

Table 1 Description of ADs

ADs	Description
Rejuvenation in all aspects (V1)	Describes the discomfort resulting from smoking to a smoker and his/her family
Smoking in daily living (V2)	Describes the negative effects of cigarettes on the daily living of a smoker
Smoke-free air (V3)	Emphasises smoke-free air in a taxi
COPD and regret (V4)	Describes the history of a heavy smoker who quit smoking as a result of noticing the harmful effects of cigarettes on him/her and his/her family
A bad example of a father (V5)	Describes the harmful effects of passive smoking and the bad influence of a smoking father on his child
Grandfather and grandson (V6)	Describes the role of a grandson in leading his grandfather to quit smoking
Non-smoking is happiness (V7)	Describes the effects of a smoking-related disease, COPD, on quality of life
Smoking harms in every breath (V8)	Simulates the damage induced by smoking in the lungs
Children want to grow (V9)	Describes the mental and physical harmful effects of smoking towards children
Sponge and tar (V10)	Describes the cigarette-induced pathological changes and the accumulation of tar in the lungs

The first, fifth and eighth videos can be viewed at <http://tv.thsk.saglik.gov.tr/index.php/component/contushdvideoshare/player/15/11>, and the others can be viewed at <http://www.youtube.com/user/burakfilm/videos?view=0&flow=grid&sort=p>. AD = anti-smoking advertisements; COPD = chronic obstructive pulmonary disease.