**Tobacco Ads**

***Instructions: Search the Web for two tobacco ads from two different brands. Choose two different types of tobacco. Answer questions in complete sentences above your two ads on the Padlet board.***

1. Is the ad targeted at a specific group (e.g., women, teens, a specific cultural group)?
2. Does the ad give a good reason for using the product? What is the reason?
3. Does the ad make unbelievable claims?
4. Does the ad give useful information about the long- or short-term effect of tobacco use?
5. Are teenagers particularly at risk to advertising strategies? Why or why not?
6. Why do tobacco companies target young people with their advertisements?
7. How do you think the warning on cigarette packs affects the consumer?
8. Discuss why quitting smoking is so difficult.
9. Cigarette smoking is decreasing among all population groups except teenagers. Hypothesize why there may be an increase in teenage cigarette smoking.
10. How might you as a nonsmoking teenager encourage your peers to be nonsmokers?