1. 海绵篇（中国）
Sponge (China)

广告脚本（中文）
人的肺就像海绵，但有人却用肺来吸取烟草烟雾中的毒素。如果你平均每天吸一包烟，一年下来，吸入肺中的致癌物焦油会有这么多，足以引发癌症及其它严重疾病。拒绝烟草，追求健康。

SCRIPT (translated into English)
Lungs are like sponges designed to soak up air. But some people use their lungs to soak up cigarette smoke. If you could wring out the cancer-producing tar that goes into the lungs of a pack a day smoker every year, this is how much you’d get. It’s enough to cause cancer and other serious diseases. Refuse tobacco. Pursue health.

2. 气泡篇（中国）
Sponge (China)

广告脚本（中文）
人的肺由几百万个细小的肺泡组成，烟草烟雾中的化学物质会破坏肺泡，导致肺气肿。肺泡一旦损伤，就无法修复。即使只吸低焦油烟，你也有可能患上早期肺气肿。几乎每个吸烟者都可能有。今天就戒烟。

SCRIPT (translated into English)
People’s lungs are made up of millions of little pulmonary alveoli. The chemicals in cigarette smoke destroy pulmonary alveoli and cause emphysema. Once the alveoli are damaged, they cannot be restored. Even if you only smoke low tar cigarettes, there is still a possibility that you are afflicted with early-stage emphysema. Almost every smoker has. Quit today.

3. 孩童篇（印度）
Child (India)

广告脚本（中文）
每个人都追求享受。但代价是否太高了？吸烟不但使你付出健康代价，更会严重影响身边其他人的身心健康。吸烟致命，被动吸烟同样致命。不要让他们为你吸烟付出代价。吸烟会使你付出代价。

SCRIPT (translated into English)
Everyone seeks happiness. But isn’t that a very high price to pay? Smoking can cost you and can also seriously affect the health and welfare of those around you. Smoking kills. Passive smoking kills too. Don’t have them pay the price for your smoking. Smoking will cost you.

4. 办公室（中国）
Office (China)

广告脚本（中文）
根据北京市人民政府令，5月1日起，办公、餐饮、体育、教育、医疗等公共场所禁止吸烟。为什么？因为被动吸烟会导致多种疾病，甚至死亡。拒绝二手烟，从现在开始，全民参与，共建无烟北京。

SCRIPT (translated into English)
According to the Beijing Municipal Government Directive, beginning May 1st, smoking is prohibited in public spaces within offices, restaurants, gyms and sports clubs, and educational and medical facilities. [Evidence shows second hand smoke causes lung cancer.] Why? Because passive smoking causes many types of serious illnesses and even death. [Evidence shows second hand smoke causes heart disease.] Refuse second hand smoke, starting right now. Everyone participate in building together Smoke-Free Beijing.
5. Dhuan (India)

广播语言：英语或印地语
BROADCAST LANGUAGE: English

剧本（中文）
这座城市的空气中有烟雾和烟灰。空气如同毒药，死亡即将降临你身边。这个城市怎么了？烟雾和烟灰到处都是。有法律规定，但人们却忽视了。为什么？因为他们不懂？他们害怕？还是其他原因？我们需要采取行动，结束这种状况。空气中的烟雾和烟灰对健康有害。我们需要采取行动，保护我们的健康。

SCRIPT (translated into English)
What has happened to this city? Ashes here, smoke there. The air is thick with poison and death is (written) at large. There’s a kiss of doom about to touch your lips. What has happened to this city? Ashes here, smoke there. There’s the law and there’s the ban. But who thinks? Who knows? Why are you so silent? Why no words? Why have smoke forced down your throat? Why tolerate? Why bend? Let’s bring this reckless act to an end. Smoking is banned in all public places. Parallel appy. Don’t smoke, nor let anyone do. Smokefree. Smoking will cost you.

6. 世界卫生组织

广播语言：中文普通话
BROADCAST LANGUAGE: Mandarin

剧本（中文）
“ 这是我上班时吸的二手烟，” 这是我工作时吸的二手烟。 “ 这次是 K 歌房的二手烟，” 这次我在 K 歌房吸的二手烟。 二手烟中含有很多有害的致癌物质，严重危害健康。遵守北京市政府令，公共场所禁止吸烟。无烟北京，从我做起。

SCRIPT (translated into English)
"This is the second hand smoke I inhaled while in the office. " "This is the second hand smoke I inhaled while working." "This is the second hand smoke I inhaled at karaoke." "This is the second hand smoke I inhaled in the restroom." Second hand smoke contains over 60 harmful cancer-causing substances, severely harming health. Respect Beijing Municipal Government Directive, smoking is prohibited in public places. Smoke Free Beijing, starts with me."