

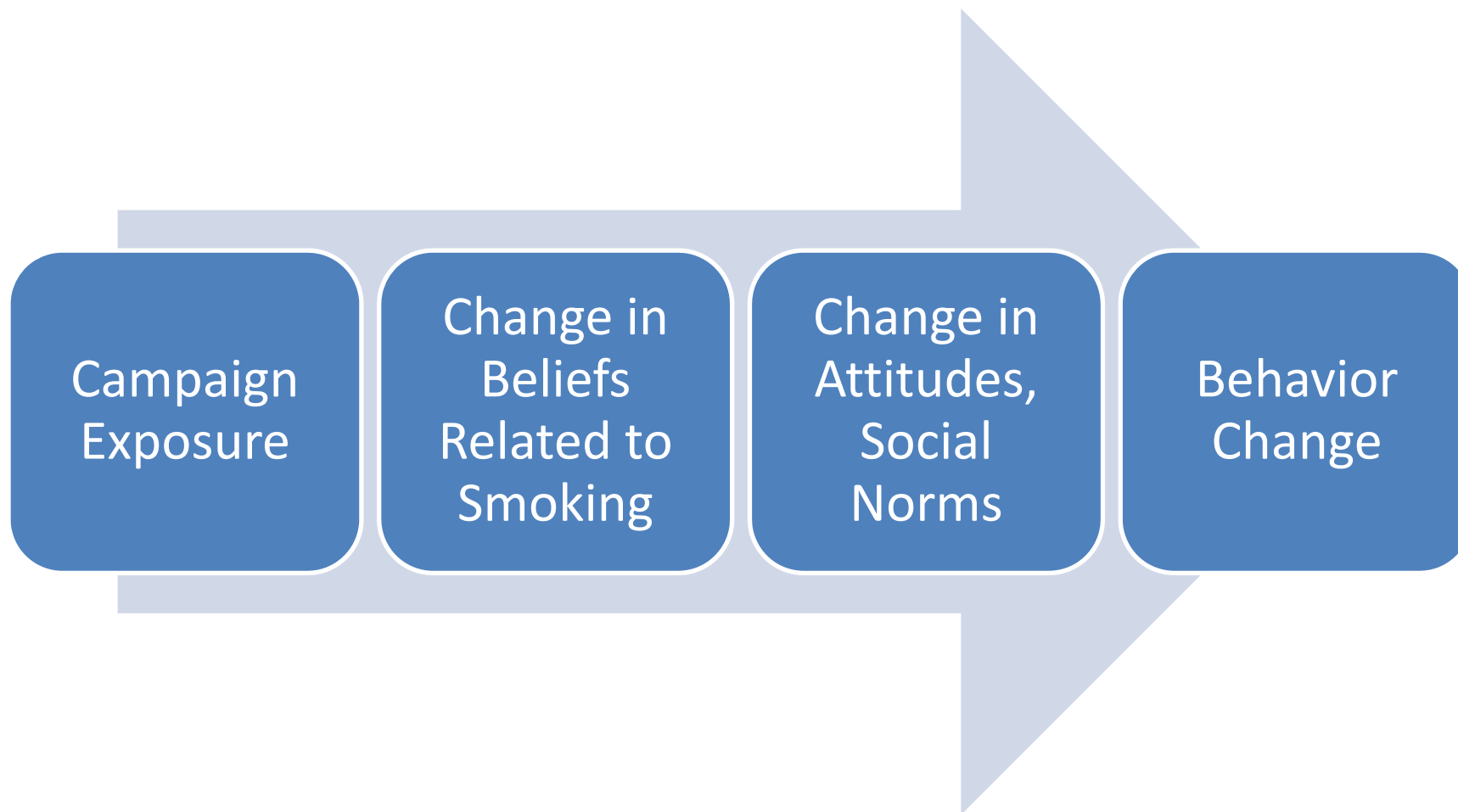
Mass Media Campaigns for Tobacco Control: History and Effectiveness

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Mass Media Campaigns are One Element of a Successful Strategy



A Model for 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



www.trinketsandtrash.org



facebook

Hey Kids, You Can Chew it in School! SNUS

Write People to join

Information

Category: Common Interest - Age

Description: Snus (sn'u) is a moist powder tobacco product that is consumed by placing it under the upper lip for extended periods of time. It is a form of snuff that is used in a manner similar to American dipping tobacco, but it results in the Snus is also steam-cured, is not contains no added and ply in the Nordic being several other...

Basic Info

Name: Hey Kids, You Can Chew it in School! SNUS

Category: Common Interest - Age

Description: Snus (sn'u) is a moist powder tobacco product that is consumed by placing it under the upper lip for extended periods of time. It is a form of snuff that is used in a manner similar to American dipping tobacco, but typically does not result in the need for spitting. Snus is also unique in that it is steam-cured rather than fire-cured, is not fermented and contains no added sugar. Snus is manufactured and consumed primarily in the Nordic countries, and is being test-marketed in several other countries.

In other words Snus is discrete, complete, and neat. No mess with tongue and you can chew without spitting. Tuck yes. Plus you feel like you're chewing a pack of winterfresh gum.

Camel Snus - Frost (like freakin' chewing gum)
Camel Snus - Cinnamon (great for the holidays)
Camel Snus - Original (bad ice tea)

Snus is the next best thing to happen to all the true dippers. So pass it on and snuss

(read less)

Privacy Type: Open: All content is public.

Contact Info

Office: Gas Stations

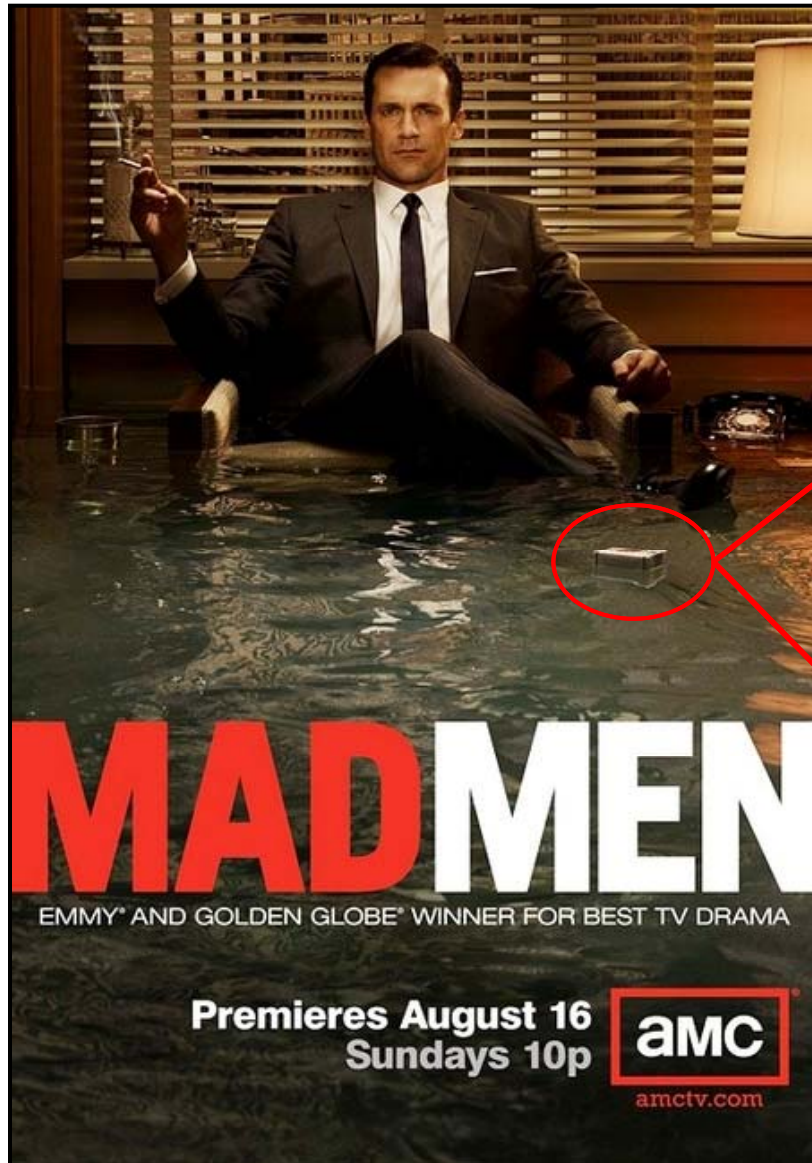
Recent News

News: R.J. Reynolds Tests Dissolvable Camel-Branded Tobacco Products 9 Oct 2008

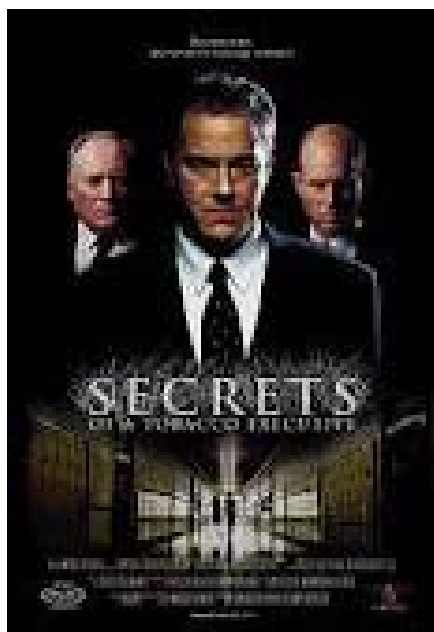
... next year as well as expanding national distribution of its new smokeless tobacco product, Camel Snus. The new Camel



Brand Placement in the Media



Major Smoking Prevention Campaigns



State-based programs, including

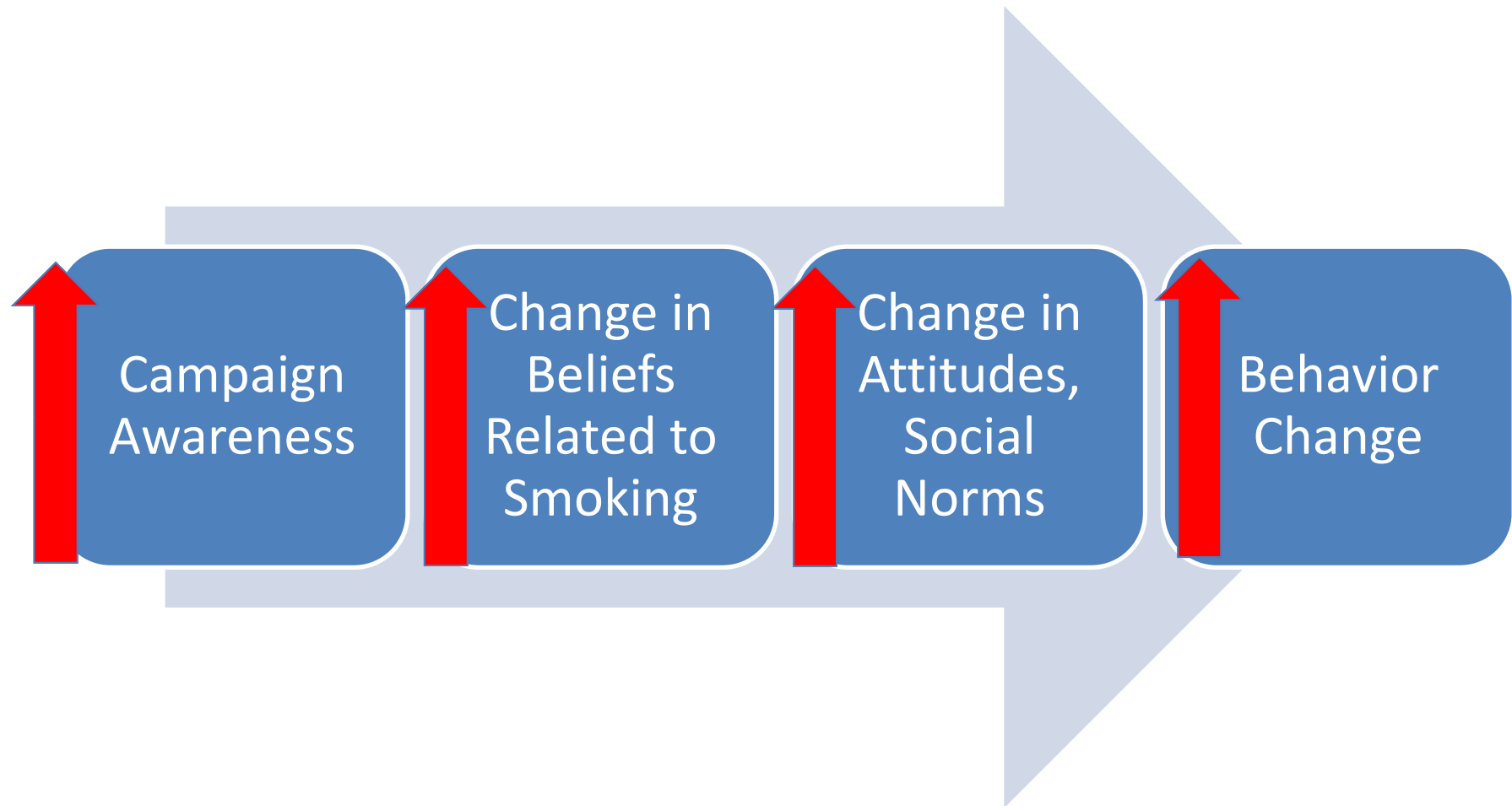
- * Minnesota Heart Health Program(1983-1989)
- * California Program (1990-present)
- * Massachusetts Campaign (1993-2001)
- *Florida Truth Campaign (1998-)

Legacy's truth Campaign (2000-present)

truth's “Body Bags”



Prevention & Cessation Campaigns Work



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

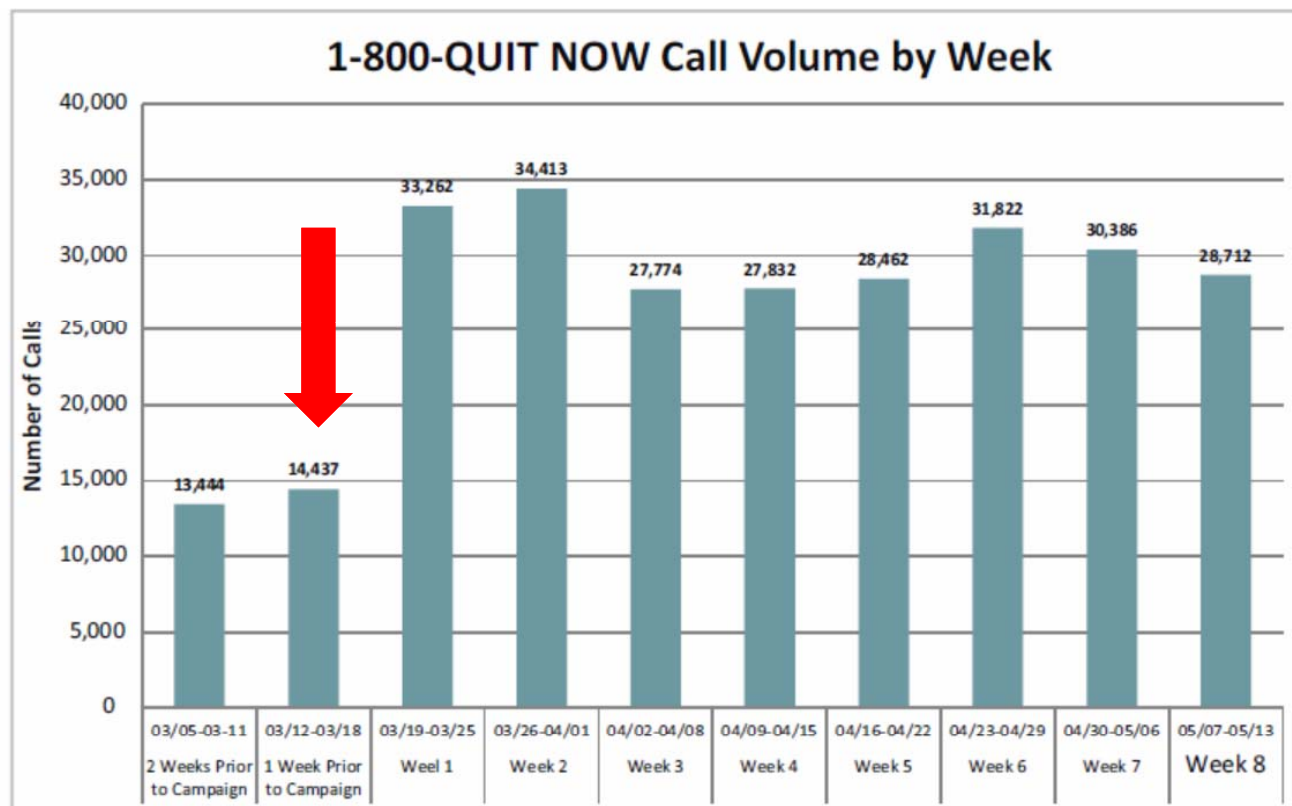
- * California Program (1990-present)
- * Massachusetts Campaign (1993-2001)

Australian National Campaign (1997-2000)

NYC Campaign (2006-2006)

Legacy's EX Campaign (2008-present)

TIPS Campaign 2012

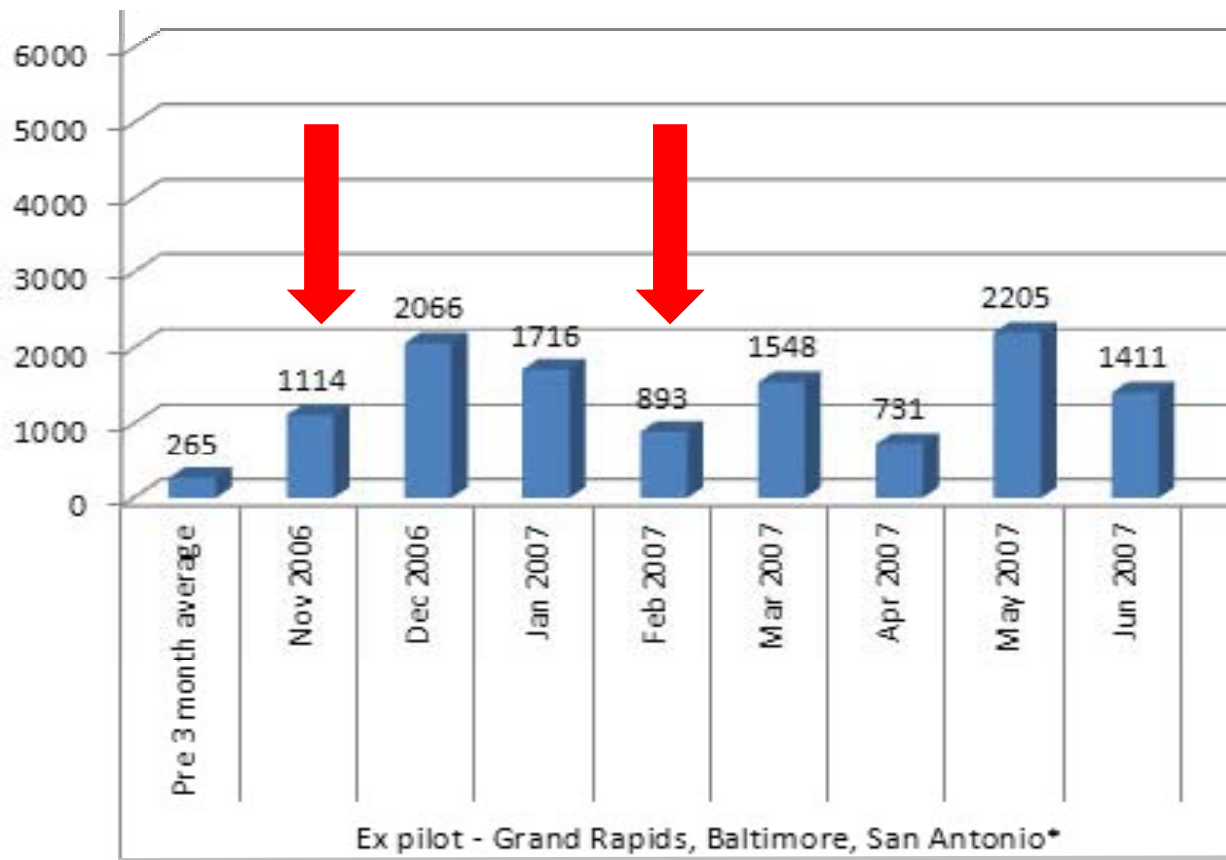


Source: CDC & North American Quitline Consortium



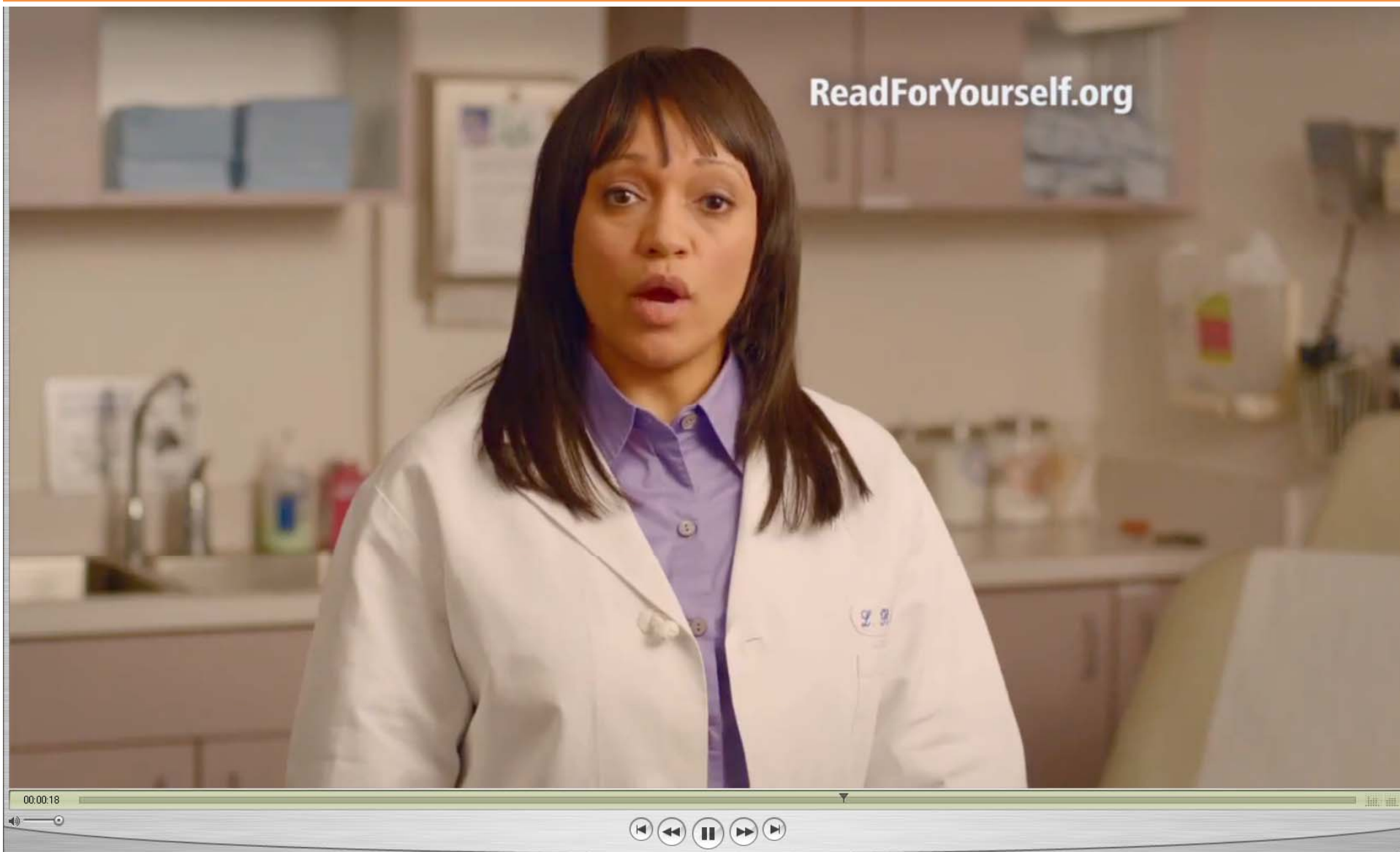
Photos from: <http://www.cdc.gov/tobacco/campaign/tips/>

EX Pilot Campaign Increased Calls to the Quitline





The Industry Uses Media to Influence Policy



Key Policies Influencing Tobacco Use





The Changing Landscape of Tobacco Control

U.S. Department of Health & Human Services

FDA U.S. Food and Drug Administration
Protecting and Promoting Your Health

Home Food Drugs Medical Devices Vaccines, Blood & Biologics Animal & Veterinary Cosmetics Radiation-Emitting Products Tobacco Products

Tobacco Products

Home Tobacco Products

Harmful and Potentially Harmful Constituents (HPHCs)

Companies now required to report on quantities of potentially harmful chemicals in tobacco products.

1 2 3 4

Tobacco Products Topics

News & Events (Tobacco)
Press Releases, Fact Sheets, Progress Reports, and Meetings & Conferences

Protecting Kids from Tobacco
FDA is working to protect the health of America's children and ultimately reduce the burden of illness and

Most Popular

- FDA Tobacco Compliance Webinar
- Cigarette Health Warnings
- Resources for Retailers
- Public Health Infographic
- Electronic Cigarettes

Follow FDA

- Connect with Us
- Sign Up: Tobacco Regulations Mobile Texting Pilot Program
- Sign Up for E-mail Updates on



Buy 5 Montecristo D Limited Edition



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



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