Relevant news and research

14.4 Examining the effectiveness of public education campaigns

Last updated March 2021

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Research:


Kranzler, EC, Schmalzlze, R, Pei, R, Hornik, RC, & Falk, EB. (2019). Message-Elicited Brain Response Moderates the Relationship Between Opportunities for Exposure to Anti-Smoking Messages and


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


Francis, DB, Noar, SM, Kowitt, SD, Jarman, KL, Goldstein, AO. Believability of new diseases reported in the 2014 Surgeon General's Report on smoking: Experimental results from a national survey of US
14.4.2.2 Campaign content and theme: youth


14.4.3.2 Campaign exposure: youth


News reports:


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


14.4.2.1 Campaign content and theme: adults


14.4.2.2 Campaign content and theme: youth

14.4.3 Campaign exposure


