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## **NEVADA STATE HEALTH DIVISION**

### **NEWS RELEASE**

**These New Ads Might Shock You---They Might Also Save Your Life**

*Carson City* – The U.S. Centers for Disease Control and Prevention (CDC) has launched a national education campaign that depicts the harsh reality of illness and damage real people suffer as a result of smoking and exposure to secondhand smoke. The ads show the toll smoking-related illnesses take on real people and their loved ones. Viewers in Nevada will see the ads from March 19<sup>th</sup>, 2012 to June 11<sup>th</sup>, 2012.

“It is estimated that health care costs in Nevada that are directly caused by smoking are \$565 million,” Dr. Tracey Green, State Health Officer said. “Another troubling statistic is that 17% of Nevada’s youth smoke.”

“Though they may be tough to watch, the ads show real people living with real, painful consequences from smoking,” said CDC Director Thomas R. Frieden, M.D., M.P.H. “There is sound evidence that supports the use of these types of hard-hitting images and messages to encourage smokers to quit, to keep children from ever beginning to smoke, and to drastically reduce the harm caused by tobacco.”

Despite the known dangers of tobacco use, 21.3% of adults in Nevada smoke. More than 3,300 Nevadans lose their lives each year due to smoking-related diseases, and for every one person who dies, another 20 live with a smoking-related illness. Still, nearly 70% of smokers say they want to quit, and half try to quit each year.

“The primary goal of the Nevada Tobacco Prevention and Education Program is preventing the initiation of tobacco use among young people. This campaign will serve as an important counter to the nearly \$95 million spent in Nevada by the tobacco industry promoting their products,” said Karla Bee, M.P.H., Tobacco Program Coordinator, Nevada State Health Division.

Many of the ads will be tagged with 1-800-QUIT-NOW, a toll-free number that will direct callers to the Nevada Tobacco Users’ Helpline, or the [www.smokefree.gov](http://www.smokefree.gov) web site, which provides free quitting information. For more information on the “Tips from Former Smokers” campaign visit [www.cdc.gov/quitting/tips](http://www.cdc.gov/quitting/tips).

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