Mass Media Campaigns for Tobacco Control: History and Effectiveness

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Mass Media Campaigns are One Element of a Successful Strategy

Source: CDC: Best Practices for Comprehensive Tobacco Control Programs, 2007
A Model for Behavior Change

Campaign Exposure

Change in Beliefs Related to Smoking

Change in Attitudes, Social Norms

Behavior Change
A David and Goliath Challenge

Tobacco industry spending on advertising and promotions (2008):
$10 billion

Total state tobacco control expenditures (2008): $706.59 million

State tobacco control spending on health communication interventions (2008):
$153.63 million
Tobacco Advertising is Everywhere
Brand Placement in the Media
Major Smoking Prevention Campaigns

State-based programs, including
* Minnesota Heart Health Program (1983-1989)
* California Program (1990-present)
* Massachusetts Campaign (1993-2001)
* Florida Truth Campaign (1998-)

Legacy’s truth Campaign (2000-present)
truth’s “Body Bags”

Outside a major tobacco company.

Every day 1200 people die from tobacco.
Prevention & Cessation Campaigns Work

Campaign Awareness

Change in Beliefs Related to Smoking

Change in Attitudes, Social Norms

Behavior Change

Perry et al., 1992; Chen et al., 2003; Allen et al., 2009; Siegel et al., 2000; Sly et al., 2001; Sly et al., 2002; Zucker et al., 2000; Holtgrave et al., 2009; Farrelly et al., 2002a; Farrelly et al., 2005; Farrelly et al., 2009; Emery et al., 2012; Hamilton, 1972; AJPH, 1995(1); AJPH, 1995(2); Biener et al., 2000; Miller et al., 2003; Wakefield et al, 2003; Chapman, 1999; CDC, 2007; Vallone et al., 2011; Messer et al. 2007, Warner, 1977.
Major Smoking Cessation Campaigns

- Fairness Doctrine (1966-1970)
- COMMIT (1989-1992)
- State-based programs, including
  * California Program (1990-present)
  * Massachusetts Campaign (1993-2001)
- NYC Campaign (2006-2006)
- Legacy’s EX Campaign (2008-present)
TIPS Campaign 2012

Source: CDC & North American Quitline Consortium

Photos from: http://www.cdc.gov/tobacco/campaign/tips/
EX Pilot Campaign Increased Calls to the Quitline

Vallone et al., 2010
The Industry Uses Media to Influence Policy
Key Policies Influencing Tobacco Use

- Restrictions on advertising and marketing
- Clean indoor air laws
- Taxes
- Tobacco control spending

Use of tobacco
The Changing Landscape of Tobacco Control
Adapting Campaigns for the Future: The Direction of truth
Conclusions

• Mass media campaigns can be used to prevent tobacco use, encourage cessation, and change public opinion on policy

• But we are up against an industry with tremendous resources and a powerful lobby

• There is a need for greater funding for effective national mass media campaigns and these should be consumer-driven in design

• What worked in the past won’t necessarily work in the future due to emerging products, the regulation environment, and tobacco industry marketing prowess
References


