

# Media Campaign Resource Center (MCRC)

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Centers for Disease Control and Prevention  
Office on Smoking and Health

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# MCRC Home Page

The screenshot shows the CDC Home page for the Media Campaign Resource Center (MCRC). At the top, the CDC logo and name are displayed, along with the tagline "Your Online Source for Credible Health Information". Below this is a navigation bar with an "A-Z Index" and letters from A to Z, plus a hash symbol. The main heading is "Smoking & Tobacco Use". A left-hand navigation menu lists various topics, with "Media Campaign Resource Center" highlighted. The main content area features a breadcrumb trail: "Home > Media Communications > Counter-Marketing". The title "Media Campaign Resource Center" is prominently displayed. Below the title are several promotional images for anti-tobacco campaigns, including one with the text "NO WONDER TOBACCO EXECUTIVES HIDE BEHIND SEXY MODELS" and another with "mcrcc" in large letters. A paragraph at the bottom explains that the MCRC provides access to CDC-like advertisements developed by more than 25 state health departments.

CDC Home  
Centers for Disease Control and Prevention  
Your Online Source for Credible Health Information

A-Z Index [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) <#>

## Smoking & Tobacco Use

**Home**

- About This Office
- Quit Smoking
- Basic Information
- Data and Statistics
- Youth Tobacco Prevention
- Tobacco Control Programs
- Health Disparities
- Global Tobacco Control
- Publications and Products
- Media Communications
- Tobacco Control Media Events Calendar
- Counter-Marketing
- Media Campaign Resource Center**

Home > [Media Communications](#) > [Counter-Marketing](#)

### Media Campaign Resource Center

The Media Campaign Resource Center (MCRC) gives you access to CDC-like advertisements developed by more than 25 state health departments, non

Done

Find this site on the Web at

[www.cdc.gov/tobacco/media\\_communications/countermarketing/mcrc/](http://www.cdc.gov/tobacco/media_communications/countermarketing/mcrc/)



# MCRC Overview

- A clearinghouse of advertisements produced by
  - CDC
  - Other federal agencies
  - State health departments
- Encourages advertisement sharing among states.
- Provides a cost-effective way to access high-quality tobacco counter-marketing ads.

# MCRC Database

## Smoking & Tobacco Use

**Options**

- > [Quick Search](#)
- > [Advanced Search](#)
- > [Help](#)
- > [Login](#)
- > [Contact Us](#)
- > [Return to Media Campaign Resource Center](#)

[Disclaimer on nonfederal Web sites](#)

### Media Campaign Resource Center (MCRC)

#### Tobacco Counter-advertising Collection

Welcome to the Media Campaign Resource Center (MCRC) Tobacco Counter-advertising Collection. This collection contains detailed information on tobacco counter-advertisements for television, radio, print, and outdoor use.

Any nonprofit health-related organization or state or local government agency may license the use of MCRC materials. In addition, MCRC staff are available to assist your organization in developing and implementing a successful media campaign using the advertisements in the collection. More about [MCRC Tobacco Counter-advertising Collection](#)

**Quick Search** [Advanced Search](#) | [Search Tips](#)

Media Type	All	
Theme	All	
Cost Range	Television	
Produced For	Print Ad	
Keywords	Live Announcer Radio	
	Radio	
	Out-of-Home	
	Web Banner/Art	
	Miscellaneous Print	<input type="radio"/> any of these words
Ad Group	Web Video	
	Other	

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# MCRC Search Engine

Media Campaign Resource Center (MCRC) Search Result - Windows Internet Explorer

http://apps.nccd.cdc.gov/MCRC/Apps/SearchResult.aspx?Mode=AS

Media Campaign Resource Center (MCRC) Search Result

Home | About CDC | Press Room | A-Z Index | Contact Us

**CDC** Department of Health and Human Services  
Centers for Disease Control and Prevention

CDC en Español

Search:  Go

[Printer-friendly version](#)

## Smoking & Tobacco Use

Options

- > [Quick Search](#)
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Media Campaign Resource Center (MCRC)

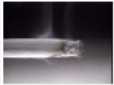
**Search Result** [Advanced Search](#) | [Search Tips](#)

Search Criteria: [Modify Search](#)

Theme: Secondhand Smoke - General | Media: Television | Ad Group: Current

My Request (empty)

Results displayed per page: 20  1 - 20 of 98 [next >>](#)

Title	Theme	Medium	Cost	Language
 <a href="#">2001</a>	Secondhand Smoke - General <b>Campaign</b> Let Them Know How You Feel <b>Description</b> An astronaut is smoking a cigarette and conversing with his spaceship's computerized control panel. The computer tells the astronaut that he will not allow him back into the main area if he smokes because the secondhand smoke is destroying the computer's "home".	Television	Under \$1,000	English
 <a href="#">Algo Tan Pequeno</a>	Secondhand Smoke - General <b>Description</b> A cigarette burns while the announcer describes the lethal qualities of secondhand smoke.	Television	\$1,000-\$2,000	Spanish
 <a href="#">Apartment CA</a>	Secondhand Smoke - General <b>Description</b> A middle aged man is smoking a cigarette while relaxing on a couch next to a vent. The camera follows the cigarette smoke as it travels throughout the man's apartment and into a vent before exiting into the bedroom of an adjacent	Television	Unknown	English, Spanish, Korean, Vietnamese, Cantonese, Mandarin

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# MCRC Ad Examples

- Bubbles 2

- California Dept of Health



- See Food

- Iowa Dept of Public Health



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