**Appealing Ads Quick Activity**

Have students bring in examples of tobacco ads taken from magazines and newspapers. Examine the ads. Use these questions to guide the discussion:

- What is the purpose of advertising? (To influence people to buy something or support something.)
- What are the messages in the cigarette or chewing tobacco advertisements? (Smoking cigarettes is glamorous. Smokers are beautiful, successful and popular. If you chew tobacco you’ll have lots of fun.)
- Did tobacco use really make the people in the ads glamorous or successful? (No)
- Why do the ads include warnings by the Surgeon General? (Such warnings are required by law. They warn people about the proven negative effects of tobacco use, particularly the diseases that can be caused.)

Invite students to create an ad that shows what tobacco use will not do for them. Display the ads in school hallways.