

Title:

Mass media interventions for preventing smoking in young people

Key citations:

Carson-Chahhoud KV, Ameer F, Sayehmiri K, Hnin K, van Agteren JEM, Sayehmiri F, Brinn MP, Esterman AJ, Chang AB, Smith BJ. Mass media interventions for preventing smoking in young people. Cochrane Database of Systematic Reviews 2017, Issue 6. Art. No.: CD001006. DOI: 10.1002/14651858.CD001006.pub3. Accessed 23 September 2023.



Mass media interventions for preventing smoking in young people

Who is this summary for?

Policy makers, advocacy organisations, practitioners, researchers, young people

Focus

Mass media interventions deliver preventive health messages. They have the potential to reach and modify knowledge, attitudes and behaviour

Key findings/recommendations

There is limited evidence for the effectiveness of mass media campaigns to prevent smoking in young people from studies that use high quality research designs (randomized controlled trials and time-series analyses).

The most recent Cochrane review on this subject, from 2017, found only eight studies using these types of designs.

Three of these studies found that the campaigns reduced smoking in young people . One compared a mass media intervention to no intervention and two evaluated mass media interventions as adjuncts to school-based interventions. The remaining five studies did not detect a significant effect.

Successful campaigns were longer (minimum 3 years) and more intense (more contact time) for both school-based lessons (minimum eight lessons per grade) and media spots (minimum four weeks' duration across multiple media channels with between 167 and 350 TV and radio spots).

From Cochrane Review, 2017. Searches only up to 2016. All studies conducted in high income countries (USA and Norway).

Implementation considerations

Implementation of combined school-based components (e.g. school posters) and the use of repetitive media messages delivered by multiple channels (e.g. newspapers, radio, television) appeared to contribute to successful campaigns in the review

Quality of the evidence

Gold standard (Cochrane) systematic review. On quality of the evidence, the authors concluded that certainty about the effects of mass media campaigns on smoking behaviour in youth is very low, due to inconsistency between studies in both design and results, and due to methodological issues amongst the included studies

Citation for any linked full evidence review (note if open access or not)

Carson-Chahhoud KV, Ameer F, Sayehmiri K, Hnin K, van Agteren JEM, Sayehmiri F, Brinn MP, Esterman AJ, Chang AB, Smith BJ. Mass media interventions for preventing smoking in young people. *Cochrane Database of Systematic Reviews* 2017, Issue 6. Art. No.: CD001006. DOI: 10.1002/14651858.CD001006.pub3. Accessed 23 September 2023

Who funded it? *If there are 1-2 key papers. Otherwise leave blank.*

NHS Centre for Reviews and Dissemination, UK, NHMRC/Cancer Australia TRIP Fellowship APP1092680, Australia and NHS Research and Development National Cancer Programme, UK

Languages the review is available in (can use [ISO codes](#))

English (Abstract also available in Arabic, English, French, Mandarin and Spanish)

Other sources of information

There are several more recent studies using before and after study designs (repeat cross sectional surveys) that found positive effects from mass media smoking prevention campaigns:

USA: <https://doi.org/10.1016/j.amepre.2019.06.011>

An article reviewing campaigns (prevention and cessation) that identifies features and implementation considerations:

<https://doi.org/10.1007/s40429-020-00345-5>

A qualitative study in Indonesia exploring school pupils needs concerning smoking prevention:

<https://pdfs.semanticscholar.org/e74a/ad38d36f84d20157d936dd97a2d8a79b9c4b.pdf>