



## News Release

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Tobacco Prevention Program

### **Utah Department of Health Launches New Anti-Smoking Ad Campaign Targeting Hispanics & Latinos**

(Salt Lake City, UT) — In an effort to reduce the incidence of smoking among young adult Hispanics and Latinos, the Utah Department of Health (UDOH) has recently launched a new advertising campaign. The campaign, consisting of a series of billboards and print ads extolling the virtues of quitting smoking, encourage people to call Utah's Spanish Tobacco Quit Line at 1-877-629-1585.

“We took an approach featuring messages that are particularly appealing and impacting to young adult Hispanics, especially men,” said Lena Dibble, Tobacco Prevention and Control Program, UDOH. “The Hispanic population is unique in that many are ‘newcomers’ to Utah and may not be as aware of the health consequences and negative effects of smoking. For example, our research tells us that smoking still carries a sexy and macho identity for many Hispanic men.”

With six different versions, the billboards will be posted in mid-March and run for eight weeks. The billboards' messages include: “Date un segundo aire” or “Give yourself a second wind,” and “Mas macho aun es dejar de fumar” or “Quitting smoking is even more macho,” and “Una menta no cura el cancer” or “A mint doesn't cure cancer.” The print ads, which will run in Spanish-language newspapers throughout Utah, play off the popularity of “novelas” or Spanish-language soap operas and highlight the fact that smoking isn't “manly.” They were developed to communicate the social risks associated with smoking, especially how smoking does not make one macho or sexy, but in fact, does just the opposite.

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“Our objective is to change attitudes and beliefs towards tobacco use through education, de-normalization and the de-glamorization of tobacco,” Dibble said. “This should encourage people who smoke to call the Utah Tobacco Quit Line and increase awareness of available cessation services, awareness of the health effects, and discussion within the family circle.”

### **Editors Note:**

Broadcast & Print: Digital images of the new billboards and print ads are available by calling Eric Short at 801-519-8880.

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*The mission of the Utah Department of Health is to protect the public’s health through preventing avoidable illness, injury, disability and premature death; assuring access to affordable, quality health care; and promoting healthy lifestyles.*