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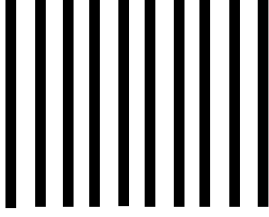
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THE SMOKE

An Educational Video
Featuring Dr. Jeffrey Wigand

Dr. Jeffrey S. Wigand, subject of the Academy Award-nominated film *The Insider*, achieved national prominence in 1995 when he became the tobacco industry's highest-ranking former executive to publicly acknowledge the devastating effects of smoking on health.

Dr. Wigand risked his career, his reputation, and his family by making the truth known to the public about the tobacco industry's disregard for health and safety during an interview with the CBS news magazine *60 Minutes*. His conviction and courage led to his testifying in a Mississippi courtroom on the industry's knowledge of nicotine addiction and the health consequences of smoking. This testimony resulted in a landmark court decision that paved the way for the Master Settlement Agreement, in which tobacco companies were ordered to pay states approximately \$248 billion over 25 years to compensate for the health care costs of smoking.

In *Secrets Through The Smoke*, Dr. Wigand shares his experiences about the tobacco industry's manipulation of the truth. *Secrets Through The Smoke* contains compelling and sometimes graphic supporting footage. This 55-minute video is presented in three parts so that it can be shown in separate segments. Although it is intended primarily for use with middle and high school students, the video can also be used with community leaders and policymakers. The accompanying facilitator's guides—one for students and one for adult audiences—provide topics for critical thinking and discussion.

Secrets Through The Smoke is directed by actor/director Jeremy London (*Party of Five, I'll Fly Away, Mall Rats*), hosted by journalist and news anchor Giselle Fernandez, and produced by Siesta Films. The Centers for Disease Control and Prevention (CDC) is also grateful to the many other celebrities who donated their talents to this video, including cover model Christy Turlington, talk show host Rosie O'Donnell, singer/songwriter Leslie Nuchow, and Eagle Eye Cherry, who donated the theme song, "Rainbow Wings."

Secrets Through The Smoke is distributed free as a public health service by CDC. To request a copy of the video and the facilitator's guides, complete the attached order form and drop it in the mail. For further information on Dr. Jeffrey Wigand and his current activities, visit his Web site at www.JeffreyWigand.com.

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Please send me the *Secrets Through the Smoke* video and the facilitator's guides.

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For more information on smoking and health, visit the Web site of CDC's Office on Smoking and Health at www.cdc.gov/tobacco or call 1-800-CDC-1311.