

Media and Tobacco-Related Disparities:

What Do We Need To Learn? TReND and Beyond

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Key Questions

1. What Do We Know?

- Prior to TReND, topic had received uneven attention in the literature

Review – Media and Cessation

Smoking Cessation Media Campaign Studies

n = 253 potentially relevant articles for review

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Campaigns Targeting
General Population

n=117

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Campaigns Targeting
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n=117

ID papers that compare
High and Low SES

n=29

Review – Media and Cessation

Smoking Cessation Media Campaign Studies
n = 253 potentially relevant articles for review

Campaigns Targeting
General Population

n=117

Campaigns Targeting
Low SES Smokers

n=21

ID papers that compare
High and Low SES

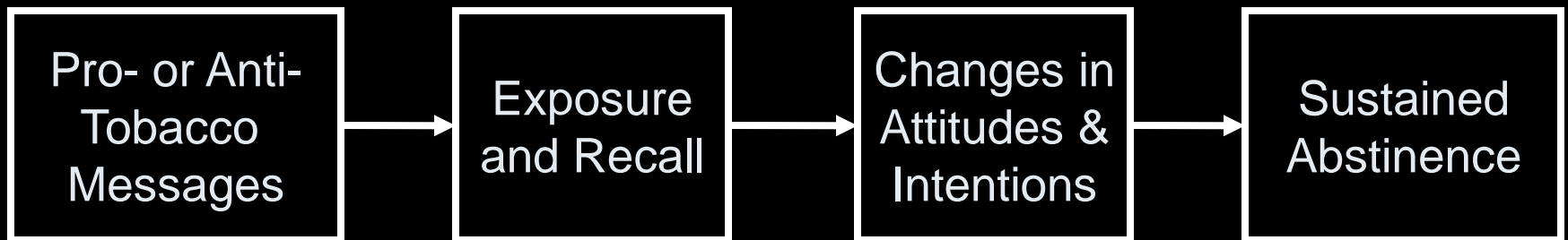
n=29

Key Questions

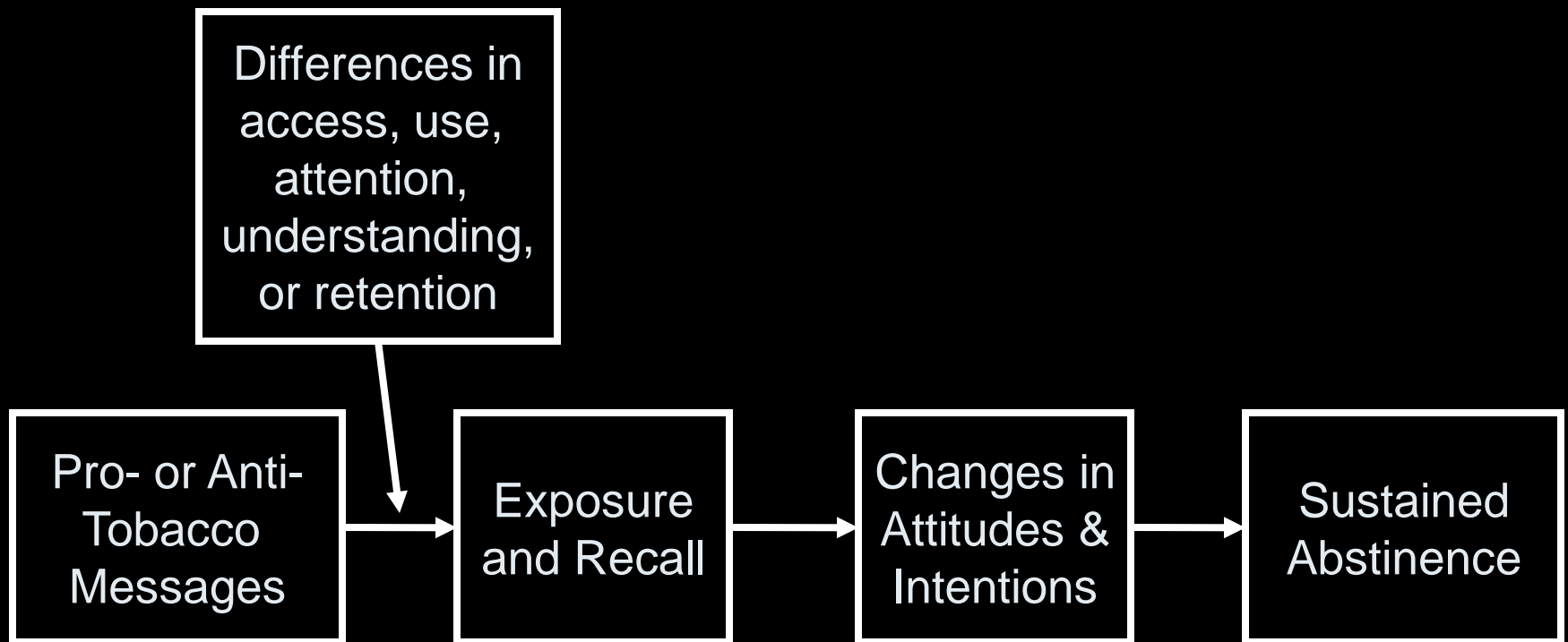
1. What Do We Know?

- The topic has not received sufficient attention in the literature
- Pro- and anti- tobacco media can influence tobacco-related disparities through multiple pathways

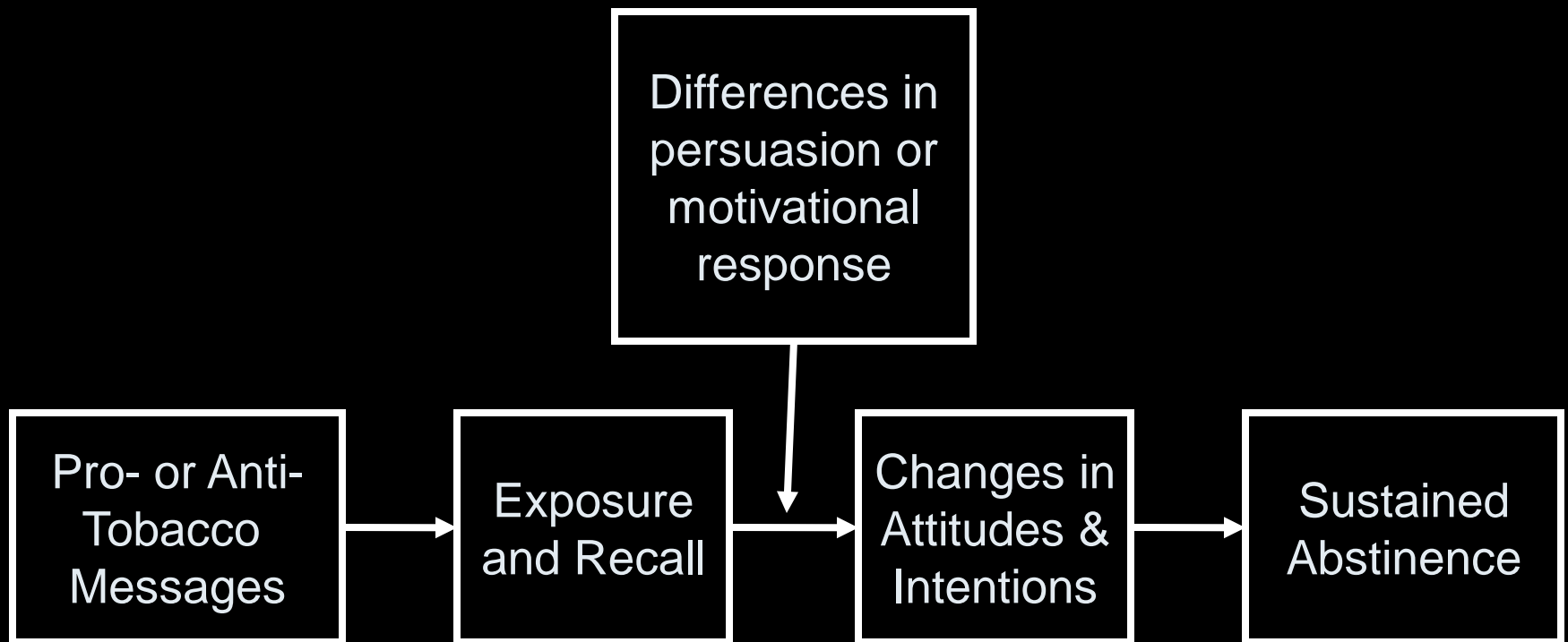
How Might Media Influence Disparities in Tobacco Use?



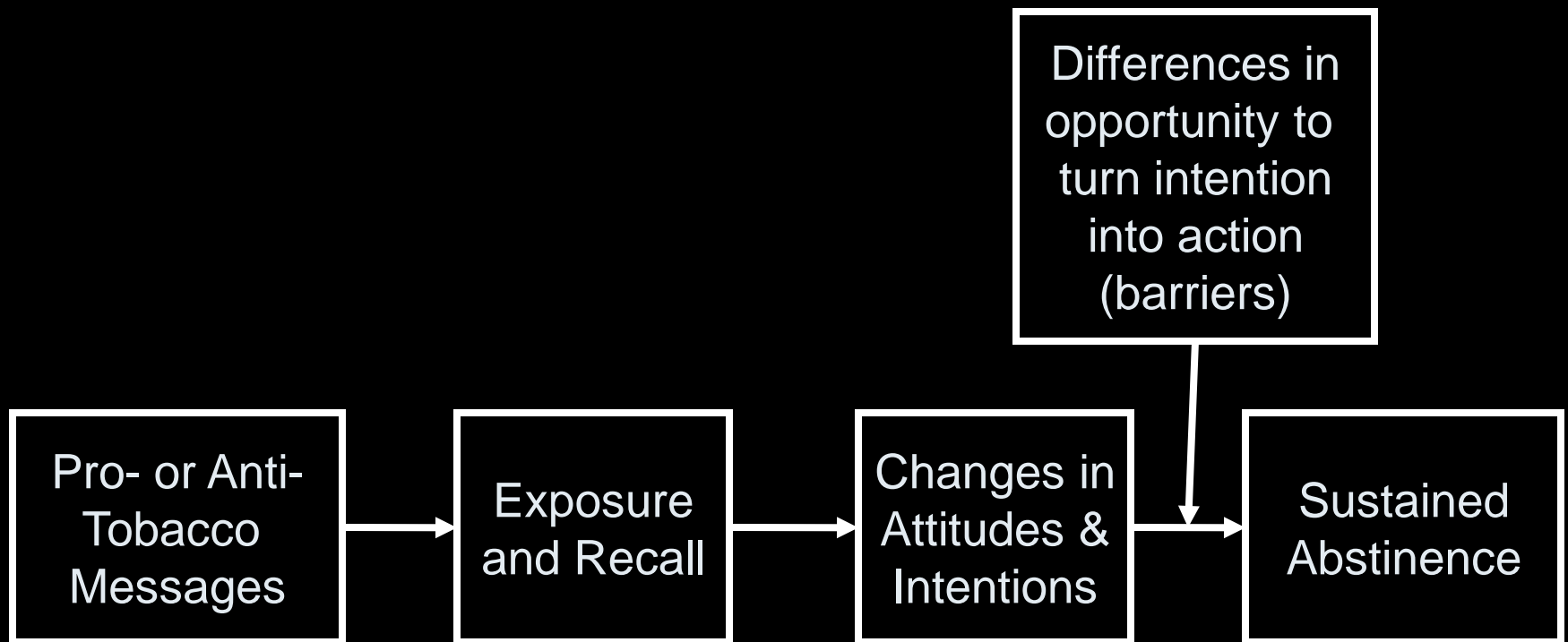
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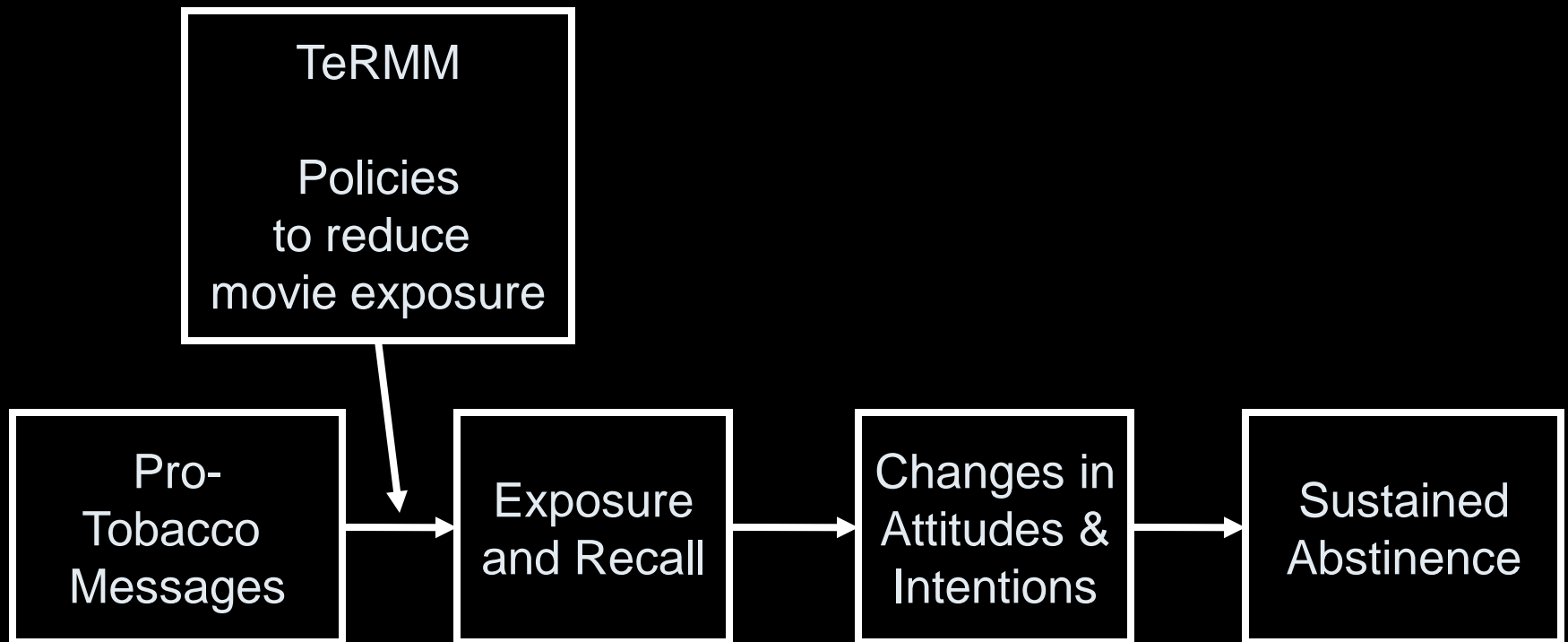


Key Questions

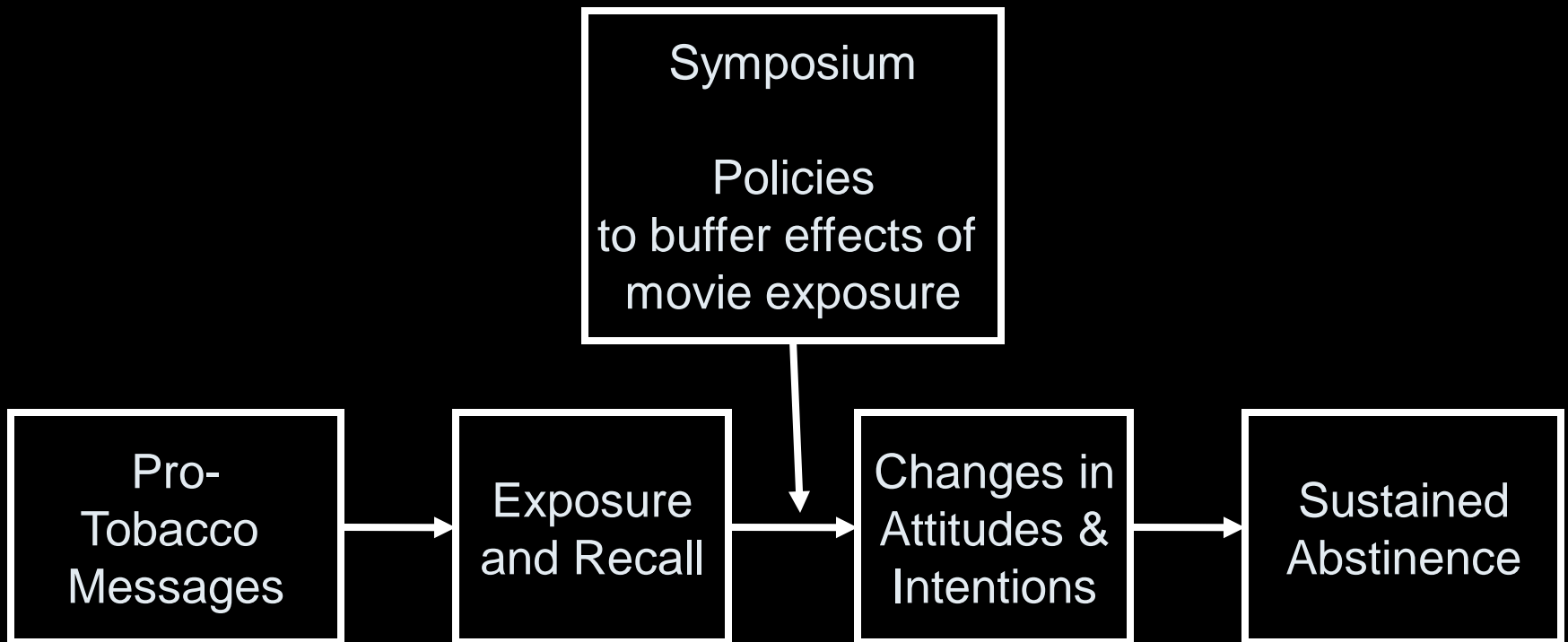
2. What Do We Need To Learn?

- TReND has focused increased attention to media and disparities, particularly pro-tobacco influences

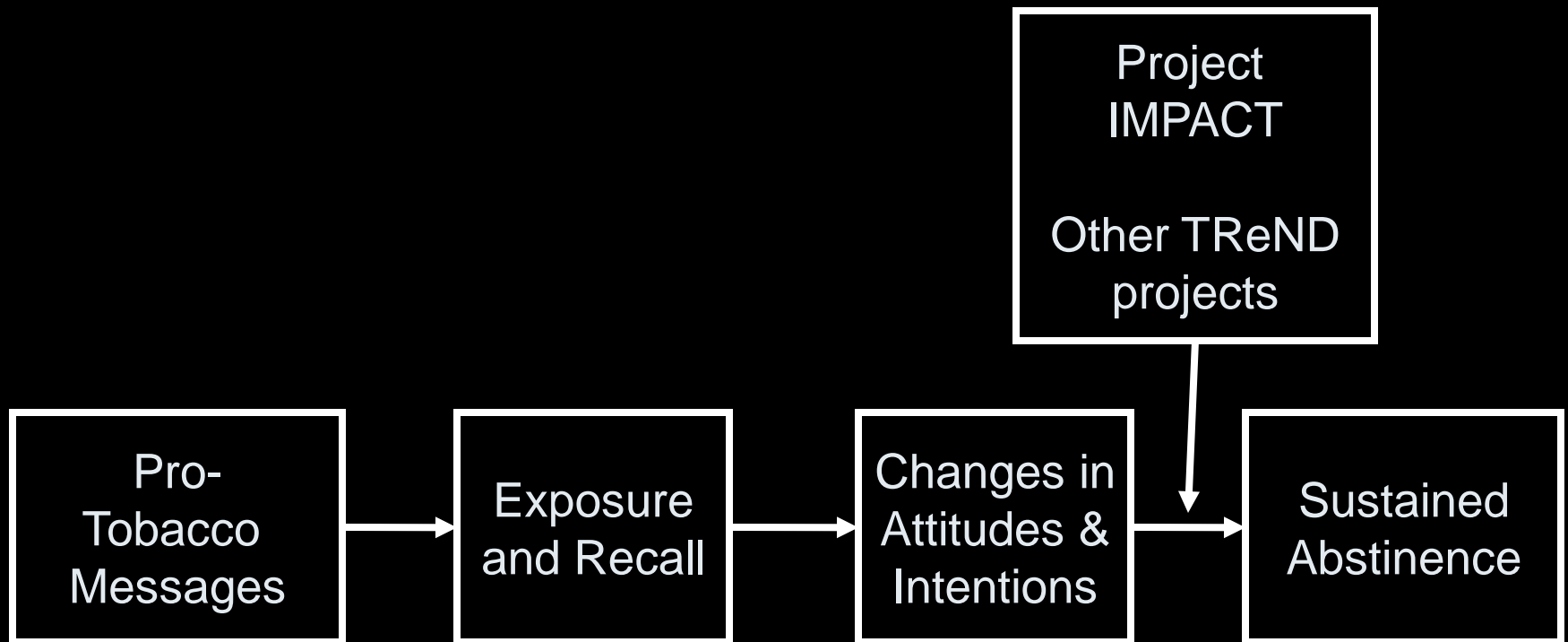
TReND Research and Pro- Tobacco Influences on Disparities



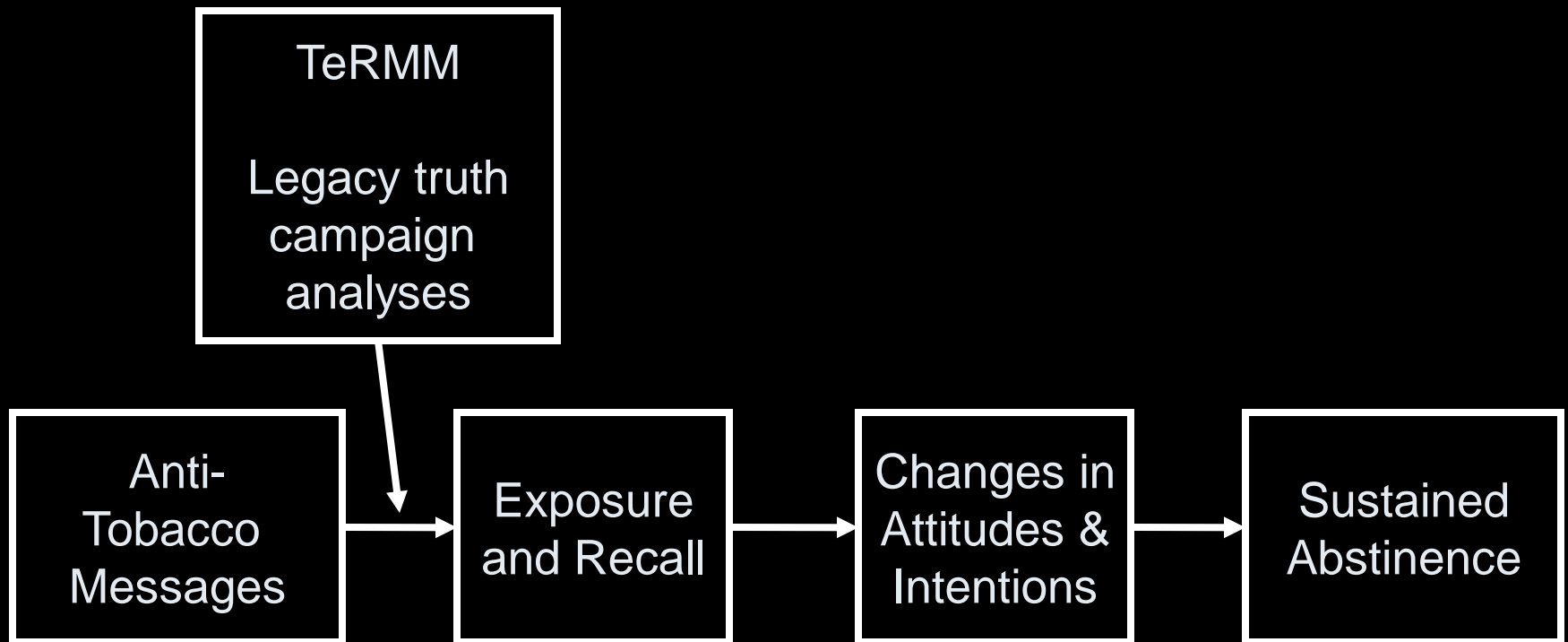
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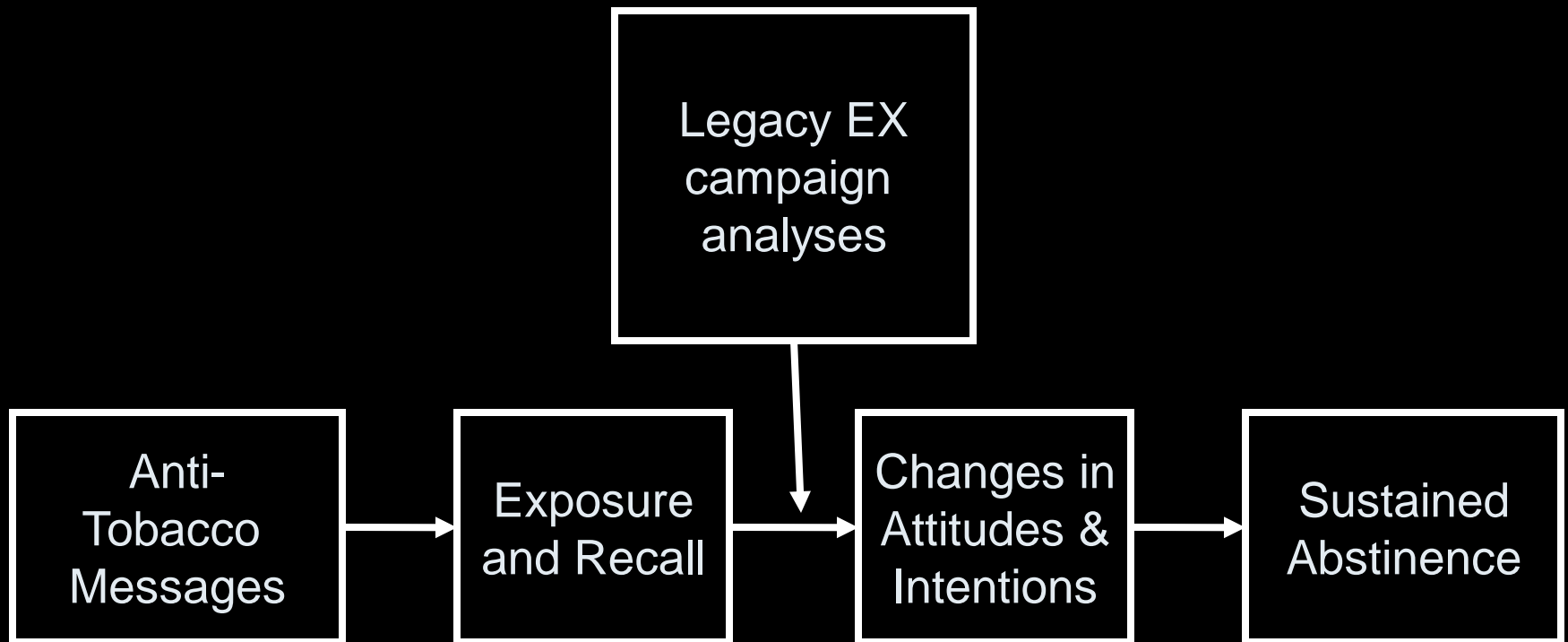
TReND Research and Pro- Tobacco Influences on Disparities



TReND Research and Anti- Tobacco Influences on Disparities



TReND Research and Anti- Tobacco Influences on Disparities



Key Questions

2. What Do We Need To Learn?

- TReND has focused increased attention to media and disparities, particularly pro-tobacco influences
- There is emerging evidence that different types of anti-tobacco ads can have differential effects by race and socioeconomic status

Disparities in Response to Smoking Cessation Ads in MA

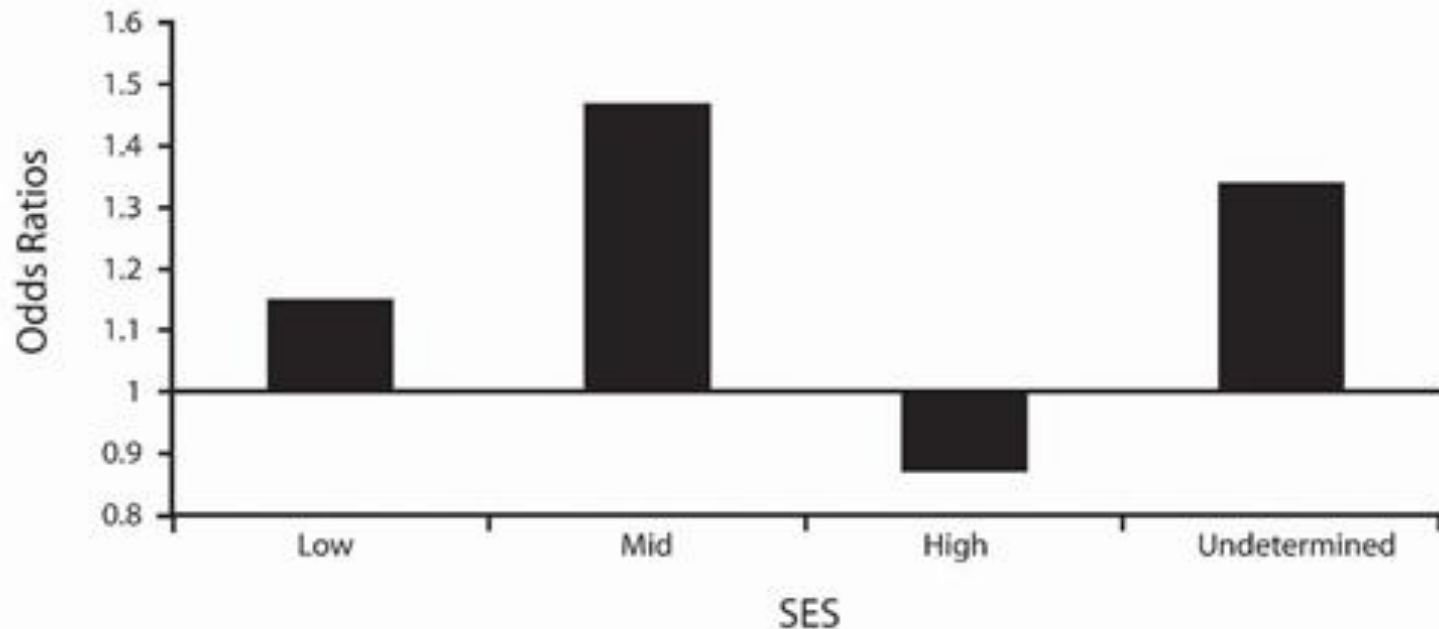
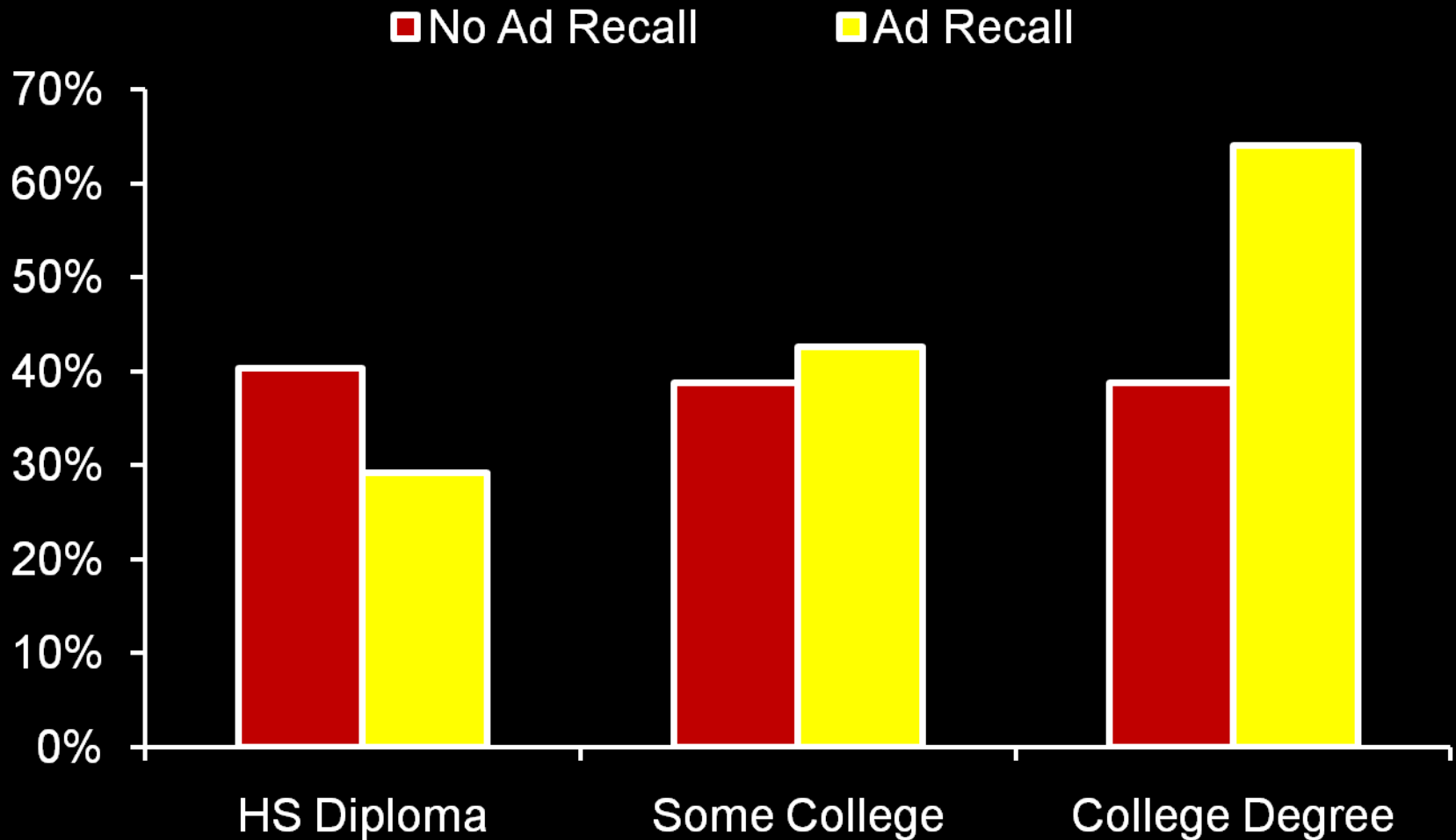


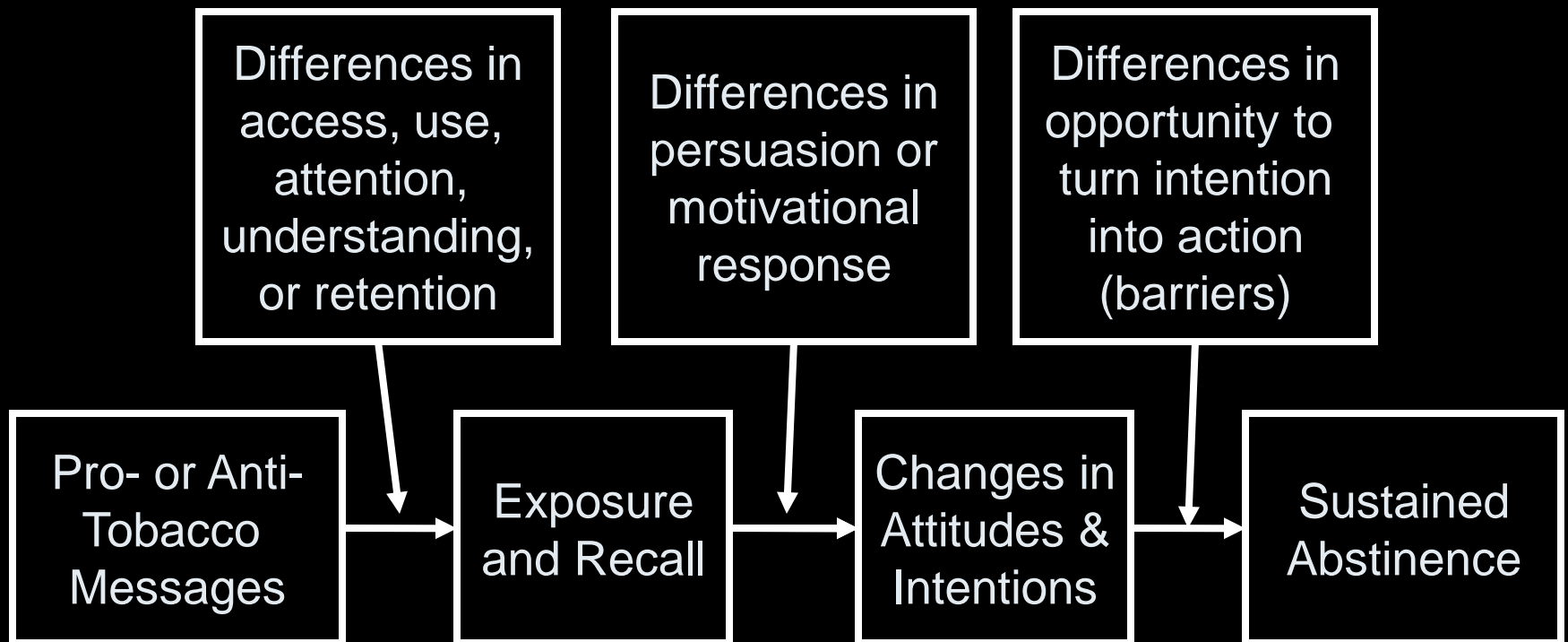
FIGURE 1—Likelihood of quitting smoking at follow-up (odds ratios) associated with potential exposure to each 10 additional highly emotional or personal testimonial ads, by socioeconomic status (SES) group: UMass Tobacco Study, 2001–2004.

Disparities in Response to “Keep Trying to Quit” Ads



Niederdeppe, J. et al. (2008). Smoking cessation media campaigns and their effectiveness among socioeconomically advantaged and disadvantaged populations. *American Journal of Public Health*.

Research Must Continue to Address Media and Disparities at Multiple Stages



Future Opportunities and Challenges

- TReND is a beginning, not the end
- Reasons for optimism:
 - FDA regulation and labeling
 - Eliminating disparities remains a top public health and NIH priority
- Reasons for concern:
 - Declining tobacco control budgets

Questions and Comments from the Audience