Tobacco in Australia
Facts & Issues

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

Last updated March 2020

Research:


Tobacco in Australia
Facts & Issues


tobaccoinaustralia.org.au
Tobacco in Australia
Facts & Issues


Tobacco in Australia
Facts & Issues


Tobacco in Australia
Facts & Issues


Tobacco in Australia
Facts & Issues


Tobacco in Australia
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
Tobacco in Australia
Facts & Issues


14.4.2.2 Campaign content and theme: youth


14.4.3.2 Campaign exposure: youth

14.4.4 Targeting and demographic sub-groups


14.4.7 Media channels (including new media)


14.4.7.3 Social media

Tobacco in Australia
Facts & Issues


News reports:


Tobacco in Australia
Facts & Issues


14.4.1 Population-level effectiveness

Dono, Joanne, Bowden, Jacqueline, Kim, Susan and Miller, Caroline. Taking the pressure off the spring: the case of rebounding smoking rates when antitobacco campaigns ceased. Tobacco Control, Apr 2018. Available from:
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

Tobacco in Australia
Facts & Issues


14.4.2.1 Campaign content and theme: adults


14.4.2.2 Campaign content and theme: youth

14.4.3 Campaign exposure


14.4.4 Targeting and demographic sub-groups


Tobacco in Australia
Facts & Issues


tobaccoinaustralia.org.au