

Title of Intervention: The Massachusetts Anti-smoking Media Campaign

Intervention Strategies: Campaigns and Promotions

Purpose of the Intervention: To reduce smoking initiation among adolescents

Population: Adolescents age 12 to 15

Setting: The state of Massachusetts; community-based

Partners: None mentioned

Intervention Description:

- Campaigns and Promotions: The anti-smoking media campaign involved television, radio, newspapers and outdoor billboard advertisements de-normalizing tobacco use by showing youths that smoking by their peers is not the norm. The first advertisement featured a crowd of youths mobilizing to "make smoking history in Massachusetts." Subsequent advertisements attempted to show adolescents that smoking among peers their age was not the norm in Massachusetts.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Television, radio
- Space: Not mentioned
- Budget: Massachusetts spent more than \$50 million or about \$8 per capita on the campaign.
- Intervention: Billboard advertisements, newspapers, television ads, radio ads
- Evaluation: Telephones, questionnaire

Evaluation:

- Design: Pre- and post-test
- Methods and Measures:
 - Random telephone surveys assessed exposure to the campaign, exposure to other anti-smoking messages not part of the intervention, knowledge and attitudes toward smoking and progression to established smoking.

Outcomes:

- Short Term Impact: Younger adolescents age 12 and 13, who were exposed, reported more accurate beliefs about smoking.
- Long Term Impact: Younger adolescents age 12 to 13, who reported exposure to the campaign, were significantly less likely to have progressed into established smoking.

Maintenance: Not mentioned

Lessons Learned: Not mentioned

Citation(s):

Siegel, M. and L. Biener (2000). "The impact of an antismoking media campaign on progression to established smoking: results of a longitudinal youth study." Am J Public Health, 90(3): 380-6.