

Tobacco Control Media Interventions

The success of tobacco control efforts over the last several decades is closely intertwined with use of the media, ranging from antismoking advertisements under the 1960s Fairness Doctrine to today's integrated media campaigns and Internet-based resources. This part examines how media interventions are used in tobacco control efforts and assesses their effectiveness.

After tracing the evolution of media efforts in tobacco control and the most successful advertising themes used in these interventions, the first chapter weighs the potential for new media approaches such as interactive health communications. The chapter closing this part examines the evidence that mass media antitobacco campaigns alone or in conjunction with other interventions can affect smoking behavior. The discussion recognizes the methodological challenges in measuring the effectiveness of media interventions, including the infeasibility of randomized studies or the presence of concurrent secular trends that complicate the evaluation of the evidence. Both chapters discuss key findings in the current evidence on the role of media in tobacco control that point to an overall positive impact in the reduction of smoking behavior.