Media Campaigns and Socioeconomic Disparities in Cigarette Smoking

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Outline

1. Conceptual framework for studying media campaigns and disparities in behaviors

2. *Study 1*: Systematic Review

3. *Study 2*: Longitudinal Study in WI

4. *Study 3*: Message Testing Study in NY
Conceptual Framework: How Media Campaigns Influence Socioeconomic Disparities in Smoking

1. Media Campaign Ads
2. Campaign Exposure and Recall
3. Changes in Intentions and Quit Attempts
4. Sustained Smoking Cessation
Conceptual Framework: How Media Campaigns Influence Socioeconomic Disparities in Smoking

Differences in Meaningful Exposure by SES

Media Campaign Ads → Campaign Exposure and Recall → Changes in Intentions And Quit Attempts → Sustained Smoking Cessation

Solutions: Formative research, Targeted messages
Conceptual Framework: How Media Campaigns Influence Socioeconomic Disparities in Smoking

Solutions: Formative research, Message testing
Conceptual Framework: How Media Campaigns Influence Socioeconomic Disparities in Smoking

Media Campaign Ads ➔ Campaign Exposure and Recall ➔ Changes in Intentions And Quit Attempts ➔ Sustained Smoking Cessation

Differences in Opportunity to Change by SES

Solutions: Longitudinal research, Reduce barriers
Conceptual Framework: How Media Campaigns Influence Socioeconomic Disparities in Smoking

- Differences in Meaningful Exposure by SES
- Differences in Persuasion by SES
- Differences in Opportunity to Change by SES

Need to understand differences at all three stages
Study 1: Media strategies to promote cessation among socioeconomically disadvantaged populations: What do we know, what do we need to learn, and what should we do now?

Jeff Niederdeppe
Xiaodong Kuang
Brittany N. Crock
Ashley Skelton

Published in 2008 at *Social Science and Medicine*
ID Smoking Cessation Media Campaign Studies

n = 253 potentially relevant articles for review

- Papers reporting on campaigns targeting general population
  n=117
  - Papers that compare High and Low SES
    n=29

- Papers reporting on campaigns targeting low SES smokers
  n=21
Differences by SES Groups were Observed at Each Stage of the Model

- Differences in Meaningful Exposure by SES
- Differences in Persuasion by SES
- Differences in Opportunity to Change by SES

Media Campaign Ads → Campaign Exposure and Recall → Changes in Intentions And Quit Attempts → Sustained Smoking Cessation
Summary of Results: Targeted to Low SES

- 11 different campaign evaluations failed to provide unequivocal evidence of campaign effects on sustained smoking cessation
Implications of Findings

• What led to better/equivalent outcomes among low SES relative to high SES groups?

1. High levels of exposure
2. Media combined with other community or policy interventions
Unanswered Questions

1. Which ad themes or styles of execution minimize the likelihood of differences in quit behavior by SES?
Smoking can cause a slow and painful death.

**WHY-Graphic**

**WHY-Testimonial**

**The Truth:**

LAFFIN: I started smoking when I was ten because I wanted to look older. And I got hooked. Cigarettes gave me asthma and bronchitis, but I couldn’t quit.

I didn’t quit until I got emphysema and had a lung removed.

I was 24; I’m 26 now. My medication, which I’ll take for the rest of my life...
HOW to quit Anti-Industry

There are easier ways to quit.
Secondhand Smoke (SHS)

WARNING: Tobacco smoke can harm your children.

WARNING: Tobacco smoke causes fatal lung disease in nonsmokers.
Study 2: Smoking cessation media campaigns and their effectiveness among socioeconomically advantaged and disadvantaged populations

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Michael C. Fiore²
Timothy Baker²
Stevens S. Smith²

¹ Cornell U.; ² Center for Tobacco Research and Intervention, U. of Wisconsin
Published in 2008 at American Journal of Public Health
Ads emphasizing HOW to quit

- No HTQ Ad Recall
- HTQ Ad Recall

Tried to Quit Smoking in Past Year

- HS Diploma
- Some College
- College Degree
Ads emphasizing SHS to quit

- No SHS Ad Recall
- SHS Ad Recall

Tried to Quit Smoking in Past Year

- HS Diploma
- Some College
- College Degree
Study 3: Socioeconomic Variation in Response to Different Types of Televised Smoking Cessation Ads

Jeff Niederdeppe¹
Matthew C. Farrelly²
James Nonnemaker²
Kevin C. Davis²
Lauren Wagner¹

¹ Cornell University; ² RTI International
Forthcoming at Social Science and Medicine
Results – Aided Ad Recall

Model Predicted Ad Recall

- WHY-Graphic
- WHY-Testimonial
- HOW
- Anti-Industry

Education (in years; only respondents age>25 included)
Results – Perceived Effectiveness

Predicted Perceived Effectiveness

WHY-Graphic
WHY-Testimonial
HOW
Anti-Industry

Education (in years; only respondents age>25 included)
Relationship between exposure to highly emotional or personal testimonial ads and the odds of quitting at follow-up

Evidence to Date on Executorial Style

1. Which ad themes or styles of execution minimize the likelihood of differences in ad response or quit attempts by SES?
   - Graphic/Emotional and Testimonial ads emphasizing WHY to quit appear to promote cessation among both low and high SES smokers and are less likely to widen disparities.
   - Ads simply describing HOW to quit may not serve the needs of disadvantaged smokers, although it depends on their execution.
Conceptual Framework: How Media Campaigns Influence Socioeconomic Disparities in Smoking

Differences in Meaningful Exposure by SES

Differences in Persuasion by SES

Differences in Opportunity to Change by SES

Media Campaign Ads

Campaign Exposure and Recall

Changes in Intentions And Quit Attempts

Sustained Smoking Cessation

Study 2 - WI
Conceptual Framework: How Media Campaigns Influence Socioeconomic Disparities in Smoking

- Differences in Meaningful Exposure by SES
  - Media Campaign Ads
  - Campaign Exposure and Recall

- Differences in Persuasion by SES
  - Changes in Intentions and Quit Attempts

- Differences in Opportunity to Change by SES
  - Sustained Smoking Cessation

Study 3 - NY
Conceptual Framework: How Media Campaigns Influence Socioeconomic Disparities in Smoking

- Differences in Meaningful Exposure by SES
- Differences in Persuasion by SES
- Differences in Opportunity to Change by SES

What can campaigns do here?
How Do We Create Healthier Environments?

Policymaker Action

Public Opinion

Policies To Create Healthy Environments

Healthy Environments to Reduce Smoking
Attributions of Responsibility and Support for Policies to Improve Health

Individual is Responsible for Cause

Society is Responsible for Cause

Support for Policies to Improve Health

Insights from Focus Groups

• Statistical images
  • Were viewed with considerable suspicion
  • and were often criticized for…
  • ignoring complexity of relationships,
  • being challenging to interpret, and
  • representing a way of thinking that could be destructive to society (e.g., defeatism)
Insights from Focus Groups

- Narratives
  - Broadened appreciation of the range and complexity of factors influencing health and disparities between groups
- but sometimes...
  - Focused attention upon incidental story details rather than broader issues
  - Invited questions about whether the events were typical, replicable or realistic
Thank you!

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