

Name: _____

VIBE ACTIVITIES

Advertisement – Quitline 13 7848

Advertisement

TAKE THE PLEDGE TO QUIT

Your friends and family can help you on the road to quitting smoking for good by giving up a bad habit of their own

It's important to support smokers and help them quit. So AFL star Michael O'Loughlin, David Koch, Mel Doyle and other prominent Australians are doing their bit to help friends and family who are quitting smoking. What will your loved ones give up to help you ditch one of the deadliest habits of all – one that will almost certainly lead to permanent damage like emphysema?

- Emphysema destroys lung tissue and narrows air passages, causing chronic shortness of breath.
- If you smoke, regardless of your age, chances are you already have some degree of emphysema.
- Emphysema damage is permanent. It can't be repaired.

WeCanQuit together.
Pledge to quit smoking today or show your support for a smoker you know.
Head to WeCanQuit



ADVERTISEMENT

QUIT SMOKING AND BREAK THE CHAIN

"If I can do it, I reckon we all can"

Remember, you don't need to quit on your own, there is help available:

- Talk to your health centre to get the Nicotine Replacement Therapy (NRT), available free to Aboriginal and Torres Strait Islanders.
- Call the Quitline to get advice from someone who is there to help you quit.

"I SMOKED FOR 38 YEARS. I DIDN'T WANT TO END UP IN HOSPITAL AGAIN"

Meet Ray

Ray started smoking at 15, and decided 38 years later "that enough" was enough. "I tried to quit lots of times," he says. "Not only have I felt better and had more energy, but it's also saved me money." But the benefits extend well beyond saving a few thousand dollars a year.




Support and advice

For Ray, the realisation that his life could well be cut short – taking him away from family and loved-ones – meant the difference between trying to quit and staying smoke-free for good. You can do it, too, by talking to a doctor, calling the Quitline or visiting the iCanQuit website.

What will it take?

Ask yourself what you would quit for. "The reality is it's allowed me to spend more time with my kids and grandkids," says Ray. "After 38 years of smoking, I didn't want to end up in hospital again."

What will YOU quit for?

FOR MORE INFORMATION VISIT WWW.ICANQUIT.COM.AU

KICK THE BUTT

Don't let smoking win. Today is the Day to Kick the Butt.

"I don't want to smoke... so I can be like Shaun one day..."
Craig

"I gave away the smokes... because I want to be here for my grand kids..."
Doug

"I never want to smoke again... I want to be a good mum to my daughter!"
Suzanne

"I've stopped smoking... so I can keep up with my son..."
Stewart

If you smoke Quit If not... don't start



Quitline 137848
Call an Aboriginal Quitline Counsellor Today

kickthebutt.org.au
Bunurong Healthy Lifestyle Team and Dandenong & District Aboriginal Co-Operative. Together tackling indigenous chronic disease.

Lungs are like sponges. Smokers' lungs are like sponges full of tar.

Our lungs are made up of millions of tiny air sacs, much like the texture of a household sponge.

Every time you inhale cigarette smoke, you draw cancer-producing tar deep into your lungs. Some is coughed back up, some stays in your lungs, and some gets into your blood stream and spreads throughout your body.

The more you smoke, the more tar goes in – and the more your risk of diseases like lung cancer increases.

If you could squeeze out the cancer-producing tar that goes into a pack-a-day smoker's lungs every year, you'd get around 150mls – or half a cup.

Giving up smoking is never easy but it is important, for you and your family.

Call the Quitline, 13 7848, ready for information and advice to help you quit and stay quit. The service is free and all of our advisors are trained professionals.

This issue of *Deadly Vibe* magazine features a number of advertisements that persuade readers to quit smoking. They use a range of visual and written language techniques to get their message across to the reader.

ACTIVITY 1 ANALYSING ANTI-SMOKING ADVERTISEMENTS

- 1 Look at the “Lungs are like sponges” print advertisement and fill in the grid below.

This advertisement uses graphic images to shock the audience into wanting to give up smoking.



**Lungs are like sponges.
Smokers' lungs are like sponges full of tar.**

Our lungs are made up of millions of tiny air sacs, much like the texture of a household sponge. Every time you inhale cigarette smoke, you draw cancer-producing tar deep into your lungs. Some is coughed back up; some stays in your lungs; and some gets into your blood stream and spreads throughout your body. The more you smoke, the more tar goes in – and the more your risk of diseases like lung cancer increases.

If you could squeeze out the cancer-producing tar that goes into a pack-a-day smoker's lungs every year, you'd get around 150mls – or half a cup. Giving up smoking is never easy but it is important, for you and your family. Call the Quitline, 13 7848, today for information and advice to help you quit and stay quit. The service is free and all of our advisors are trained professionals.

Quitline. 13 7848
cancer institute NSW

Techniques used	Example	Why this is effective
Uses graphic images	We see liquid tar from cigarettes squeezed into a jar	
Uses science and statistics	“our lungs are made up of millions of tiny air sacs”	
Uses inclusive language	“every time you inhale cigarette smoke, you draw cancer-producing tar deep into your lungs	
Repetition in threes	“The more you smoke, the more tar goes in – and the more your risk of diseases...”	

2 Look at the “Pledge to quit” television advertisement and fill in the grid below.

www.youtube.com/watch?v=b6RzZ8eJcoQ

In this advertisement, AFL Legend Michael O’Loughlin pledges to give up junk food to support his brother to quit smoking.



Techniques used	Example	Why this is effective
Uses a well-known sporting celebrity to deliver the anti-smoking message	Michael O’Loughlin	
Creates a sense of responsibility and inclusiveness	What will your loved ones give up to help you quit?	
Uses an imperative to demand action	Pledge to quit smoking today or show your support for a smoker at WeCanQuit.com.au	



ACTIVITY 2

EVALUATING ADVERTISEMENTS

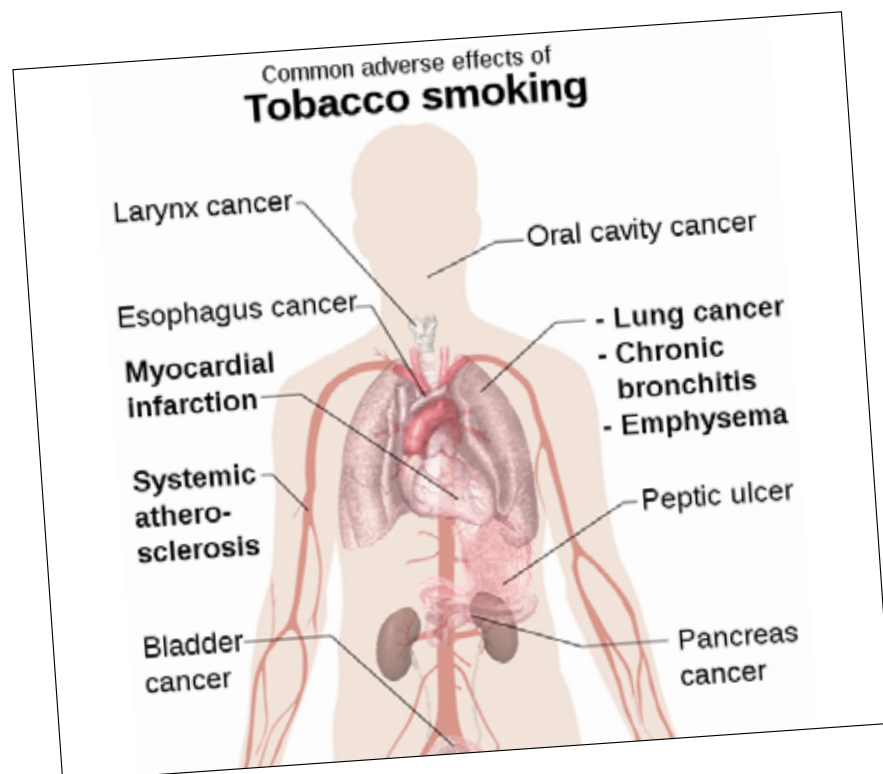
- 1 Write a paragraph to explain which of the two advertisements you found more effective and the techniques that were used to make it effective.



Write your idea on the lines.

ACTIVITY 3

CREATING AN ANTI-SMOKING ADVERTISEMENT



Why do people start smoking?

Why do people want to give up smoking?

Write your idea in the table.

1 Design an anti-smoking advertisement for any media (print, television, YouTube, Facebook, internet pop-up...)

Make choices about

- who your target audience is – pitch the ad towards this specific group.
- your slogan.
- who will you feature in your ad.
- what visual and language techniques will you use.
- what action your audience is persuaded to take.

