

Cooperate to Cut Your Losses !

[The screen shows a husband and his pregnant wife, holding each other's hand, walking in a park at daytime. Screen freezes to see husband showing a "V" hand gesture at the camera, while his pregnant wife is waving her hand at the camera as well. Both of them are showing a big smile. Then, the husband touches his pregnant wife's swollen belly softly. Screen freezes to see them looking at each other and smiling. Then, they stand beside a no smoking sign, look towards the camera with a smile and point at the sign together.]

Voice-over: Think of their health...

[The scene changes. A family of four with father, mother, a boy and a girl, are having a meal in a cooked food centre. They show a "V" hand gesture and smile at the camera. Then, camera closes up on the boy and girl.]

Voice-over: And consider the children...

[The scene changes. A elder lady with white hair is greeting a shop owner in a wet market enthusiastically. Then, she shops around comfortably and takes a deep breath with a smile.]

Voice-over: No tobacco smoke means fresher air.

[The scene changes. Two male and three female youths are singing and dancing in a karaoke.]

Voice-over: To protect public health...

[Two Tobacco Control Inspectors are prosecuting a male offender in a room in the karaoke. First, they show their identities to the offender. Then the offender provides his identity card to the inspectors. The Tobacco Control Inspector finally issues a fixed penalty notice to the man who looks guilty.]

Voice-over: Tobacco Control Inspectors issue fixed penalty notices to offenders. Offenders must co-operate by providing proof of identity and the required information.

[The screen changes to a still frame showing a superimpose, "Failing to provide

information without reasonable excuse .Maximum penalty: \$10,000”.]

Voice-over: Otherwise, the maximum penalty is \$10,000.

[The screen changes to a cooked food centre, showing a superimpose, “Department of Health Integrated Smoking Cessation Hotline: 1833 183”, with two Tobacco Control Inspectors, husband and his pregnant wife, a family of four, an elder lady, wet market shop owner, male and female youths standing together with a smile on their faces.]

Voice-over: No-smoking areas boost public health.

[The TV Announcement in the Public Interest ends with a close up on the little girl.]

Little girl: Consider our health and quit smoking!