Relevant news and research

14.4 Examining the effectiveness of public education campaigns

Last updated July 2020

Research:


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https://www.ncbi.nlm.nih.gov/pubmed/32009669


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http://tobaccocontrol.bmj.com/content/tobaccocontrol/early/2018/01/12/tobaccocontrol-2017-053936.full.pdf


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Zhang, L, Malarcher, A, Mann, N, Campbell, K, Davis, K, Anderson, C, Alexander, R, Rodes, R. The influence of state-specific quitline numbers on call volume during a National Tobacco Education
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Campaign promoting 1-800-QUIT-NOW. Nicotine Tob Res. Apr 2016. Available from: [link]


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14.4.1 Population-level effectiveness


14.4.1.1 Population-level effectiveness: adults


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14.4.1.2 Population-level effectiveness: youth


14.4.2 Campaign content and theme


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14.4.2.1 Campaign content and theme: adults


14.4.2.2 Campaign content and theme: youth


14.4.3.2 Campaign exposure: youth

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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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