

Overview

[The Global Health Education and Learning Incubator at Harvard University](#) (GHELI) supports interdisciplinary education about world health through the production, curation, and dissemination of educational public goods. This exemplar work was a final project for “World Health: Challenges and Opportunities,” a General Education course at Harvard College taught by GHELI Faculty Director Sue J. Goldie. For this creative assessment designed with support from GHELI, students systematically analyze a societal health challenge they care about and create a “real world” product intended to influence policy or motivate change.

Abstract

A series of posters and graphics intended to inform and change behaviors around cigarette smoking.

Artist

Rania Jones (2024)


Caption

In the United States, the conversation about the dangers of tobacco usage has shifted to a sole focus on e-cigarettes, even though cigarette smoking critically remains the leading preventable cause of disease, disability, and death in the United States. Growing up, my mother addictively smoked cigarettes, making me never interested in smoking. My impression of smoking has always been negative; however, this is not the case for most other individuals who grow up in communities where either smoking cigarettes is the norm or not present at all. Adolescents with the lowest perceptions of long-term smoking-related risks are over three times more likely to start smoking than adolescents with the highest perceptions of risk. The CDC estimates that 80% of all adult smokers begin smoking before they are 20 years old, and the majority of adolescents report that they were with friends when they smoked their first cigarette. This collection, which consists of a series of posters and set of graphics designed for Instagram, aims to inform people, especially young people, about the dangers of smoking and encourage a change in behavior related to tobacco usage.

Artist Lens

From the chain-smoking depicted in popular media like *Sex and the City*'s *And Just Like That* and *The Idol* to motifs in the world of beauty like the Tik-Tok viral Lana Del Rey-inspired packs of lipstick meant to mimic cigarettes, cigarette smoking is being romanticized in youth-accessible pop culture. I find my peers frequently noting how they enjoy smoking cigarettes “for the aesthetic.”

My project, which consists of a series of graphically captivating posters designed for schools and predominantly youth spaces, in addition to an Instagram account that features posts about cigarette smoking and the role that quitting can play in saving a life, are mass-reach health communication interventions that aspire to reach a vast audience to change knowledge and behaviors relating to tobacco usage. Given current generations' propensity to learn information through the internet, I chose a social media page as my media product to easily highlight facts and information in a digestible format. Since youth are fixated on the “aesthetic” nature of cigarette



smoking, I evoked a similar visual appearance in my project, focusing on aesthetic graphics, in addition to aggressive slogans and symbols in addition to bold colors, layouts, and text. In creating this project, my hope is to communicate to youth the life-threatening, long-term repercussions of cigarette smoking to enact culture-based change and policy development and implementation.

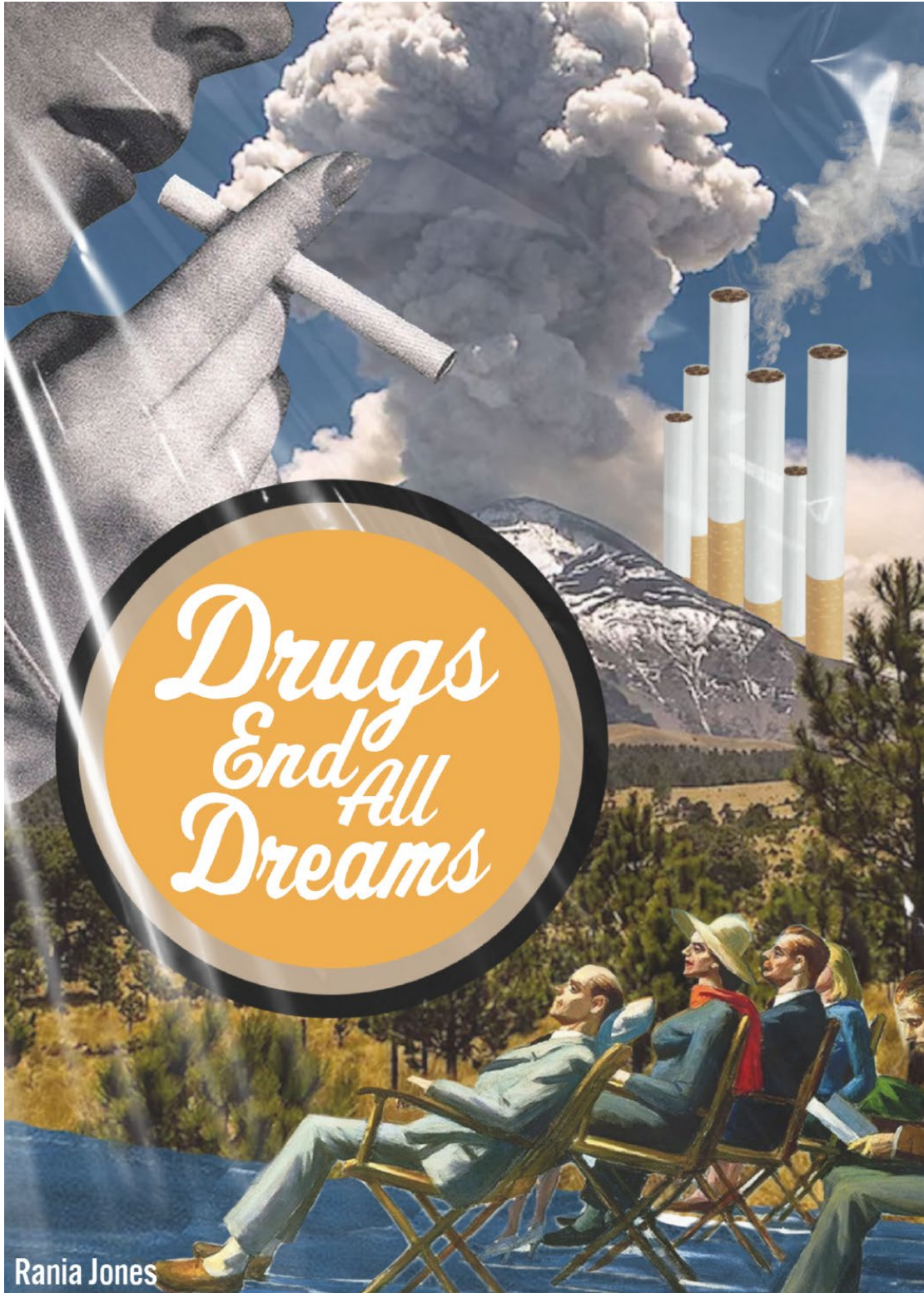
Media

Digital





Rania Jones



Rania Jones

percentage of all U.S. adults aged 18 years or older currently smoked cigarettes in 2021

11.5

@DRUGS.END.ALL.DREAMS

SMOKING CAUSES MORE DEATHS THAN

each year than the following:

- HUMAN IMMUNODEFICIENCY VIRUS (HIV)
- ILLEGAL DRUG USE
- ALCOHOL USE
- MOTOR VEHICLE INJURIES
- FIREARM-RELATED INCIDENTS

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Why shouldn't you smoke?

SMOKING CAN CAUSE CANCER ALMOST ANYWHERE IN THE BODY, INCLUDING, BUT NOT LIMITED TO:

- MOUTH AND THROAT (ORAL CAVITY AND PHARYNX)
- VOICE BOX (LARYNX)
- ACUTE MYELOID LEUKEMIA
- KIDNEY AND RENAL PELVIS
- URINARY BLADDER
- UTERINE CERVIX
- ESOPHAGUS
- LUNG, BRONCHUS, AND TRACHEA
- LIVER
- STOMACH
- PANCREAS
- COLON AND RECTUM

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DID YOU KNOW?

SMOKING CAN ALSO SEVERELY HARM YOUR VISION AND HEARING

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Did You Know

IF NOBODY SMOKED, ONE OF EVERY THREE CANCER DEATHS IN THE UNITED STATES **WOULD NOT** HAPPEN.

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problematic cigarette smoking behavior starts during

youth

- EVERY DAY IN THE U.S., ABOUT 2,000 TEENAGERS SMOKE THEIR FIRST CIGARETTE, AND OVER 300 OF THEM BECOME DAILY CIGARETTE SMOKERS.
- IF YOUNG PEOPLE DON'T START USING TOBACCO BY AGE 20, THEY ALMOST CERTAINLY WILL NEVER START.

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according to the U.S. Surgeon General 5.6 million Americans younger than 18 today

WILL DIE

early from smoking-related diseases

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1-800-QUIT-NOW

NO MATTER HOW OLD YOU ARE OR HOW LONG YOU HAVE SMOKED, QUITTING SMOKING IS ONE OF THE MOST IMPORTANT STEPS YOU CAN TAKE TO IMPROVE YOUR HEALTH. USING COUNSELING AND MEDICATION TOGETHER GIVES YOU THE BEST CHANCE OF QUITTING FOR GOOD.

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let's talk about

SMOKING withdrawal

YOUR WITHDRAWALS WON'T LAST FOREVER BUT IT CAN TAKE BETWEEN 1-3 MONTHS FOR THE RECEPTORS IN YOUR BRAIN TO GO DORMANT AND STOP CRAVING NICOTINE.

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