

Pine Castle SWAT PSA Transcript

(In the park with friends who are smoking) Flux Pavillion song "I Can't Stop" playing in the background.

(Female young smoker made up to look old and unhealthy)

Hello there. Look at yourself. Now back to me. Now back at yourself. Now back to me. Sadly, you aren't me. But if you decide to take tobacco products, you could look like me. Look down. Now back up. What are you doing? You are with your friends and they offer you a smoke.

What are you holding? Back at me. It's another cigarette. The kind that you and I like the best. Once you start, can you stop?

Hospital scene - Where are you? In the hospital fighting lung cancer. (Cough, Cough)
Gasping for breath. Dead.

Anything is possible when you give in to tobacco use.

(Students holding up signs with quotes on them)

"On thousand Americans stop smoking everyday – by dying." -Unknown

"Cigarettes are killers that travel in packs." – Unknown

"About 15 billion cigarettes are sold daily – or about 10 million every minute. Cigarettes cause one in five American deaths. Tobacco- related diseases kill one in ten adults globally, or cause 4 million deaths."

"Today's teenager is tomorrow's potential regular customer." – Phillip Morris

Tag Line at the end- Don't give in to tobacco use. If you did - QUIT. (Quitline logo)