

RELATIONSHIP BETWEEN TELEVISION ANTI-SMOKING ADVERTISING, TOBACCO NEWS COVERAGE AND YOUTH SMOKING

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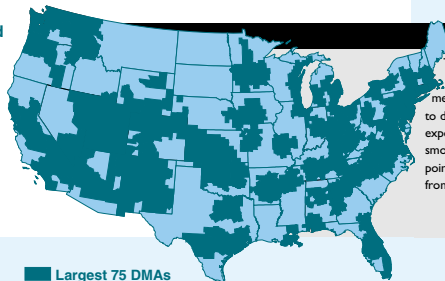
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SUMMARY

This 4-year project will relate indices of televised anti-smoking advertising and tobacco news coverage, to data on smoking-related attitudes, intentions and behavior from the annual Monitoring the Future surveys (MTF) of 8th, 10th and 12th grade youth. This design aims to tap the variation in anti-smoking advertising and news coverage that has occurred over time and between communities in the United States, effectively generating a natural experiment.

Designated
Market
Areas
(DMAs)



■ Largest 75 DMAs

METHODS: ANTI-SMOKING ADVERTISING

Television media monitoring data from the largest 75 media markets will be used to derive indices of estimated exposure to all televised anti-smoking advertising (gross rating points and teen rating points) from 1994 through 2002.

Records include advertising placed by local, state and national tobacco control programs, non-government organizations, pharmaceutical companies and tobacco companies. Analysis will involve the use of aggregated rating points from advertising on local, network, and syndicated TV, cable TV and Hispanic TV.

Indices of 'effectiveness-adjusted' teen rating points will be constructed, based upon a summary measure capturing elements of recall and appraisal of a sample of 50 anti-smoking advertisements by 300 teenagers in an experimental situation.

Teens will view a rotation of 10 anti-smoking ads over a one-hour period. After viewing each ad twice, they will complete a one-page rating form. They will then be telephoned one week later to ask about recall and assess cognitive/emotional processing of ads.

These measures will be related using econometric modelling procedures to MTF data on (a) youth smoking-related recall and appraisal of anti-smoking advertising; (b) youth attitudes and opinions about smoking; and (c) youth smoking-related intentions and behavior.

ADDITIONAL TOBACCO POLICY AND ENVIRONMENTAL DATA

The Youth Smoking and the Media project is funded by NCI as an adjunct to the Bridging the Gap project, supported by the RWJF and NIDA (PI's Frank Chaloupka PhD and Lloyd Johnston PhD).

For approximately half the MTF sites from 1999 to 2002, Bridging the Gap is collecting state and community-specific measures of tobacco policy and environmental influences (price, point-of-purchase tobacco advertising and promotion, policies on youth access/purchase/possession/use and smoking restrictions, school-based programs/policies, enforcement efforts and more).

For this subset of communities, analyses will be able to explore the relative impact of anti-smoking advertising, tobacco news coverage, and other tobacco policies and programs on youth smoking.



METHODS: NEWS COVERAGE ON TOBACCO

Newspaper articles about tobacco issues from 2000 through 2002 are being clipped from a total of 300 newspapers that circulate highly in the sampled communities.

The project is developing a coding scheme that aims to code articles for prominence (front page, column inch, photo with story), one major theme, up to 4 more specific topics, and for frame.

For each community, summary indices of extent and tone of newspaper coverage on tobacco overall and for specific tobacco topics will be constructed. These indices will be related using econometric modeling methods to youth smoking-related attitudes, intentions and behaviors.

EXAMPLE RESEARCH QUESTIONS TO BE ADDRESSED

What level (GRPs, TRPs) and type of anti-smoking advertising (youth-focused; adult-focused; mix of both; range of main messages and executional styles) is related to positive change in youth smoking attitudes, intentions and behaviors?

What effect has widespread advertising for nicotine replacement therapy and bupropion had on youth attitudes towards addiction and ease of quitting?

To what extent does the amount and tone of news coverage on tobacco relate to youth smoking attitudes, intentions and behaviors?

What is the relative contribution of anti-smoking advertising and/or tobacco news coverage on youth smoking change, after accounting for other tobacco control policies and programs?