

Wherever You Live and Breathe, Go Smoke-Free



Campaign Overview

The Partnership For A Tobacco-Free Maine's new statewide marketing effort, "Wherever You Live and Breathe, Go Smoke-Free," is designed to educate Maine people about the dangers of secondhand smoke. The campaign emphasizes the serious effects of secondhand smoke exposure to children, in homes and in vehicles. It also serves to spread the word about Maine's new law, banning smoking in the car when children under age 16 are present. The law goes into effect September 1, 2008.

Why a Secondhand Smoke Campaign?

- Of Maine children in grades 6–12, 39% report being exposed to secondhand smoke in a car.
- Over half of high school youth have reported being in a room with someone who is smoking at some point during the past week.
- The smoke from one lit cigarette can go anywhere and no air filter or ventilation system can totally remove it.
- Smoking in a car when children are present exposes them to the pollutants in secondhand smoke. Rolling down a window doesn't stop smoke from reaching everyone in the car.
- Children are in greater danger from the threats posed by secondhand smoke. Their organs are growing and developing. Exposure to secondhand smoke, in childhood, is known to permanently decrease lung efficiency and function.
- Children who are exposed to smoke in their homes are more likely to develop asthma, bronchitis, pneumonia, colds, sore throats, ear and eye infections, and allergies.

Components of the Campaign

The "Wherever You Live and Breathe, Go Smoke-Free" campaign is comprised of the following integrated components:

TV Messages: Three rotating TV messages will be broadcast statewide throughout Summer 2008.

- "It's like they are smoking" – This television message was originally created for use by the Michigan Department of Community Health and has been adapted for use with Maine audiences. The spots aim to educate parents about their child's involuntary exposure to smoke, from the child's point of view.
- "Trapped" – The first of two animated smoke spots in which the camera follows the smoke as it clings to the interior of a car, including the baby's seat. The message increases awareness that although you cannot see it, smoke's harmful effects are still present.
- "No Place to Hide" – This animated smoke spot focuses on secondhand smoke exposure in the home, again following the smoke as it seems to hunt its victim.

Radio Messages: These two rotating messages will air statewide throughout summer 2008.

- "Baby Jack" – This lighthearted spot helps raise awareness of Maine's new secondhand smoke law and the importance of not smoking around children in a vehicle.
- "Some Kids" – This message is a straightforward look at the dangers children face whenever secondhand smoke enters the home.

Supporting Outreach Materials

- Outreach brochures cards (car & home) – placed in visitor's centers across Maine
- Smoke-Free car decal – available for widespread distribution amongst the communities
- Law card – card for law officials to distribute in efforts to raise awareness of the new law