

Tobacco in Australia

Facts & Issues

Relevant news and research

14.6 News media coverage

Last updated July 2020

Research:

Watts C and Freeman B. "Where there's smoke, there's fire": A content analysis of print and web-based news media reporting of the Philip Morris-funded Foundation for a Smoke-Free World. *JMIR Public Health Surveill*, 2019; 5(2):e14067.

Australian Communications and Media Authority. Australian communications and media authority communications report 2017–18. Canberra: Commonwealth of Australia, 2019. Available from: <https://www.acma.gov.au/-/media/Research-and-Analysis/Report/pdf/Communications-report-2017-18-pdf.pdf?la=en>.

Miller CL, Brownbill AL, Dono J, and Ettridge K. Presenting a strong and united front to tobacco industry interference: A content analysis of Australian newspaper coverage of tobacco plain packaging 2008–2014. *BMJ Open*, 2018; 8(9). Available from: <https://bmjopen.bmj.com/content/bmjopen/8/9/e023485.full.pdf>

Stanfield K and Rodgers S. A multi-year study of tobacco control in newspaper editorials using community characteristic data and content analysis findings. *Health Communication*, 2017. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/28467107>

Sharma R, Shewade HD, Gopalan B, Badrel RK, and Rana JS. Earned print media in advancing tobacco control in Himachal Pradesh, India: A descriptive study. *BMJ Glob Health*, 2017; 2(2):e000208. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28589021>

Myers AE, Southwell BG, Ribisl KM, Moreland-Russell S, and Lytle LA. Setting the agenda for a healthy retail environment: Content analysis of US newspaper coverage of tobacco control policies affecting the point of sale, 2007-2014. *Tob Control*, 2017; 26(4):406-14.

tobaccoinaustralia.org.au

Tobacco in Australia

Facts & Issues

McDaniel PA, Lown EA, and Malone RE. US media coverage of tobacco industry corporate social responsibility initiatives. *Journal of Community Health*, 2017. Available from: <https://doi.org/10.1007/s10900-017-0394-8>

Kite J, Foley BC, Grunseit AC, and Freeman B. Please like me: Facebook and public health communication. *PLoS One*, 2016; 11(9):e0162765. Available from: <http://dx.doi.org/10.1371/journal.pone.0162765>

Eckler P, Rodgers S, and Everett K. Characteristics of community newspaper coverage of Tobacco control and its relationship to the passage of Tobacco ordinances. *J Community Health*, 2016. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/27000041>

Thrasher JF, Kim SH, Rose I, and Craft MK. Media coverage of smoke-free policies after their innovation. *J Health Commun*, 2015; 20(3):297-305.

Patterson C, Semple S, Wood K, Duffy S, and Hilton S. A quantitative content analysis of UK newsprint coverage of proposed legislation to prohibit smoking in private vehicles carrying children. *BMC Public Health*, 2015; 15:760. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26253515>

Nicholson AK, Borland R, Sarin J, Wallace S, der Sterren AE, et al. Recall of anti-tobacco advertising and information, warning labels and news stories in a national sample of Aboriginal and Torres Strait Islander smokers. *Medical Journal of Australia*, 2015; 202(10):S67-S72. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/26017261>

Nelson DE, Pederson LL, Mowery P, Bailey S, Sevilimedu V, et al. Trends in US newspaper and television coverage of tobacco. *Tob Control*, 2015; 24(1):94-9.

Kornfield R, Smith KC, Szczypka G, Vera L, and Emery S. Earned media and public engagement with cdc's "tips from former smokers" campaign: An analysis of online news and blog coverage. *J Med Internet Res*, 2015; 17(1):e12. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/25604520>

Hahn EJ, Kolpek JK, Lee E, Record R, Wiggins AT, et al. Rural print media and a tailored advocacy intervention for smoke-free policy. *Am J Health Promot*, 2015. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26559721>

Blake KD, Kaufman AR, Lorenzo J, and Augustson EM. A descriptive study of television news coverage of Tobacco in the United States: Frequency of topics, frames, exemplars, and efficacy. *J Health Commun*, 2015:1-7. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26176379>

tobaccoinaustralia.org.au

Tobacco in Australia

Facts & Issues

Ahuja RV, Kollath-Cattano CL, Valenzuela MT, and Thrasher JF. Chilean news media coverage of proposed regulations on tobacco use in national entertainment media, may 2011–february 2013. *Tob Control*, 2015; 24(5):521-2. Available from: <http://tobaccocontrol.bmj.com/content/24/5/521.short>

Portnoy DB, Leach CR, Kaufman AR, Moser RP, and Alfano CM. Reduced fatalism and increased prevention behavior after two high-profile lung cancer events. *J Health Commun*, 2014; 19(5):577-92. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/24274730>

Wakefield MA, Brennan E, Durkin SJ, McLeod K, and Smith KC. Making news: The appearance of tobacco control organizations in newspaper coverage of tobacco control issues. *Am J Health Promot*, 2012; 26(3):166-71. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/22208414>

US Department of Health and Human Services. Preventing tobacco use among youth and young adults: A report of the Surgeon General. Atlanta, Georgia: US Department of Health and Human Services, Public Health Service, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2012. Available from: https://www.ncbi.nlm.nih.gov/books/NBK99237/pdf/Bookshelf_NBK99237.pdf.

Pederson LL, Nelson DE, Babb S, London J, Promoff G, et al. News media outreach and newspaper coverage of tobacco control. *Health Promotion Practice*, 2012; 13(5):642-7. Available from: <http://hpp.sagepub.com/content/13/5/642.abstract>

MacKenzie R and Chapman S. Generating news media interest in tobacco control; challenges in an advanced policy environment. *Health Promotion Journal of Australia*, 2012; 23(2):92-6. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/23088484>

Wakefield MA, Brennan E, Durkin SJ, McLeod K, and Smith KC. Still a burning issue: Trends in the volume, content and population reach of newspaper coverage about tobacco issues. *Critical Public Health*, 2011; 21(3):313-25. Available from: <https://doi.org/10.1080/09581596.2010.502930>

MacKenzie R, Chapman S, and Holding S. Framing responsibility: Coverage of lung cancer among smokers and non-smokers in Australian television news *Aust N Z J Public Health*, 2011; 35(1):66–70. Available from: <http://onlinelibrary.wiley.com/doi/10.1111/j.1753-6405.2010.00614.x/pdf>

MacKenzie R and Chapman S. Pig's blood in cigarette filters: How a single news release highlighted tobacco industry concealment of cigarette ingredients. *Tob Control*, 2011; 20(2):169-72. Available from: <http://tobaccocontrol.bmj.com/content/20/2/169.abstract>

tobaccoinaustralia.org.au

Tobacco in Australia

Facts & Issues

Dunlop SM, Cotter T, Perez D, and Chapman S. Tobacco in the news: Associations between news coverage, news recall and smoking-related outcomes in a sample of Australian smokers and recent quitters. *Health Education Research*, 2011; 27(1):160-71. Available from:

<https://doi.org/10.1093/her/cyr105>

Dunlop S and Romer D. Relation between newspaper coverage of 'light' cigarette litigation and beliefs about 'lights' among American adolescents and young adults: The impact on risk perceptions and quitting intentions. *Tob Control*, 2010; 19:267-73. Available from:

<http://tobaccocontrol.bmj.com/content/19/4/267.full>

Blake KD, Viswanath K, Blendon RJ, and Vallone D. The role of reported tobacco-specific media exposure on adult attitudes towards proposed policies to limit the portrayal of smoking in movies. *Tob Control*, 2010; 19(3):191-6. Available from:

<https://tobaccocontrol.bmj.com/content/tobaccocontrol/19/3/191.full.pdf>

Blake K, Viswanath K, Blendon R, and Vallone D. The role of tobacco-specific media exposure, knowledge, and smoking status on selected attitudes toward tobacco control. *Nicotine & Tobacco Research*, 2010; 12(2):117-26. Available from: <http://ntr.oxfordjournals.org/content/12/2/117.long>

McLeod K, Wakefield M, Chapman S, Smith KC, and Durkin S. Changes in the news representation of smokers and tobacco-related media advocacy from 1995 to 2005 in Australia. *Tob Control*, 2009; 63(3):215-20. Available from: <https://jech.bmj.com/content/jech/63/3/215.full.pdf>

Chapman S, Holding SJ, Ellerm J, Heenan RC, Fogarty AS, et al. The content and structure of Australian television reportage on health and medicine, 2005-2009: Parameters to guide health workers. *Med J Aust*, 2009; 191(11-12):620-4. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/20028286>

Stryker JE, Moriarty CM, and Jensen JD. Effects of newspaper coverage on public knowledge about modifiable cancer risks. *Health Commun*, 2008; 23(4):380-90. Available from:

<https://www.ncbi.nlm.nih.gov/pubmed/18702002>

Smith KC, Wakefield MA, Terry-McElrath Y, Chaloupka FJ, Flay B, et al. Relation between newspaper coverage of tobacco issues and smoking attitudes and behaviour among American teens. *Tob Control*, 2008; 17(1):17-24. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/18218802>

National Cancer Institute, *The role of the media*. Smoking and Tobacco control monograph no. 19
Bethesda, MD: US Department of Health and Human Services, National Institutes of Health, National

tobaccoinaustralia.org.au

Tobacco in Australia

Facts & Issues

Cancer Institute; 2008. Available from:

<http://cancercontrol.cancer.gov/tcrb/monographs/19/index.html>

Niederdeppe J, Farrelly MC, Thomas KY, Wenter D, and Weitzenkamp D. Newspaper coverage as indirect effects of a health communication intervention: The Florida Tobacco control program and youth smoking. *Communication Research*, 2007; 34(4):382-405. Available from:

<https://doi.org/10.1177/0093650207302784>

Chapman S, *Public health advocacy and tobacco control: Making smoking history*. Queensland, Australia: Wiley-Blackwell; 2007. Available from:

<https://onlinelibrary.wiley.com/doi/book/10.1002/9780470692479>.

Shim M, Kelly B, and Hornik R. Cancer information scanning and seeking behavior is associated with knowledge, lifestyle choices, and screening. *J Health Commun*, 2006; 11 Suppl 1:157-72. Available from:

<http://www.ncbi.nlm.nih.gov/pubmed/16641081>

Ogata Jones K, Denham BE, and Springston JK. Effects of mass and interpersonal communication on breast cancer screening: Advancing agenda-setting theory in health contexts. *Journal of Applied Communication Research*, 2006; 34(1):94-113. Available from:

<https://doi.org/10.1080/00909880500420242>

Marilee L, Michael DS, and Lindsay L. US news media coverage of tobacco control issues. *Tob Control*, 2006; 15(5):367-72. Available from:

<http://ejournals.ebsco.com/direct.asp?ArticleID=42C39629BF02D58ACAFD>

Long M, Slater MD, and Lysengen L. US news media coverage of tobacco control issues. *Tob Control*, 2006; 15(5):367-72. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/16998170>

Helme D, Borland R, Young W, Nycum C, and Buller D. The development and validation of a coding protocol to measure change in tobacco-control newspaper coverage. *Health Promotion Practice*, 2006; 7(1):103-9. Available from: <http://hpp.sagepub.com/cgi/reprint/7/1/103>

Clegg Smith K, Wakefield M, and Edsall E. The good news about smoking: How do U.S. Newspapers cover tobacco issues? *J Public Health Policy*, 2006; 27(2):166-81. Available from:

<http://www.ncbi.nlm.nih.gov/pubmed/16961195>

McCombs M. A look at agenda-setting: Past, present and future. *Journalism Studies*, 2005; 6(4):543-57. Available from: <https://doi.org/10.1080/14616700500250438>

Chapman S. Advocacy for public health: A primer. *J Epidemiol Community Health*, 2004; 58(5):361-5.

tobaccoinaustralia.org.au

Tobacco in Australia

Facts & Issues

Durrant R, Wakefield M, McLeod K, Clegg-Smith K, and Chapman S. Tobacco in the news: An analysis of newspaper coverage of tobacco issues in Australia, 2001. 2003; 12(suppl 2):ii75-ii81. Available from: https://tobaccocontrol.bmj.com/content/tobaccocontrol/12/suppl_2/ii75.full.pdf

Brodie M, Hamel EC, Altman DE, Blendon RJ, and Benson JM. Health news and the American public, 1996-2002. J Health Polit Policy Law, 2003; 28(5):927-50. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/14604217>

Benelli E. The role of the media in steering public opinion on healthcare issues. Health Policy, 2003; 63(2):179-86. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/12543530>

Yanovitzky I. Effect of news coverage on the prevalence of drunk-driving behavior: Evidence from a longitudinal study. J Stud Alcohol, 2002; 63(3):342-51. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/12086135>

Pierce JP and Gilpin EA. News media coverage of smoking and health is associated with changes in population rates of smoking cessation but not initiation. Tob Control, 2001; 10(2):145-53. Available from: <http://tobaccocontrol.bmj.com/cgi/content/abstract/10/2/145>

Chapman S and Dominello A. A strategy for increasing news media coverage of tobacco and health in Australia. Health Promotion International, 2001; 16(2):137-43. Available from: <https://doi.org/10.1093/heapro/16.2.137>

Chapman S. The news on tobacco control: Time to bring the background into the foreground. Tob Control, 1999; 8(3):237-9. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/1059956>

Stevens C. Designing an effective counteradvertising campaign--california. Cancer, 1998; 83(12 Suppl Robert):2736-41. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/9874388>

Reid DJ, Killoran AJ, McNeill AD, and Chambers JS. Choosing the most effective health promotion options for reducing a nation's smoking prevalence. 1992; 1(3):185. Available from: <https://tobaccocontrol.bmj.com/content/tobaccocontrol/1/3/185.full.pdf>

Laugesen M and Meads C. Advertising, price, income and publicity effects on weekly cigarette sales in New Zealand supermarkets. Br J Addict, 1991; 86(1):83-9. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/2009401>

tobaccoinaustralia.org.au

Tobacco in Australia

Facts & Issues

Warner KE. The effects of anti-smoking campaign on cigarette consumption. American Journal of Public Health, 1977; 76(7):645-650. Available from: <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1653696/>

News reports:

No authors listed. Smoker at 17, cancer patient at 24. The Star, 2017; Malaysia. Available from: <http://www.thestar.com.my/news/nation/2017/08/21/smoker-at-17-cancer-patient-at-24/>

Đurić Z. Anti-smoking campaign uses ink extracted from smokers' lungs Branding Magazine, 2015. Available from: <http://www.brandingmagazine.com/2015/05/04/ink-extracted-smokers-lungs/>

Pearce E. Estimated number of media stories (personal communication), Scollo M, Editor 2011, Quit Victoria: Melbourne, Australia.

tobaccoinaustralia.org.au