be. Smoking ads show the real effects of smoking, and how dreadful the effects of it are. The U.S. has put a lot of time into making powerful smoking ads that change people's opinion. There are very persuasive ads that are depressing, but will persuade the viewer not to smoke. Some people say that these ads are not effective. Anti-smoking ads are effective, important, and show the real consequences of smoking.

Smoking ads are the most persuasive. One of the very convincing advertisements was Terrie's ad. In the ad Terrie Hall shows the viewer's how she gets ready in the morning. She puts in her fake teeth, wig, and a microphone that goes in her throat. This ad inspired more than 1.6 million smokers to try to quit, and has helped more than 100,000 to succeed. In the past year, Florida has dropped about 19% of middle school students that smoke. This is a big improvement, and it shows that most of the ads that try and help kids to stop smoking are working. Philip Morris' quote "Think. Don't Smoke." is very helpful to young smokers. It has made many of them quit and has made others stop, and think about what they are doing. This quote can help stop teenagers from smoking before it's too late.

There are many deaths in the United States, some are from cancer, but the worst is from smoking. Around 480,000 deaths are caused by smoking. Some are caused by lung cancer and others are from throat infections. The most common cancer from smoking is lung cancer. Lung cancer has one of the lowest survival rates from other cancers. Once someone tries their first cigarette, it's hard for them to quit. Just like cigarettes, second hand smoking is just as horrific as first hand smoking.

"The more students are exposed to anti-smoking messages, the more inclined they are going to smoke." says Hye-Jin Paek from the University of Georgia. I completely disagree with this statement. There may be an ad that isn't very persuasive, but it still shows the message not to smoke. Some ads show that there is a hole in a former smoker's throat. If students are inclined to smoke, it's because they aren't seeing an ad that isn't convincing enough. If teenagers look at the ads that show the bad effects are, that could help them to realize what they are doing is wrong. This will help them stop before it's too late. If teenager's peers are talking about how convincing the ads are, the more likely they won't smoke.

Anti-smoking ads are effective because they have decreased the number of smokers, and decreased the amount of deaths from cigarettes. There are many persuasive smoking ads and it helps some smokers try to stop. Even though there are many deaths from cigarettes, the number is decreasing. Smoking is getting worse every day; you need to help smokers stop today.