Relevant news and research

14.4 Examining the effectiveness of public education campaigns

Last updated May 2019

Research:


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Campaign aims to get smokers to quit for a month. Nurs NZ, 2014; 20(7):9. Available from:

14.4.1 Population-level effectiveness


14.4.1.1 Population-level effectiveness: adults


14.4.1.2 Population-level effectiveness: youth


Unal, E, Gokler, ME, Metintas, S, Kalyoncu, C. Effect of anti-smoking advertisements on Turkish adolescents. East Mediterr Health J. 2016 Dec 12;22(9):654-661. Available from:

14.4.2 Campaign content and theme


### 14.4.2.1 Campaign content and theme: adults


### 14.4.2.2 Campaign content and theme: 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


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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


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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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