

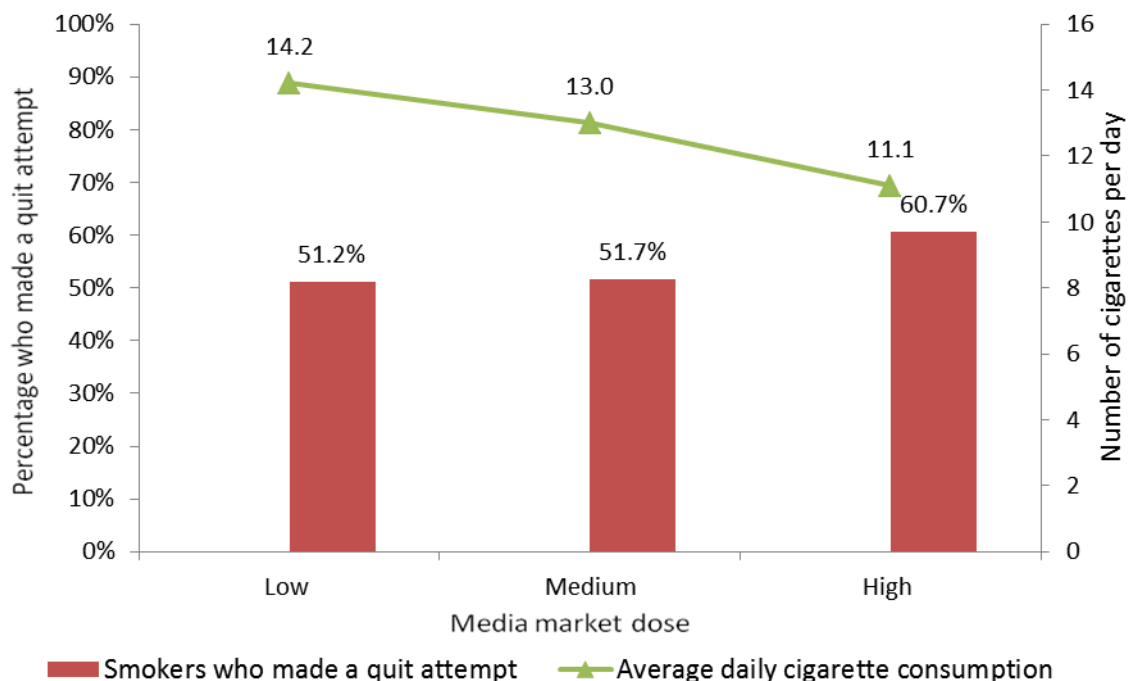


Paid media campaigns are associated with cigarette consumption and cessation behaviors among adult smokers in New York

The New York Tobacco Control Program has focused its paid media on evidence-based messages that incorporate strong emotional content and graphic images. Research indicates that highly graphic or emotional content is more effective at increasing population-level cessation behaviors among adult smokers than less hard-hitting content. For this analysis, media markets were categorized as high, medium and low dose based on cumulative past-year media gross rating points. Data from the New York Adult Tobacco Survey were combined for years 2003-2011.

- During the 2003-2011 time period, smokers in high-dose media markets reported smoking an average of 11.1 cigarettes per day (CPD) compared to 14.2 CPD among smokers who live in low-dose media markets. This is a statistically significant difference.
- From 2003-2011, 60.7% of adult current smokers in high-dose media markets reported making a quit attempt compared to 51.2% of smokers in low-dose media markets, a statistically significant difference.
- Additional analyses (not shown) indicate that these effects persist when controlling for pre-existing differences between cigarette consumption or quit attempts by media markets.

Average daily cigarette consumption and quit attempts by paid advertising dose, 2003-2011



Source: New York State Adult Tobacco Survey, 2003 – 2011. Analysis conducted by RTI, International
Contact the Bureau of Chronic Disease Evaluation and Research, New York State Department of Health at (518) 473-0673 or type 'StatShot' in the subject line of an e-mail and send it to tcp@health.state.ny.us.