

# Clinton Library Transfer Form

Case #, if applicable	2013-0436-S	Accession #			
Collection/Record Group	Clinton Presidential Records	Series/Staff Name	Ann O'Leary		
Subgroup/Office of Origin	Domestic Policy Council	Subseries			
Folder Title	Secondhand Smoke Campaign	OA Number	19596	Box Number	
Description of Item(s)	1 VHS tape - EPA, Second Hand Smoke "Devil / Angel" and 1 CD-Rom, ""Go out for your kids" "Devil/Angel" :60, :30, Stored in AV regular storage on 12-5-8-5				

<b>Donor Information</b>							
Last Name:		First Name:		Middle Name:		Title:	
Affiliation:		Phone (Wk):		Phone (Hm):			
Street:		City:		State (or Country):		Zip:	

Transferred to:	Audio/Visual Department
Other (Specify):	

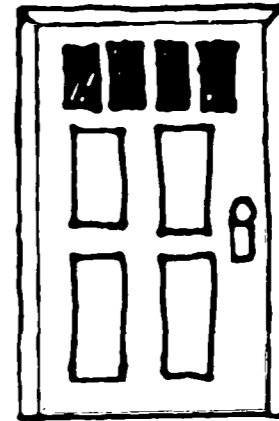
Transferred by:	Dan Brogden
Transfer Point	During Processing

Date of Tranfer	4/4/2013
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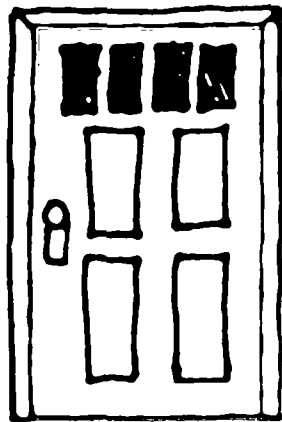
Consumer Federation of America Foundation  
c/o PlowShare Group  
One Dock Street  
Stamford CT 06902

FIRST CLASS MAIL  
U.S. POSTAGE  
**PAID**  
CAROL STREAM, IL  
Permit No. 352

THIS DOOR  
CAN HELP  
KIDS  
BE A LOT  
HEALTHIER  
THIS  
YEAR.



## SECONDHAND SMOKE CAMPAIGN



"Devil/Angel"  
:60, :30

Dear PSA Director,

It's amazing, but most people who smoke in the home, and have children, don't really know the harm they're doing. Our research has shown that smokers, if asked, are willing to go outside to protect children's health. Of course, the best step is to quit smoking, but until that happens we're asking smokers to take a few steps - outside - to have healthier children.

The fact is, children who breathe in secondhand smoke are more likely to suffer from health problems including pneumonia, bronchitis and asthma. Each year, secondhand smoke is responsible for up to 300,000 lower respiratory infections in infants and children under 18 months of age!

Please listen to the enclosed PSA entitled "Devil/Angel." It incorporates the "go outside" message in a clever, humorous way. Adding this to your active PSA rotation will show that your station cares and, more importantly, send the message to smokers that this simple action can improve children's health.

Feel free to call me for more information on this campaign at (202) 737-0766.

Sincerely,

Jack Gillis  
Public Affairs Director

United States  
Environmental Protection  
Agency

Consumer  
Federation of America  
Foundation

American  
Medical  
Association

*Please Run These PSAs As Frequently As Possible*

With your station's help, smokers may open their doors and go outside more often. And a lot of kids will get fewer lung infections, earaches, and stand a better chance of preventing asthma attacks.

For More Information:  
Jack Gillis  
Consumer Federation of  
America Foundation  
(202) 737-0766

For Additional  
Materials Call:  
Jeffrey Boal  
PlowShare Group  
(203) 425-3949

Kristy Miller  
U.S. EPA  
(202) 564-9441



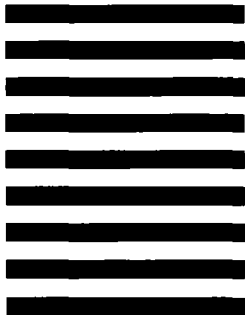
**NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES**

**Business Reply Mail**

**First Class Mail Permit No. 471 Stamford CT**

**POSTAGE WILL BE PAID BY ADDRESSEE**

**PlowShare Group  
Media Department  
One Dock Street  
Stamford, CT 06913-1319**



# SECOND HAND SMOKE CAMPAIGN



Yes, we plan on using:

"Devil/Angel" :60       "Devil/Angel" :30

\_\_\_\_\_ times per       day       week       month

\_\_\_\_\_ # of Months       one       two       three

Comments \_\_\_\_\_  
\_\_\_\_\_

Call Letters \_\_\_\_\_ Phone # ( \_\_\_\_\_ ) \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

(Please make appropriate corrections to the label)



**NO POSTAGE  
NECESSARY  
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Phone # ( \_\_\_\_\_ ) \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

(Please make appropriate corrections to the label)

PHOTOCOPY  
PRESERVATION

American  
Medical  
Association

Consumer  
Federation of America  
Foundation

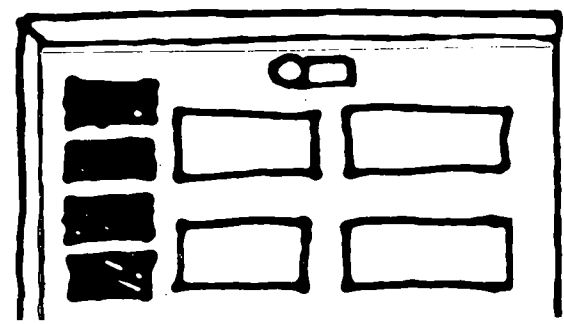
United States  
Environmental Protection  
Agency

# SECONDHAND SMOKE CAMPAIGN

United States  
Environmental Protection  
Agency

Consumer  
Federation of America  
Foundation

American  
Medical  
Association



## SECONDHAND SMOKE CAMPAIGN "Devil/Angel" :60, :30



Smoker lights up in front of television.

**Devil:** Allow me.

**Angel:** Lovely evening...

**Devil:** What the Devil are you doing here?

**Angel:** I'm only here because you're here, Hot Stuff.

**Devil:** Here we go again... This is going to be about smoking in the house, isn't it? Listen, this poor guy has been picked on enough. His home is his castle. He has rights. He has privileges. He has...

**Angel:** Kids!

**Devil:** He has kids?

You have kids and you're smoking in the house?!

**Smoker:** Just little kids.

**Devil:** What's the matter with you?! Do you want your kids to get Bronchitis? Pneumonia? Asthma... Do I have to light a fire under you?

**Smoker:** Huh?

**Devil:** Get up. Smoke outside. Smoke outside!

**VO:** Go out for your kids.

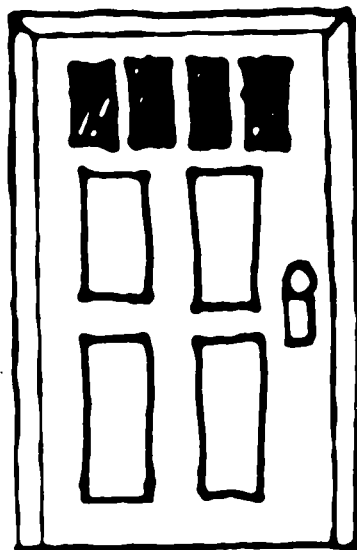
**For More Information or additional materials:**

Jack Gillis, Consumer Federation of America Foundation, (202) 737-0766

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PHOTOCOPY  
PRESERVATION

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**PHOTOCOPY  
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## Consumer Federation of America Foundation

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