

# HEALTH

## New Batch of Graphic Anti-Smoking Ads

Health officials hope to get thousands to quit

(AP)—Government health officials have launched the second round of a graphic ad campaign that is designed to get smokers off tobacco, saying they believe the last effort convinced tens of thousands to quit.

The ads feature sad, real-life stories: There is Terrie, a North Carolina woman who lost her voice box. Bill, a diabetic smoker from Michigan who lost his leg. And Aden, a 7-year-old boy from New York, who has asthma attacks from secondhand smoke.

"Most smokers want to quit. These ads encourage them to try," said Dr. Tom Frieden, director of the Centers for Disease Control and Prevention.

The CDC campaign cost \$48 million and includes TV, radio and online spots as well as print ads and billboards.

The spending comes as the agency is facing a tough budget squeeze, but officials say the ads should more than pay for themselves by averting future medical costs to society. Smoking is the leading cause of preventable illness and death in the United States. It's responsible for the majority of the nation's lung cancer deaths and is a deadly factor in heart attacks and a variety of other illnesses.

Last year's similar \$54 million campaign was the agency's first and largest national advertising effort. The government deemed it a success: That campaign triggered an increase of 200,000 calls to quit lines. The CDC believes that likely prompted tens of thousands of smokers to quit based on calculations that a certain percentage of callers do actually stop.

Like last year, the current 16-week campaign spotlights real people who were hurt and disfigured by smoking. Terrie Hall, a 52-year-old throat cancer survivor makes a repeat performance. She had her voice box removed about a dozen years ago.



A new public service advertising campaign designed to get people to quit smoking, features sad, real-life stories.

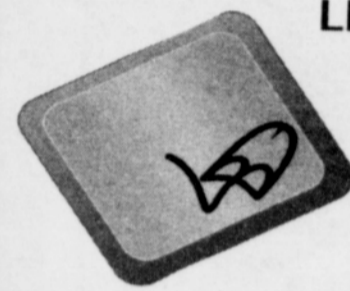
In last year's ad there's a photo of her as a youthful high school cheerleader. Then she is seen more recently putting on a wig, inserting false teeth and covering the hole in her neck with a scarf. It was, by far, the campaign's most popular spot, as judged by YouTube viewings and Web clicks.

In a new ad, Hall addresses the camera, speaking with the buzzing sound of her electrolarynx. She advises smokers to make a video of themselves now, reading a children's book or singing a lullaby. "I wish I had. The only voice my grandson's ever heard is this one," her electric voice growls.

One difference from last year: The new campaign tilts more toward the impact smokers have on others. One ad features a Kentucky high school student who suffers asthma attacks from being around cigarette smoke. Another has a Louisiana woman who was 16 when her mother died from smoking-related causes.

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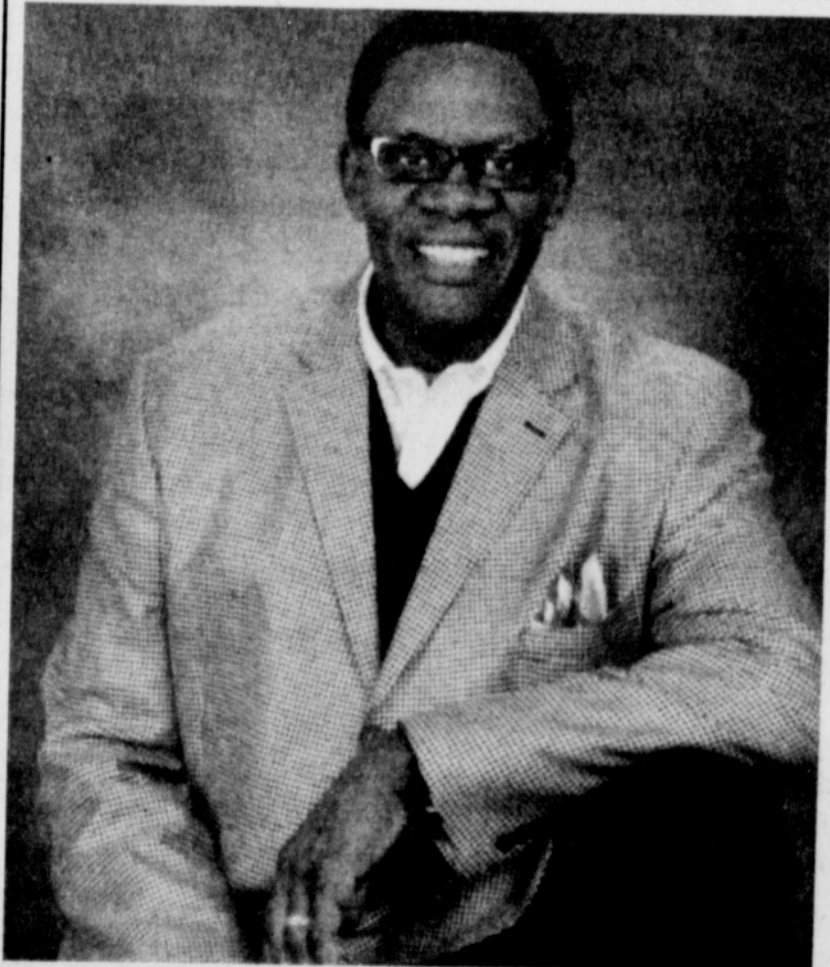
## Turn In Extra Medicine

If you have medications you no longer need, you can dispose of them safely at two collection sites in Clark County on Saturday, April 27.

The unwanted medication will be collected from 10 a.m. to 2 p.m. at Clark College, 1900 Fort Vancouver Way, in Vancouver, and at the Battle

Ground Police Department.

Proper drug disposal helps in the fight against substance abuse. It is an environmental issue. Unused medications should not be flushed down the toilet or dumped down the drain.



Dr. Billy R. Flowers

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from doctor to doctor seeking relief, being told they have bursitis at one office, tenosynovitis at another and so on until they return home confused, frustrated and still in agony. As Chiropractors, we are concerned about nerve flow to the various parts of the body. Of course, we look to see if a bursal sac has been traumatized or if a tendon has been injured. But more importantly, we look to

see what caused the injury. You see, the cause was there long before the pain itself. By treating the cause, we not only relieve the pain, don't suffer through another sleepless night. Call for an appointment to find out how Chiropractic can eliminate the cause of the problem once and for all. Or feel free to call us if you have any questions whatsoever about your health.

Flowers' Chiropractic Office

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