

TALK BACK TO BIG TOBACCO!

Script & Storyboard Contest

What works best?

There are many ways to create a tobacco prevention message. Research has shown that some types of messages work better than others in preventing youth tobacco use.

To increase your chances of winning, use themes and techniques that have been proven to be effective.

MORE EFFECTIVE

Strong negative emotional appeals that produce a sense of loss, disgust, anger, fear, etc.

Personal testimony: young people talking about their own experiences

Graphic depiction: unexpected, exciting, unpleasant or even shocking images that people will remember

Providing information without telling young people what to do

Persuasive new information or new perspectives about health risks

Revealing the deceptive practices of the tobacco industry

Showing young people rebelling against the tobacco industry

LESS EFFECTIVE

Appealing only to the intellect using facts and statistics

An expert talking about other people

Language and images that people have seen many times before and that they won't remember

Telling young people what to do, such as, "Don't smoke!"

Repeating health information people already know, like "Smoking causes cancer" or "Smoking kills"

Presenting tobacco use as an individual choice, or blaming smokers

Portraying young people as victims

The following themes may or may not be effective -- the research is limited or inconclusive:

- *Social disapproval (smoking isn't cool, people don't like smokers, etc.)*
- *Refusal skills (how to resist peer pressure)*
- *Secondhand smoke (probably not effective for youth prevention)*
- *Cosmetic or short-term effects (yellow teeth, bad breath, smelly clothes, etc.)*
- *How smoking affects athletic performance*
- *Addiction*

Source: *Tobacco Use Prevention Media Campaigns: Lessons Learned from Youth in Nine Countries*, Centers for Disease Control (CDC), 2006.