THE VOICE OF CIGARETTE

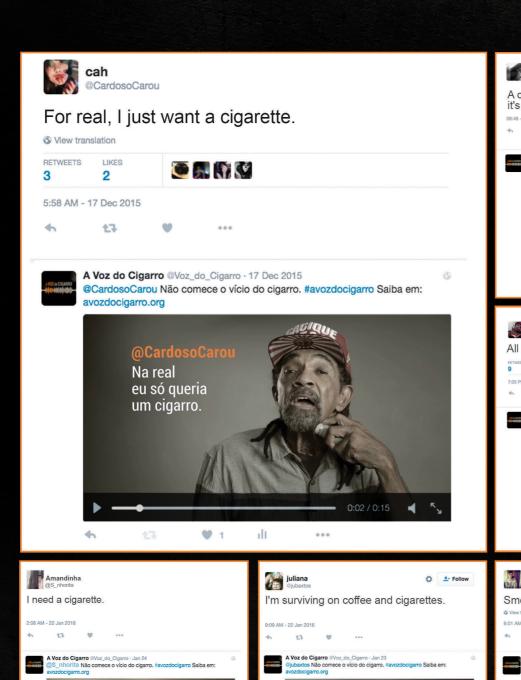
REPLYING TWEETS OF YOUNG SMOKERS WITH A VIDEO MESSAGE FROM PEOPLE WHO HAD CANCER OF THE LARYNX

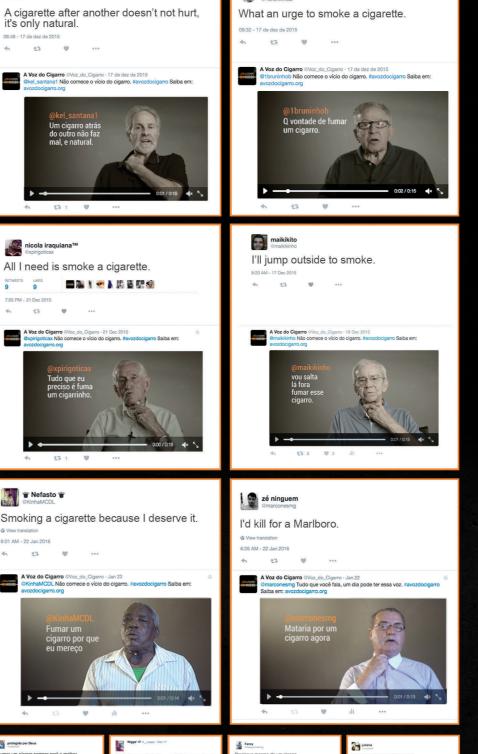
TEENAGERS USE TWITTER TO BRAG ABOUT SMOKING AS A WAY TO PROMOTE THEIR SOCIAL IMAGE UNAWARE OF THE MOST HARMFUL EFFECTS SUCH AS LARYNGEAL CANCER. WE DEVELOPED AN ONLINE CAMPAIGN TO HELP WARN YOUNG SMOKERS ABOUT THE HORRIBLE CONSEQUENCES.

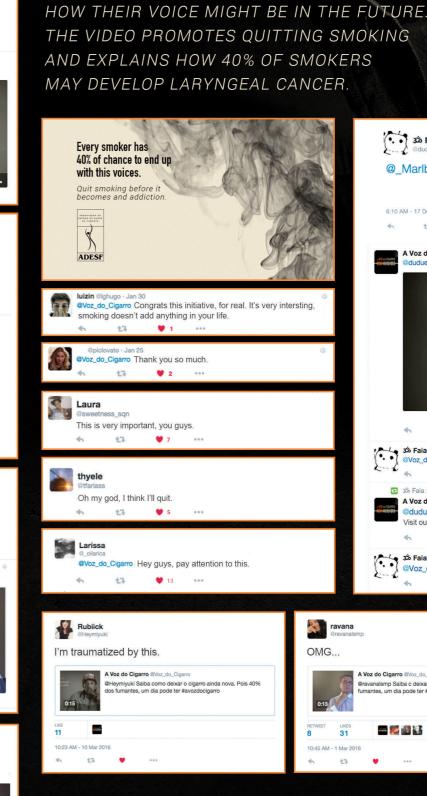
AN ALGORITHM ANALYZES ALL TWEETS AND IDENTIFIES THE ONES CONTAINING KEYWORDS RELATED TO SMOKING.

IN REAL TIME, VOLUNTEERS WHO HAVE LOST THEIR VOCAL CORDS DUE TO CANCER RECORD THOSE TWEETS.









EACH TWEET WAS REPLIED TO THROUGH

INDIVIDUALIZED VIDEOS THAT SHOWED

@_MarlboroBrasil Blessed cigarette of everyday. 36 Faia 36 @duduendee · Dec 19 View translation € @Voz_do_Cigarro I've followed the tips and I'm already quitting. Thank you.

> **ASSOCIATION** FOR SMOKER

AWARENESS

ADESF

Disclaimer: all tweets presented in this board were translated from brazilian portuguese for better understanding.

OMG...

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