



Investing in Evidence-based Health Communication Strategies Increases Smokers' Quit Attempts

Evidence from population-level studies and controlled experiments indicates that mass media campaigns are effective in discouraging tobacco use. Confirmed recall is measured by surveying adults to determine if they can provide specific details about television ads related to tobacco control, thus “confirming” that they have seen the ads. Increasing investment in media placement yields increased confirmed recall of New York Tobacco Control Program (NY TCP) ads.

- The confirmed recall of NY TCP media campaigns increased significantly from 6% in 2003 to 36% in 2011. The average confirmed recall of NY TCP ads was only 33% between 2003 and 2011, including a relatively low 6%. This is roughly half of the 60% level recommended by the NY TCP independent evaluator, RTI International.
- The percentage of smokers who made quit attempts increased significantly from 46% in 2003 to 59% in 2011. For the same time period, smokers' intentions to quit increased significantly from 26% to 33% as well (data not shown below).

Percentage of Adult Smokers Who Have Made Quit Attempts in the Past 12 Months and Confirmed Advertisement Recall among Smokers, Adult Tobacco Survey 2003–2011

