

## Billboard coughs when it detects cigarette smoke



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The World Health Organization reports that tobacco use kills approximately six million people each year. And despite having one of the lowest smoking rates in Europe, Sweden's [Apotek Hjärtat](#) pharmacy is running a quit smoking campaign to help smokers make good on New Year resolutions. Located in Stockholm's busy Odenplan square, the campaign billboard features a black and white image of a man.

When the integrated smoke detector identifies smoke, the man in the billboard image comes to life, emitting a sharp, hacking cough. So far, reactions from smokers have been mixed, with non-smokers and smokers alike appreciating the novelty and surprise of the billboard.

Apotek Hjärtat is not new to Springwise, having been featured last year with its [virtual reality pain relief app](#). Pharmacies appear to be taking their role of providing a positive public service seriously, with one in New York charging a [man tax](#) to highlight the persistent gender wage gap. What other public health campaigns could pharmacies help support through personalized and/or technology based interventions?

Website: [www.apotekhjartat.se](http://www.apotekhjartat.se)

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