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As we all know, politician run negative ads because they work. Yet most people hate them so what to do.

One activist thinks he might be able to take one of the most famous negative ads – and turn it into a positive. After this from Charlie:

((SPOT))

The most notorious negative ad so far is this anti-Romney ad, made by laid off steelworker Joe Soptic:



He says he believes that’s why his wife was reluctant to see a doctor sooner:



Most commentators cried foul – including comedian John Stewart, who summarized the ad with his characteristic subtlety.



And the ad was subsequenty withdrawn by the SuperPAC that put it up.

And it gave Rob Densen an idea. Densen is a CEO-turned cancer activist. His own wife –who has never smoked -- has stage 4 lung cancer. And wrote a piece in the Huffington Post proposing that rather than use the story of a woman’s death to score political points, use it instead to point out that in 2012 160,000 Americans – including people who have *more* than enough health insurance -- are going to die of lung cancer. Many of whom, like his wife, have never smoked. And while most of the attention is focused on breast cancer – the American Cancer Society says lung cancer kills 80% more women than breta cancer.

SO he’s launched a website – LungCancerLeaders.org -- to get Congress to pass the Cancer Mortality Reduction Act. And to commit to doing what it takes to cut the lung cancer mortality rate in half by the year 2020.

And turn a negative ad into a positive solution.

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