

RESEARCH SAYS:

“Mass-media campaigns about the harms of tobacco can induce quitting and prevent young people from taking up the habit, especially if implemented as part of a comprehensive tobacco-control program.”

Sandra Mullin, World Lung Foundation, US, 2011

Legislative and tax interventions for tobacco control are unlikely to reduce smoking rates without public awareness and support. Mass communication, health education, and reliable information are essential elements for tobacco control success. **SUSTAINED USE OF MASS MEDIA CAMPAIGNS CONTRIBUTES TO POPULATION-LEVEL DECREASES IN SMOKING PREVALENCE BY INCREASING KNOWLEDGE ABOUT THE HARM OF TOBACCO USE, ENCOURAGING QUIT ATTEMPTS, AND IMPROVING QUIT RATES.**

Funding for mass media campaigns is often cited as a barrier, yet mass media is a cost-efficient way to reduce smoking, because it reaches large segments of the population. Countries can save time and resources by adapting campaigns that have performed well in other jurisdictions for use in their own, subject to appropriate local pretesting. Of the 23 countries reporting at least

one best-practice campaign, 16 were low- or middle-income, suggesting that mass media need not be a tool of only high-income countries.

Public education is a core provision of the WHO Framework Convention on Tobacco Control. Yet, as shown by the WHO Report on the Global Tobacco Epidemic 2011, most countries should be doing more to inform their citizens adequately about the illnesses and deaths caused by tobacco. In nearly 150 countries surveyed, including 110 low- and middle-income countries, there is a paucity of anti-tobacco public education via mass media.

The scale of the tobacco epidemic warrants that governments give priority to implementing strong and effective campaigns.

Ads With Visceral Images Are the Most Effective

TV is the preferred medium for anti-tobacco advertising, but in low-income countries, where TV has minimal coverage radio is an alternative albeit less effective option.



Mukesh, India, 2009



Sponge, Produced by Cancer Institute, New South Wales, Australia



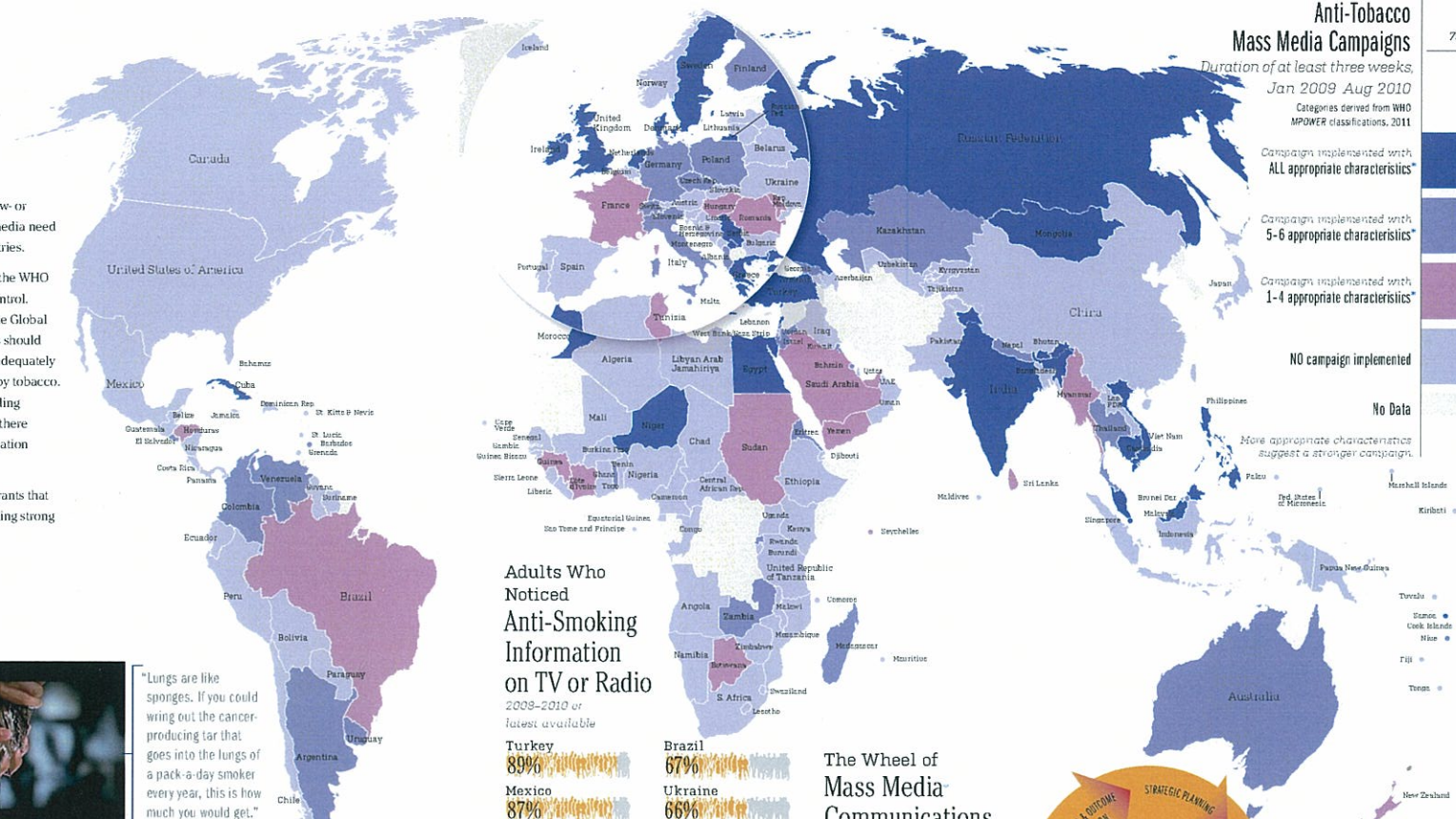
Cigarettes Are Eating Your Baby Alive, US and Various Countries



Say No to Secondhand Smoke, Philippines, 2009



Gift-Giving, China, 2009



Adults Who Noticed Anti-Smoking Information on TV or Radio

2008-2010 or latest available



Information was noticed in the 30 days prior to the survey

The Wheel of Mass Media Communications in Tobacco Control

Campaign planning and implementation process for mass media advertising campaigns. Behavior change happens with multiple campaigns, sustained over time. Each campaign informs the next.



*APPROPRIATE CHARACTERISTICS are based on whether the campaign was part of a comprehensive tobacco control program, whether research informed an understanding of the target audience, and whether materials were pretested, as well as how the campaign was promoted, placed, and publicized, and the extent to which campaigns were evaluated.