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Anti-smoking campaign to target 'stupid teens'

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SOCIAL networking and cinema ads will be used to try to stop big tobacco firms luring young smokers, writes Eilish O'Regan.

The Irish Cancer Society has created a fictional character representing cigarette companies to run the 'Teens Are Stupid' initiative.

The campaign's 'Corporate Tobacco Man' is to appear on Facebook, Twitter, Youtube and Flickr. Teens have also been urged to upload their own responses to the ads and their views on smoking.

Jane Curtin, the society's spokeswoman, said the new media drive would show how big tobacco firms need to attract young smokers to stay in business.

The new drive also includes special art installations, one of which features a teenage girl mannequin, which will appear in shopping centres tomorrow.

She is trapped inside a glass box full of smoke, with a handle on the inside of the box allowing her to free herself -- but she doesn't.