

Does second-hand smoking mass-media campaign increase public awareness and reduce second-hand smoke exposure? A systematic review

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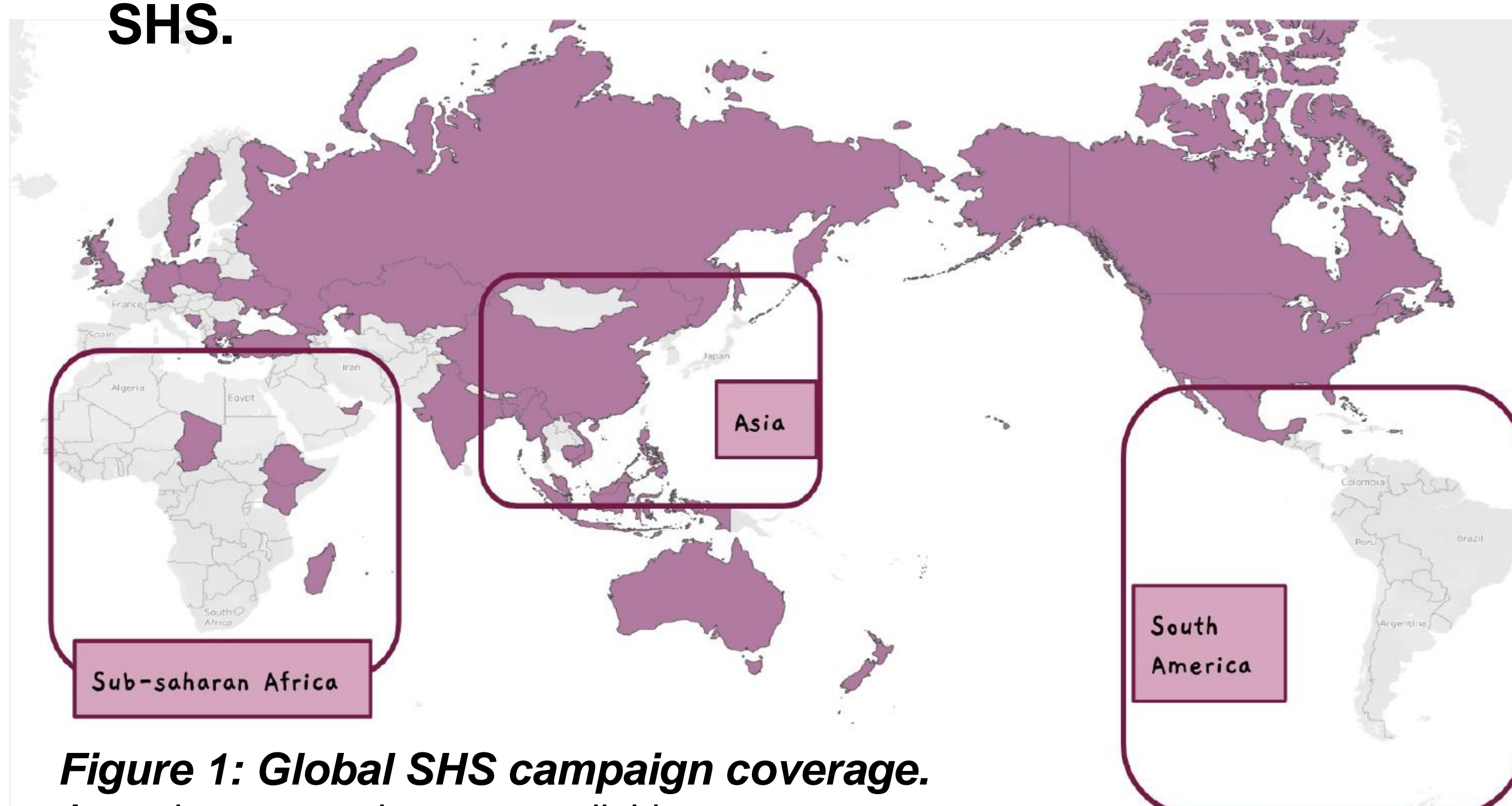
Introduction

- The World Health Organization estimates exposure to second-hand smoking (SHS) contributes to 880,000 global premature deaths annually.¹
- SHS mass-media campaigns may encourage people to quit smoking while minimising the risk of SHS.²
- However, campaigns differ in characteristics and implementation, and thus, outcomes may vary.

This review synthesised global SHS mass media campaigns that raise awareness or communicate the harms of SHS.

Methods

- PubMed, Embase, Web of Science and Google were searched. No restrictions were imposed on study design, location, language, or campaign year.
- Outcomes assessed: individual and population outcomes, including knowledge, attitudes, behaviours, and policy changes.
- A total of **1,413** articles were retrieved for title and abstract screening. Of these, 82 were included for full-text screening. **27 studies met eligibility criteria.**
- Grey literature located **32 SHS campaigns** implemented between 2016-2022 and **60 adverts on SHS.**



References

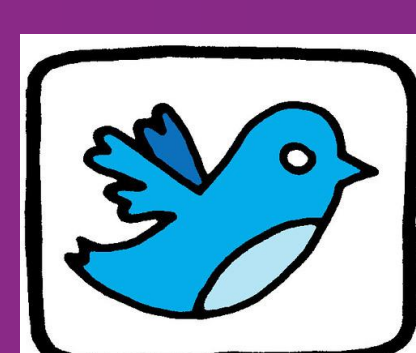
1. World Health Organization. WHO global report: mortality attributable to tobacco. Published 2012. Accessed August 5, 2022. https://www.who.int/tobacco/publications/surveillance/rep_mortality_attributable/en/
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Acknowledgements

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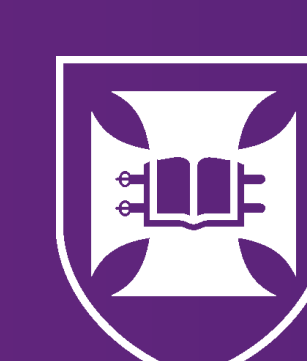
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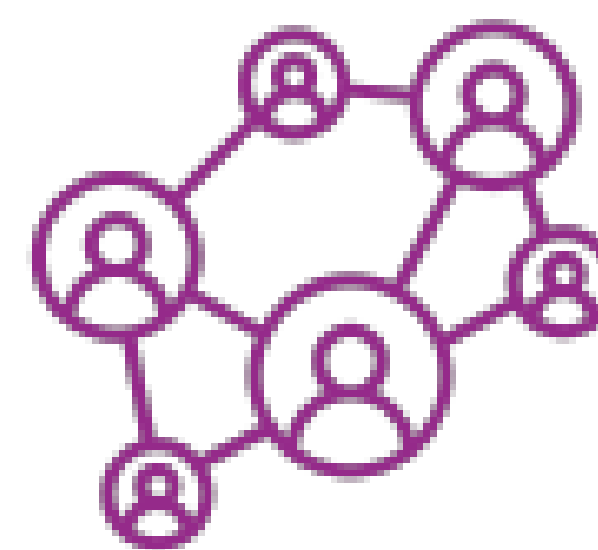
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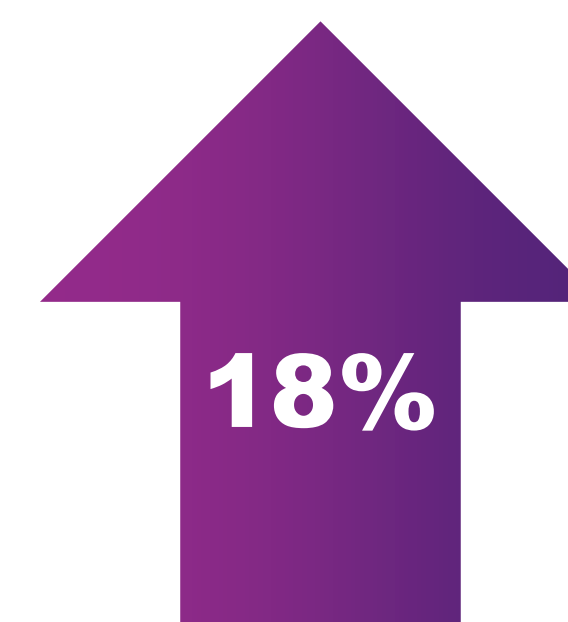
Results



Campaigns **reached** up to 130 million people.



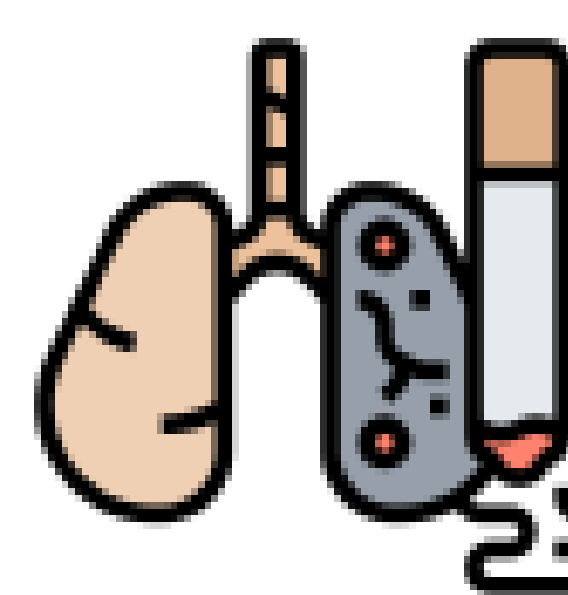
Advertisement recall rates ranged between 33% and 65%.



General increase in **knowledge of SHS** from 73.0% to 91.4%.



Support for smoking bans ranged between 39% (for bars) to 98% (for health facilities).



Among those who smoked, 46%-66% had **plans to quit**, 22%-26% had **attempt to quit**, and 31%-38% **made behavioural changes.**

Conclusion

- There is a **lack of SHS campaigns** in South America, Asia, and Sub-Saharan African regions.
- Many **post-campaign metrics were not published.** A thorough evaluation of SHS campaigns is necessary for policy makers to understand the campaigns' successes while identifying areas that can be improved.

