Target Question

Influencers

Agreed Realities

Emotions
Why do 12-15 year old boys start smoking?

- Peers
- Parents
- Older Boys
- Girls
- Boys who Don't smoke
- Cigarette Companies
- Health Profession
- Media

- In Control
  - Light cigarettes are better for me. They know I can quit anytime.
  - They are not cool and are uncouth.

- Superior
  - I am young, I know when to quit. Disease doesn’t affect me.
  - I am a bad boy and sexy.

- Desired
  - Smoking is cool and badass.
  - I will be liked and they will think I am one of them.

- Accepted
  - I am my own person. They won’t like it.
  - I am one of them.

- Rebellious
  - They are not cool and are scared to try or too lame. They are just uncool to.