Recent news and research

14.4 Examining the effectiveness of public education campaigns

Last updated May 2017

News reports:


14.4.1 Population-level effectiveness


14.4.2 Campaign content and theme

Bartlett, Evan. Why eating more hummus could help the world stop smoking. i100.Independent.co.uk, 2014. Available from: http://i100.independent.co.uk/article/why-eating-more-hummus-could-help-the-world-stop-smoking--xkhh_vGEdx


14.4.3 Campaign exposure


14.4.4 Targeting demographic sub-groups


Research:


14.4.1 Population-level effectiveness

14.4.1 Population-level effectiveness: adults


14.4.1.2 Population-level effectiveness: youth


14.4.2 Campaign content and theme


14.4.2.1 Campaign content and theme: adults


14.4.4 Targeting and demographic sub-groups


14.4.7 Media channels (including new media)


14.4.3 Social media