

Movies, Entertainment Media and Tobacco-Related Disparities: *International Call for Papers*



Background: While there are a variety of determinants that influence tobacco use, evidence clearly demonstrates that exposure to smoking imagery in the movies and other entertainment media is causally related to smoking initiation among teenagers and youth.¹ Given the growing penetration and influence of media across the world, it is likely that exposure to tobacco use depictions may increase, particularly in areas where tobacco use is rising. Yet despite the strong evidence of an association between entertainment media and smoking, it is less clear whether these effects vary within and across countries and racial, ethnic, and social class subgroups.

The Tobacco Research Network on Disparities (TReND) was created by the National Cancer Institute and Legacy to increase our understanding and address tobacco-related health disparities by advancing the science, translating that scientific knowledge into practice, and informing public policy. On October 14–15, 2010, TReND sponsored a meeting titled “**Movies, Entertainment Media and Tobacco-Related Disparities.**” Experts in communications, public health, and public policy, came together to: 1) discuss the current state of the science on the role of smoking imagery in movies and entertainment media in tobacco-related disparities; 2) develop a broad framework for what we know and gaps in current research; and 3) identify areas for future research.

Research Questions: TReND is working with *Addiction* to issue an *international call for papers* to further document the role of smoking imagery in movies and entertainment media as it relates to tobacco-related disparities. Manuscript submissions are due **February 1, 2012**. To address this critical research gap, TReND is seeking research that examines mechanisms of exposure and impact of smoking imagery in entertainment media along the entire tobacco use continuum including initiation, current use, consumption, dependence, cessation, and relapse; examination and/or evaluation of policy options and models; research design and measurement issues; and implications for global tobacco control. TReND will consider papers that report original research, conceptual or theoretical papers, meta-analyses, and systematic reviews that specifically address one or more of these topics, with a particular focus on racial/ethnic minorities, low socioeconomic status populations, and other disparate groups within the United States and worldwide.

Instructions: Please submit your manuscript by **February 1, 2012**, to Ms. Allison Rose (rosea@mail.nih.gov). Manuscripts should not exceed 3,500 words and may include up to 4 tables and figures. Please include line numbers for the main body text and references and follow the recommended manuscript style of *Addiction*. The editorial team, led by Drs. Vish Viswanath (Harvard School of Public Health) and Donna Vallone (Legacy), will conduct an internal review and notify authors of the outcome by February 15, 2012. Authors will then be asked to revise and resubmit the manuscript by **March 1, 2012**. Please address any questions to Drs. Vish Viswanath (vish_viswanath@dfci.harvard.edu) or Donna Vallone (DVallone@legacyforhealth.org).

¹ National Cancer Institute. *The Role of the Media in Promoting and Reducing Tobacco Use*. Tobacco Control Monograph No. 19. Bethesda, MD: U.S. Department of Health and Human Services, National Institutes of Health, National Cancer Institute. NIH Pub. No. 07-6242, June 2008.