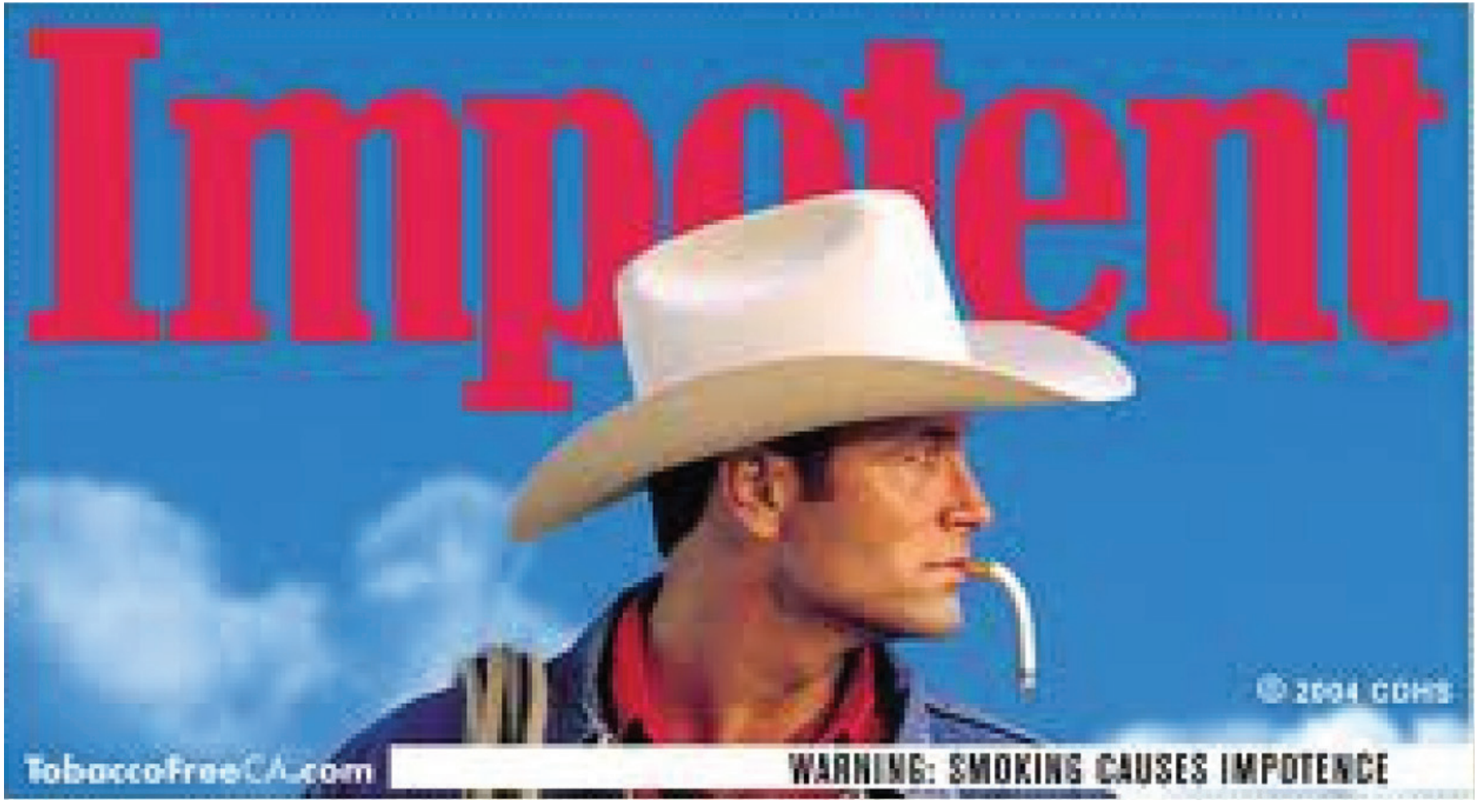

California Department of Public Health

Anti-smoking campaigns, such as this one from the 1990s, targeted men's fear of impotence.