Relevant news and research

14.4 Examining the effectiveness of public education campaigns

Last updated October 2020

Research:


Tobacco in Australia
Facts & Issues


tobaccoinaustralia.org.au


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
Tobacco in Australia
Facts & Issues


Tobacco in Australia
Facts & Issues


Tobacco in Australia
Facts & Issues


Tobacco in Australia
Facts & Issues


tobaccoinaustralia.org.au


Tobacco in Australia
Facts & Issues


14.4.1 Population-level effectiveness

Hair, EC, Niederdeppe, J, Rath, JM, Bennett, M, Romberg, A, Pitzer, L et al (2020). Using Aggregate Temporal Variation in Ad Awareness to Assess the Effects of the truth(R) Campaign on Youth and
Tobacco in Australia
Facts & Issues

14.4.1 Population-level effectiveness: adults


14.4.2 Campaign content and theme

Igartua, JJ, Rodriguez-Contreras, L, Marcos-Ramos, M, Gonzalez-de-Garay, B, & Frutos, FJ. (2020). Smoking prevention with narrative messages. An experimental study on the joint effect of audience-


14.4.2.1 Campaign content and theme: adults


14.4.2.2 Campaign content and theme: youth

Tobacco in Australia
Facts & Issues

Database Syst Rev. 2017 Jun 2;6:CD001006. Available from:


14.4.3.2 Campaign exposure: youth


News reports:


Tobacco in Australia
Facts & Issues


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
Tobacco in Australia
Facts & Issues


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


tobaccoinaustralia.org.au