

Media Campaigns, State Policy, and other Smoking-Related Messages

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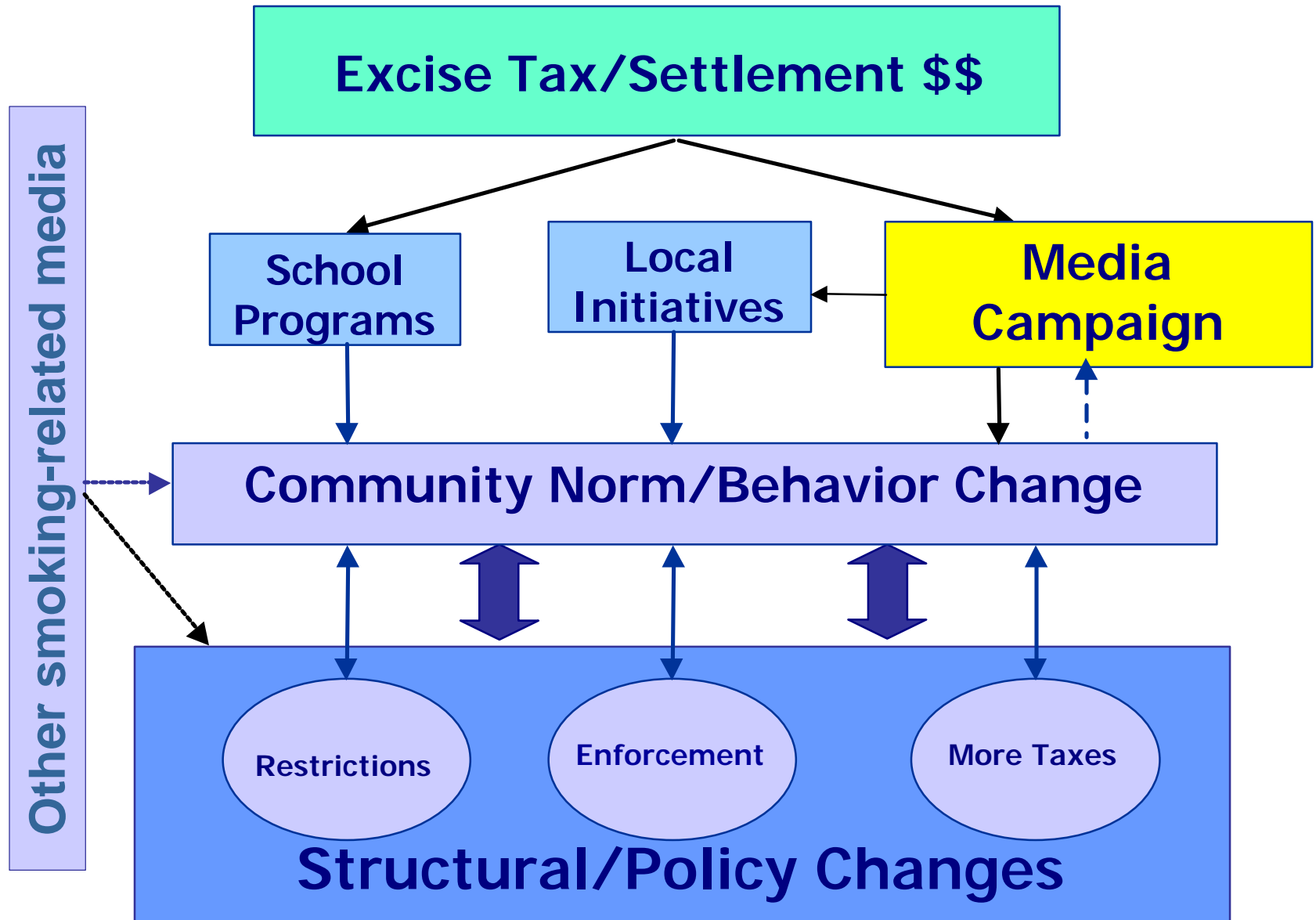
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Funded by
The State and Community Tobacco Control Initiative of the
National Cancer Institute
and
The National Institute on Drug Abuse

Anti-Tobacco Media Campaigns and Tobacco Control Policy





Counter-Marketing Campaigns in the US: 31 State Campaigns + ALF

- California
- Massachusetts
- Michigan
- Arizona
- Florida, Maine, Oregon
- Indiana, Mississippi, New Mexico, New York, Oklahoma, Utah, Washington, Wisconsin
- Idaho, Kansas, Minnesota, American Legacy Foundation
- Connecticut, Georgia, Iowa, Illinois, New Jersey
- Colorado, Maryland, New Hampshire, Ohio, Pennsylvania, Rhode Island, Texas, West Virginia

Other Smoking-Related Messages

Pharmaceutical Cessation Aids (NRT, Zyban)

Early 1992-present

Philip Morris's Television Campaigns

Dec 1998 Think. Don't Smoke. (Youth)*

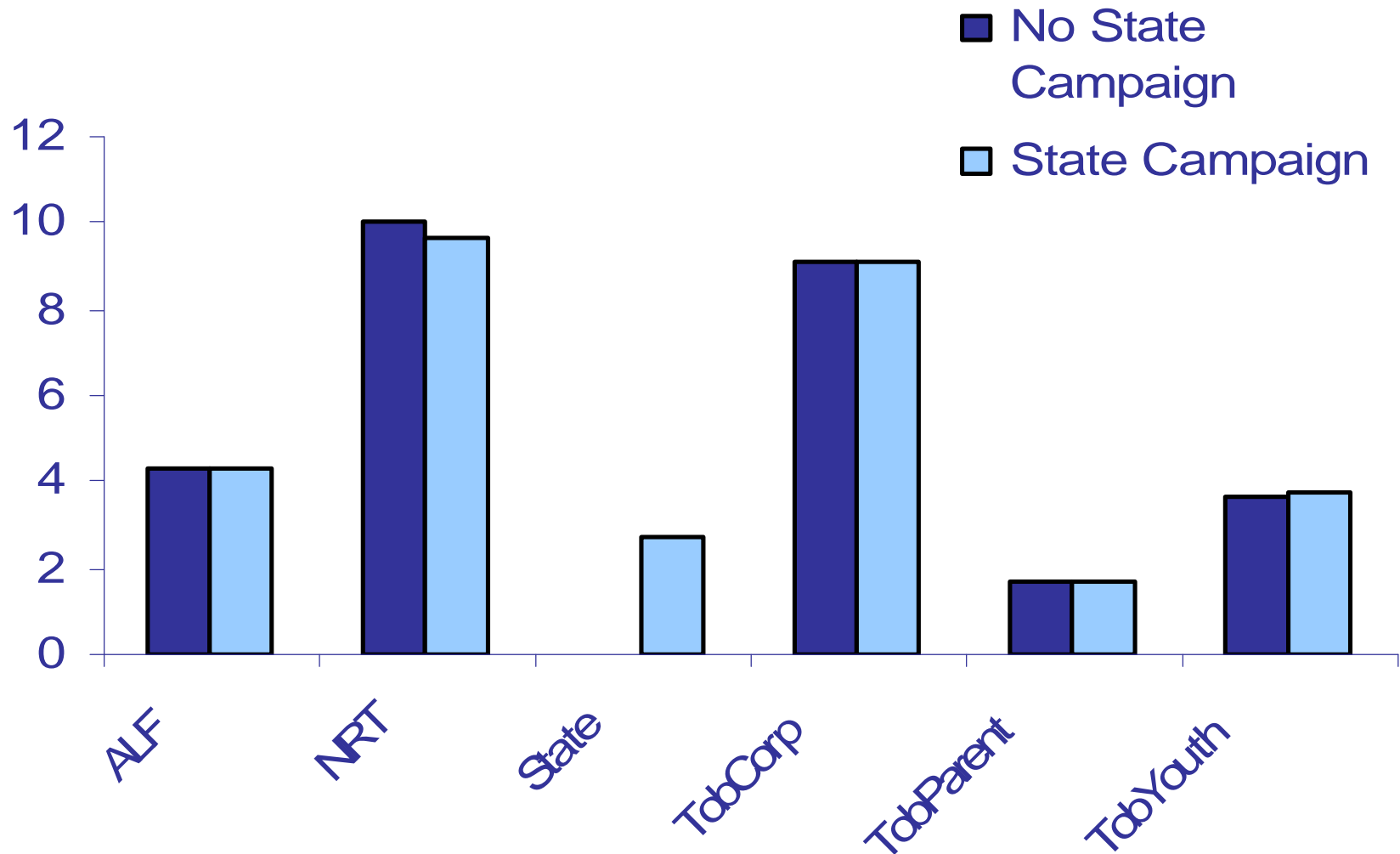
Jul 1999 Talk. They'll Listen. (Parent)

**Oct 1999 Working to Make a Difference.
The People of Philip Morris.**

**Jul 17, 2000 Tobacco Settlement Agreement
Things are changing.**

*Phillip Morris reported that they stopped airing their youth-focused "Think. Don't Smoke" campaign in June 2002.

Average Monthly Exposures by Advertiser 2000



Research Hypotheses

Exposure to anti-smoking (state and ALF) ads on TV is associated with:

- + Increased anti-smoking attitudes and beliefs
- Reduced adolescent smoking

Exposure to Pharmaceutical or Tobacco Industry ads on TV is associated with:

- ? smoking-related attitudes, beliefs and behaviors

Perceived Smoking Prevalence among Students in Your School (1=most/all)

(results presented in odds ratios)

GRP	8 th grade	10 th grade	12 th grade
Anti-smoking	NS	0.97	NS
State	0.84	0.95	NS
Pharmaceutical	1.06	NS	NS
Tobacco Parent	1.22	NS	NS
Cigarette Prices	0.99	NS	0.99
Smokefree Air Index	0.98	NS	NS

Controlling for: TV watching, sex, race, earned \$, SES, lives with both parents, gpa, rebelliousness

Intentions about smoking

(1=definitely will NOT smoke in next 5 years)

(results presented in odds ratios)

GRP	8 th grade	10 th grade	12 th grade
Anti-smoking	1.05	1.04	1.06
State	1.08	NS	1.06
Pharmaceutical	NS	NS	0.97
Tobacco Parent	NS	0.85	0.84
Cigarette Prices	NS	NS	NS
Smokefree Air Index	NS	1.01	NS

Controlling for: TV watching, sex, race, earned \$, SES, lives with both parents, gpa, rebelliousness

Current Smoking

(1=smoked in past 30 days)

(results presented in odds ratios)

GRP	8 th grade	10 th grade	12 th grade
Anti-smoking	0.96	NS	0.97
State	0.93	NS	0.94
Pharmaceutical	NS	NS	NS
Tobacco (ANY)	NS	NS	NS
Cigarette Prices	NS	0.99	0.99
Smokefree Air Index	0.97	NS	NS

Controlling for: TV watching, sex, race, earned \$, SES, lives with both parents, gpa, rebelliousness

Conclusions

- **Tobacco and pharmaceutical companies are the largest smoking-related advertisers, even in states with large media campaigns**
- **Anti-smoking ads make a difference in smoking behavior**
- **Other tobacco control policies also matter and are highly correlated with anti-smoking media campaigns**
- **Tobacco industry and pharmaceutical (NRT/Zyban) ads may undermine or dilute the effect of anti-smoking ads**