

The Role of Media in Eliminating Tobacco-Related Health Disparities:

Current Gaps, TReND's Progress, and Next Steps

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THE ROANOKE TIMES
Monday, September 20, 2004



STEPHANIE KLEIN-DAVIS | The Roanoke Times

Mellisa Williamson, 35, a Bullitt Avenue resident, worries about the effect on her unborn child from the sound of jackhammers.

What We Know: The Role of Media

Total weight of the evidence indicates...

- Tobacco advertising promotion
→ increased tobacco use
- Exposure to depiction of smoking in movies
→ youth smoking initiation
- Media play a significant role in what we know, learn, think, feel, believe and behave when it comes to tobacco-related issues.



What We Don't Know (Yet): The 3 Gaps

1 The Conceptual Gap

2 The Methods/
Measurement Gap

3 The Policy/Practice Gap

The Conceptual Gap

We understand the role of media



We understand health disparities



But we have not been able
to draw a connection
between these endpoints.

Conceptual Gap

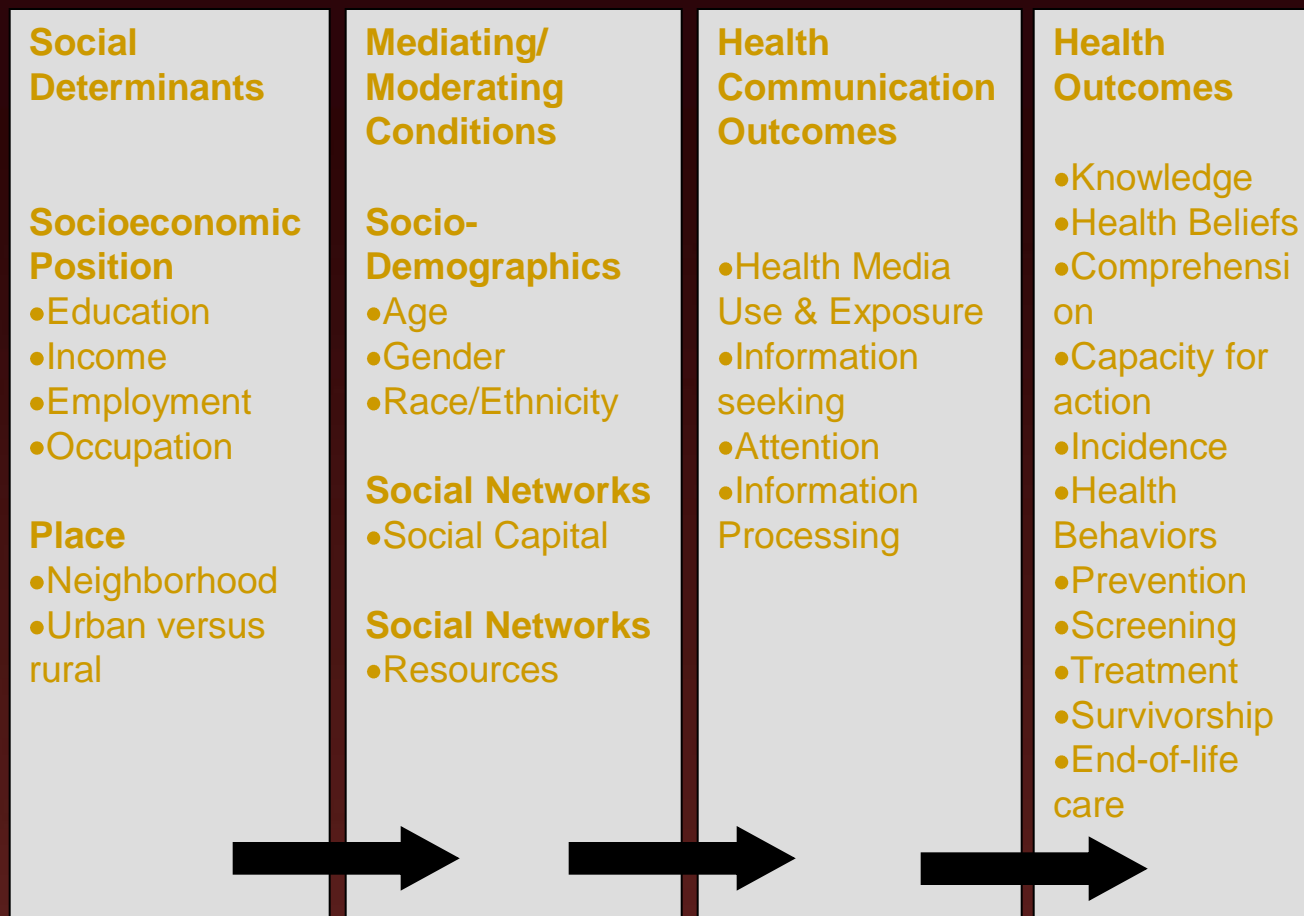
Methods Gap

Policy/Practice Gap

Challenges in the Information Age

- Information is always unequally distributed
- There exists a **Communication Inequality** among individual and groups where some people have better *access* to information, pay more *attention* to it, *learn more* from it and have the capacity to *act* on it.

Structural Influence Model of Communication (SIM)



Communication may play a role in linking SES, resources and health outcomes.

Recent Work

- SES, Race and Ethnicity are associated with
 - subscription to cable or satellite TV and the Internet
 - daily readership of newspapers
 - differential *time* with different media
 - *Preferences* for different media
 - *attention* to health content in different media
 - Processing (confusion) of health information
 - Trust in media
 - *knowledge gaps* in health
 - Intermittent Smoking

(Blake et al., In Press; Ackerson & Viswanath, In Press; Ramanadhan & Viswanath, 2006; Arora et al., 2008; Viswanath et al., 2006; Viswanath, 2006; Viswanath & Kreuter, 2007; Kontos, Bennett & Viswanath, 2007)

We Need More Research

- Through TReND, we are developing a program of research to draw that connection
- Issues to consider include
 - exposure to pro-tobacco messages and access to anti-tobacco information
 - level of attention to and interaction with such messages/info



Conceptual Gap

Connection Gap

Policy/Practice Gap

Exemplar Efforts to Bridge Conceptual Gap

Ex 2: Movies and Tobacco-Related Disparities Symposium (a TReND symposium)

- Discuss current state of evidence
- Develop broad framework for what we know and what the gaps are
- Identify broad areas for future research

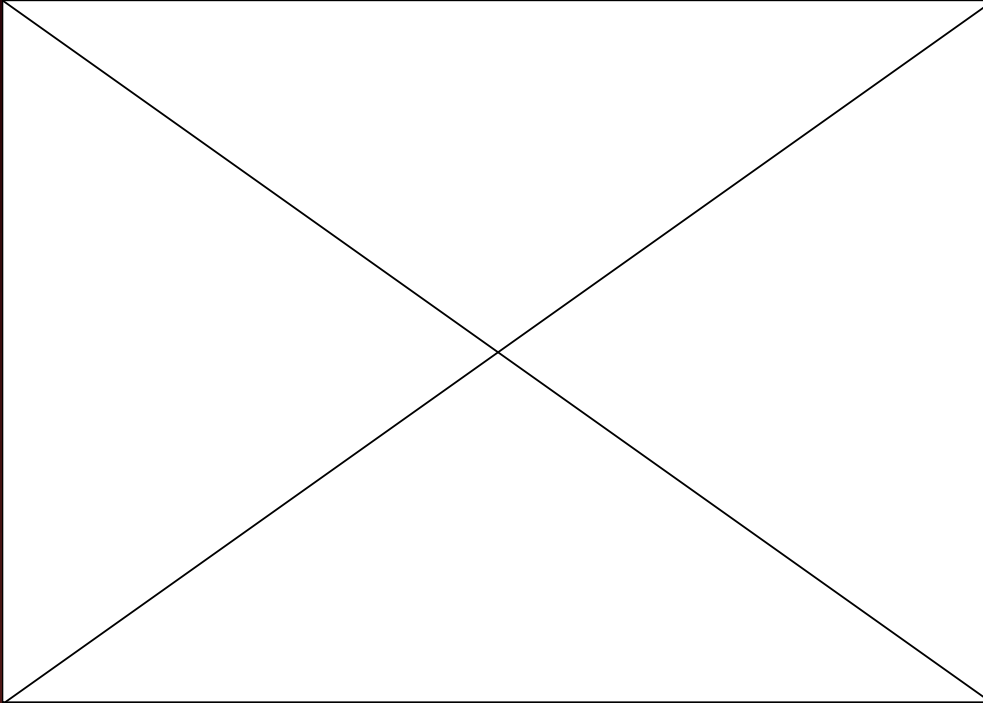


Conceptual Gap

Connection Gap

Policy/Practice Gap

~ Importance of Movies: An Example ~



from the trailer...

*“She inhales not smoke
but solitude”*

*“He exhales not smoke
but romance”*

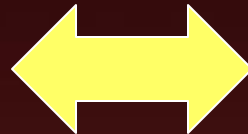
Conceptual Gap

Connection Gap

Policy/Practice Gap

The Methods/Measurement Gap

The concepts are linked



But how do we
establish that connection?

Conceptual Gap

Methods Gap

Policy/Practice Gap

Exemplar Efforts to Bridge Methods Gap

Ex 1: TeRMM (Measuring Tobacco-Related Message and Media Exposure – a TReND project)

- Answering the question: how do people from low SES and minority racial/ethnic groups come across anti- and pro-tobacco media messages?
- Develop an index for tobacco-related media exposure



Conceptual Gap

Connection Gap

Policy/Practice Gap

TReND Inspired Projects

Ex 3: Project IMPACT

(Influencing Media and Public Agenda on Cancer and Tobacco Disparities)

CBO media training program
+ journalist toolkit

change in
media coverage

change in
public opinion

*with more
attention paid to...*

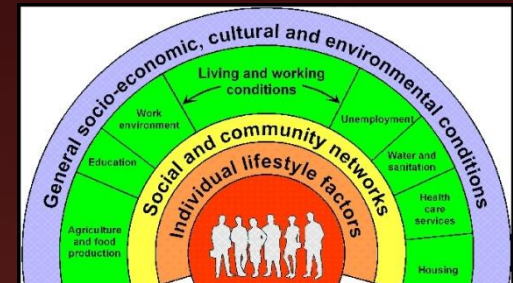


health disparities,
esp. tobacco-related

Concept Gap

Connection Gap

&



social/contextual factors
as causes/solutions

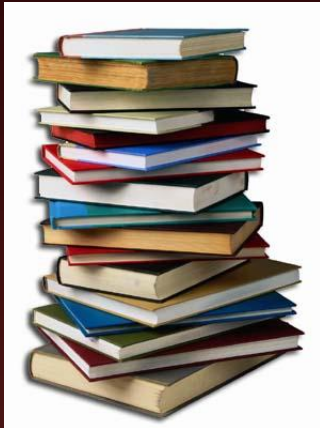
Policy/Practice Gap

The Policy and Practice Gap

www.tobaccodisparities.org

Kelly Blake on Policy

research



?

policy



practice



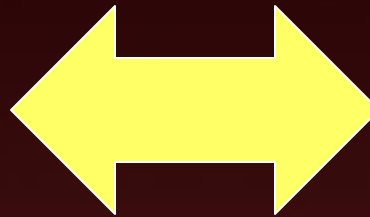
We need to expand our work.
Translating research into policy and
practice is what's next.

Concept Gap

Connection Gap

Policy/Practice Gap

Summary (Filling in the Gaps)



Projects like TeRMM,
Smoking/Movies Symposium
Project IMPACT and
Tobaccodisparties.org

