

1986.
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UU NYK BAS LEM
MIS:SMOKING

NO SMOKEOUTS IN CUBA BUT SMOKING IS BEING DISCOURAGED:

HAVANA, NOV 20, REUTER -- WHILE THE NATIONAL +SMOKEOUT+ GOES ON IN THE UNITED STATES, HERE IN CUBA IT IS JUST ANOTHER DAY IN A PROLONGED CAMPAIGN TO DISCOURAGE SMOKING WHICH BEGAN IN EARNEST WHEN CUBAN LEADER FIDEL CASTRO KICKED THE HABIT ON HIS FIFTY-NINTH BIRTHDAY ON AUGUST 13, 1985.

EACH PACK OF CIGARETTES IN CUBA CARRIES THE WARNING: +SMOKING DAMAGES YOUR HEALTH.+ (FUMAR DAÑA LA SALUD). ARTICLES IN MAGAZINES AND SPECIAL SHOWS ON TELEVISION WARN CUBANS ABOUT THE HARMFUL EFFECTS OF SMOKING.

ACCORDING TO DR. IGNACIO MACIAS CASTRO, CUBA RATES NUMBER THREE IN THE WORLD IN CIGARETTE SMOKING. HE SAYS THAT SIXTY PERCENT OF MEN AND TWENTY PERCENT OF WOMEN OVER TWENTY YEARS OF AGE SMOKE IN CUBA.

NATIONALLY KNOWN CELEBRITIES LEND THEIR REPUTATIONS TO THE ANTI-SMOKING CAMPAIGN. FIRST AND FOREMOST IS FIDEL CASTRO HIMSELF.

THE WELL KNOWN CUBAN SPORTS' ANNOUNCER, EDDIE MARTIN IS FEATURED IN A FULL PAGE AD IN THE NEWSPAPER +OPINA+. OVER HIS PHOTOGRAPH IS THE HEADLINE: +GIVE UP SMOKING? I WAS ABLE TO AND IT IS REALLY WORTH IT.+ (DEJAR DE FUMAR? YO PUDE. Y CLARO QUE VALE LA PENA)

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A TELEVISION ANNOUNCEMENT SHOWS ALBERTO JUANTORENA, FORMER OLYMPIC CHAMPION IN THE 400 AND 800 METER SPRINTS, STRIKING A MATCH AS IF TO LIGHT A CIGARETTE. THE CAMERA THEN BACKS OFF AND THERE IS JUANTORENA, SURROUNDED BY CHILDREN, READY TO LIGHT THE CANDLES ON A BIRTHDAY CAKE AND SAYING, "SMOKING IS BAD FOR YOU".

THE ANTI-SMOKING CAMPAIGN HAS BEEN ESPECIALLY INTENSE AMONG DOCTORS AND OTHER MEDICAL PERSONNEL. THE DOCTORS AT THE GENERAL HOSPITAL AT FLORIDA IN CAMAGUEY PROVINCE HAVE PLEDGED TO STOP SMOKING BY DECEMBER 3. THE PEDIATRIC HOSPITAL MARFAN IN HAVANA NO LONGER^{er} ALLOWS SMOKING ON THE PREMISES. THE DOCTORS AND NURSES AT THE CALIXTO GARCIA HOSPITAL IN HAVANA HAVE PLEDGED NEVER TO SMOKE IN FRONT OF THEIR PATIENTS.

MANY CUBANS SAY THEY ARE TRYING TO GIVE UP SMOKING BUT ONE FREQUENTLY HEARS THE FORELORN COMPLAINT: "IT IS NOT EASY, IS IT?"

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