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Relevant news and research
14.4 Examining the effectiveness of public education campaigns

Last updated July 2019

Research:


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Lewis, S et al. The effectiveness of tobacco control television advertisements in increasing the prevalence of smoke-free homes. BMC Public Health, 2015. Available from:

Brown-Johnson, CG, Prochaska, JJ. Shame-based appeals in a tobacco control public health campaign: potential harms and benefits. Tob Control, Sep 2015. Available from:

Maksimovic, L et al. Evaluation of the pilot phase of the 'Give up smokes for good' social marketing campaign. Health Promotion Journal of Australia, 2015. Available from:


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Facts & Issues


14.4.1 Population-level effectiveness


14.4.1.1 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


Francis, DB, Noar, SM, Kowitt, SD, Jarman, KL, Goldstein, AO. Believability of new diseases reported in the 2014 Surgeon General's Report on smoking: Experimental results from a national survey of US
### 14.4.2.2 Campaign content and theme: youth


### 14.4.4 Targeting and demographic sub-groups


Fallin, A et al. Social branding to decrease lesbian, gay, bisexual, and transgender young adult smoking. Nicotine & Tobacco Research, Aug 2015. Available from: 
14.4.7 Media channels (including new media)


14.4.7.3 Social media


News reports:


14.4.1 Population-level effectiveness


Tobacco in Australia
Facts & Issues


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


14.4.2.1 Campaign content and theme: adults
Tobacco in Australia
Facts & Issues


14.4.2.2 Campaign content and theme: youth


14.4.3 Campaign exposure


14.4.4 Targeting and demographic sub-groups


