

Antismoking messages in media linked to intention to quit

31 May 2013



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Roberta B. Caixeta, from the Pan American Health Organization in Washington, D.C., and colleagues used data from 17 countries that participated in the Global Adult Tobacco Survey to examine the correlation between awareness of anti-cigarette [smoking](#) information in mass media channels (television, radio, billboards, and newspapers or magazines) with a current smoker's intention to quit.

The researchers found that in nine countries there was a significant correlation between intent to quit and awareness of antismoking messages in a single media channel versus no awareness, with odds ratios ranging from 1.3 to 1.9. In 14 countries there was a significant correlation for intent to quit

and awareness of messages in multiple channels compared with no awareness, with odds ratios ranging from 1.5 to 3.2. The odds ratios were adjusted for demographic factors, awareness of warning labels on cigarette packages, and awareness of tobacco advertisements.

"Antismoking information in mass media channels can help reduce tobacco consumption by encouraging smokers to contemplate quitting and might be more effective when presented in multiple channels," the authors write.

More information: [Full Text](#)

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APA citation: Antismoking messages in media linked to intention to quit (2013, May 31) retrieved 18 June 2019 from

<https://medicalxpress.com/news/2013-05-antismoking-messages-media-linked-intention.html>

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