

Statewide Public Education Task Force on Tobacco (ETFT)
:30 TV — "Dead Uniform"

Everything in the spot is in black and white except a waitress uniform hanging in an otherwise empty closet. The spot opens on a tight shot of the uniform (white collar, cuffs, pink midsection and sleeves). The uniform is pink like a healthy lung. There is a nametag on the uniform: "Jenny." Periodically throughout the spot, a puff of thick cigarette smoke is blown from off camera into the uniform. The smoke moves the uniform slightly each time, and it begins to slip off the hanger. With each new puff of smoke, the uniform's color begins to fade more and more from pink to gray. The smoke curls around the uniform and begins filling the top of the closet. Voiceover begins...

VOICEOVER: All day long, your waitress breathes air tainted with secondhand smoke that contains 4,000 deadly chemicals... 43 cancer-causing agents... 200 poisons. Secondhand smoke that is slowly killing her. And when you eat where she works, it does the same to you.

The top of the closet is now nearly filled with smoke. We can barely see the hanger rod and the top of the hanger that the uniform is hanging on. The uniform has slipped far to one side of the hanger. Voiceover continues...

VOICEOVER: Maybe that's why nearly 90 percent of North Dakotans are more likely or just as likely to eat at a restaurant that goes smoke-free.

Suddenly the uniform falls off its hanger. As it falls out of the picture in slow motion, the voiceover continues....

VOICEOVER: So speak up. Tell restaurant owners you support smoke-free policies. It's the least we owe her, and ourselves.

Cut to blank screen with the words, "It's Your Life. It's Your Voice. Make It Heard," in large type. At the bottom, in small type, are the words, "Brought to you by your local public health unit and the North Dakota Department of Health."