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Relevant news and research

14.4 Examining the effectiveness of public education campaigns

Last updated September 2019

Research:


Durkin, S, Bayly, M, Brennan, E, Biener, L, Wakefield, M. Fear, Sadness and Hope: Which Emotions Maximize Impact of Anti-Tobacco Mass Media Advertisements among Lower and Higher SES
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14.4.1 Population-level effectiveness
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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
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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


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News reports:


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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


Jonsdottir, HL, Holm, JE, Poltavski, D, Vogeltanz-Holm, N,. The role of fear and disgust in predicting the effectiveness of television advertisements that graphically depict the health harms of smoking.
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14.4.2.1 Campaign content and theme: adults


14.4.2.2 Campaign content and theme: youth


14.4.3 Campaign exposure

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14.4.4 Targeting and demographic sub-groups


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