Using Cross-Sectional Survey Data to Identify Promising Themes for Youth-Focused Anti-Tobacco Mass Media Campaigns

Abstract

Employing a method that researchers at the Annenberg School for Communication have previously used to inform the development of anti-tobacco campaigns, we conducted an online cross-sectional survey to identify promising themes for campaigns that aim to: a) prevent initiation; b) stop progression to regular smoking; or c) encourage cessation. Using a sample of 1142 13–17 year olds and 3033 18–25 year olds, we measured 164 smoking-related beliefs—grouped into 20 broad campaign themes—as well as smoking-related intentions and behaviors. As an indicator of the relative promise of each theme, we calculated a metric called percentage to gain, which represents the estimated additional proportion of the population who would hold the desired intention/behavior if 100% of the population endorsed the targeted beliefs. Findings presented will identify promising and unpromising themes for the three types of campaigns, and will focus on points of consistency across the campaigns.