Relevant news and research

14.4 Examining the effectiveness of public education campaigns

Last updated August 2021

Research:

14.4.1 Population-level effectiveness ................................................................. 11
  14.4.1.1 Population-level effectiveness: adults ....................................................... 11
  14.4.1.2 Population-level effectiveness: youth .................................................... 11

14.4.2 Campaign content and theme ..................................................................... 12
  14.4.2.1 Campaign content and theme: adults ....................................................... 12
  14.4.2.2 Campaign content and theme: youth .................................................... 13

14.4.3 Campaign exposure ................................................................................. 14
  14.4.3.2 Campaign exposure: youth ................................................................. 14

News reports:

14.4.1 Population-level effectiveness ................................................................. 15
14.4.2 Campaign content and theme ..................................................................... 16
  14.4.2.1 Campaign content and theme: adults ....................................................... 17
  14.4.2.2 Campaign content and theme: youth .................................................... 17

14.4.3 Campaign exposure ................................................................................. 17

Tobacco in Australia
Facts & Issues
Research:


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
14.4.2.2 Campaign content and theme: youth


14.4.3.2 Campaign exposure: youth


News reports:


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


14.4.1 Population-level effectiveness


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


14.4.3 Campaign exposure


