

## 2021 Winning Performances of the 11th No Smoking Commercial Contest

### [2021年第11回禁煙CMコンテスト受賞作品集](#)

2021 Winning performances of the 11th "Tobacco Harms Health: Video Commercial Contest" sponsored by the Japan Society for Tobacco Control [http://www.jstc.or.jp/modules/activity/index.php?content\\_id=5](http://www.jstc.or.jp/modules/activity/index.php?content_id=5)

«Comment from the Judge Chairperson» Thank you for more than 180 entries this time. Is such effort from the effect of the novel coronavirus? Selected performances from this year will also be broadcast on YouTube. You are free to view these performances of this "No Smoking Commercial Contest" in this media, and we hope that you can frequently use them for education at school. Tobacco companies advertise that heated tobacco is less harmful than combustible tobacco, but this has not yet been substantiated over the long term. Heated tobacco contains several harmful substances and carcinogens and uses the same type of tobacco stick as combusted tobacco. Like combusted tobacco, please do not touch heated tobacco. If you use heated or combusted tobacco, you will likely become addicted and must pay its costs over one's lifetime, by becoming sick more frequently by more likely dying early. In addition, many organizations like the WHO and the Japan Society for Tobacco Control have already warned that smokers can more easily become severely ill and die from the novel coronavirus due to their weakened pulmonary health. Furthermore, the vaccine is only half as effective for smokers as for non-smokers; smokers are more prone to breakthrough infections. Let's stop suffering from these negative effects. For details, please read the comments. We are looking forward to continuing the "No Smoking Commercial Contest" next year and receiving such good performances like these again. Smoking Cessation Commercial Contest Jury Chairman (Chairman of the Japan Society for Tobacco Control) Sakuta Manabu

«Comment review for the 2021 (11th) No Smoking Commercial Contest» Previously, I asked a question by telephone via the JT Customer Center. When asked if the customer representative agreed with the content of the warning labels like causes "lung cancer" and "myocardial infarction" on the package, he answered "We publish warnings because we can't sell our products unless we state them, but I'm not in a position to respond to the interpretation of each word." In fact, JT has not ever acknowledged the health hazards of smoking. On the other hand, the company issues many announcements for smoking etiquette using sophisticated images. Such regulations are quite strange when compared to industry standards like in the food industry. Try to imagine if a warning for "carcinogenic" were stated on the package of sweets bought at a supermarket, but the seller denies that it is in a position to respond to questions about the contents.

This year, there were more than 180 entries for the "No Smoking Commercial Contest". We collected outstanding performances, some made in collaboration with family and friends, and some submitted as groups. I am also happy to have performances from high school students, university students and other young people. From these, we announce the winning works. Due

to all the performances, including entries that were not selected as winners, we hope to gradually change the "lack of knowledge" by JT and others about the harms of smoking. It takes time to change society, but such changes are produced from the accumulation of each effort. Please enjoy this collection of no smoking performances that are full of interesting ideas. (Profile) Yoshikazu Fujimoto. Radio director, REBT psychologist, author of "Able to quit smoking and laugh" (Byakuya Shobo).

<< Review of each performance >> \* Also posted in each video description

No. 1 "Resolutely cut off smoking dance" A fun film in which several people suddenly start dancing outdoors to "resolutely" "cut off" "smoking". Youthful expression that if you quit tobacco, future possibilities will become unlimited. Also notice the custom-made T-shirts and original wording and puns of the song. It is evident that the team prepared and practiced. Congratulations to everyone at the vocational schools who danced wonderfully and won 1st place!

2nd place \* In no particular order

"Before life is shortened" If you continue to smoke, the probability of premature death increases. With heartwarming anime, the producers comically make an impression of this fact. The main character is a man who answers in an interview that he wants to quit smoking in the next world, but everyone else should please quit smoking in this world. There is still time.

"Smoky practice" Depicted at a baseball club, this video shows how passive smoking spoils work effort and leisure time. Please watch closely the "practice scene" of this performance. You don't think that tobacco is totally unnecessary? For people who can not quit smoking, the mind might be controlled by this strange thing.

"Small resolutions" From "small resolutions", 500-yen coin are put in a jar, and the protagonist's daily life begins to transform. One coin after another, positive things such as "I'm not tired" and "I can smell food better". The creator seems to have used his experience of quitting smoking as a template for this video. Real positive transformations from quitting smoking. Please watch closely.

"Why?" A man was dating a woman. But he is eventually rejected with "I'm sorry". And not only one woman refuses ...! In former eras, tobacco was said to be a symbol of masculinity, but care for one's health is now viewed as vital for an attractive man. A production that makes use of the female perspective.

"One of them ..." The character is a chihuahua that hates walking. The reason for this is because of what falls on the walkway ... Accidental swallowing of cigarettes butts is a big problem for both dogs and humans, but it also leads to the underlying question of why humans routinely inhale the toxic substances in tobacco cigarettes. It is a production that raises issues while getting close to cute creatures.

3rd place \* In no particular order

"Damage to the Lungs" Produced based on data that smoking increases the risk of aggravated infections from the novel coronavirus (COVID-19). Here is the excuse to definitively stop smoking!

"Heart pounding ☆ Impending crisis" The harm of tobacco is expressed as a nostalgic game. Smoking is exactly "a game of misfortune that also involves one's family"! I don't want to have the experience of this "heart pounding" and "impending crisis".

"30 second cooking" Damage of the lungs from smoking is introduced as a cooking program. After a few years, toppings of the risk of diseases like cancer are distasteful for the lungs. People do not want to taste ever again the aroma that is emitted.

"Now what you might be losing little by little" A woman spends time in happy youthful days, potentially with or without a smoking habit. The difference between the two potential outcomes become apparent over years. The disadvantages of smoking are presented as "skin decline" and "aging."

"Summary of the effects of tobacco on coronavirus infection" The author investigates the effects of tobacco for coronavirus infection. From related research, smokers also have a less effective response from vaccines. Fundamentally, it is important to know the facts.

"The reason my grandfather is alive" After my grandfather collapsed due to an aortic rupture, the doctor informed him that he had "probability of survival of 1%" from performing an operation. This was a real event that I experienced this year. Grandfather had a good life.

"For the sake of the natural environment, quit smoking" This video focuses on the impact that tobacco has on the natural environment. Litter in the city due to butts, cutting down forests for growing and drying leaf tobacco. One can discover the significance of removing tobacco from society in this video.

"Why don't you start smoking cessation?" A production that summarizes advice for people who are thinking about smoking cessation. Practical information such as the combined use of psychotherapy and smoking cessation medications in outpatient clinics!

"Do you want to smoke so much?" "Supposing that lighters disappear from this world," a smoker says "do you want to do so much?", while comically depicting earnest efforts of smokers. The tempo of joker and riposte is GOOD!

"No smoking trial" A trial over "whether tobacco is individual freedom". Should tobacco be an individual freedom or does it have significant negative effects for girls? Made by a high school student, this production makes one think about the effects of tobacco.

《Judges》 Manabu Sakuta (Chairperson of the Japan Society for Tobacco Control) Kyoichi Miyazaki (Director of the Japan Society of Tobacco Control, Chairman of the General Affairs Committee) Fumisato Watanabe (Director of the Japan Society for Tobacco Control, Representative Director of the Tobacco Problem Information Center) Noriko Hiraga (Councilor of the Japan Society for Tobacco Control, No smoking workshop) Yoshikazu Fujimoto (Radio director, REBT psychologist, author of "Able to quit smoking and laugh" (Hakuya Shobo))