

## **CORK Bibliography: Advertising**

62 citations. 2000-present

Prepared: June 2002

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**Allamani A; Forni E; Ammannati P; Sani IB; Centurioni A. Alcohol carousel and children's school drawings as part of a community educational strategy. *Substance Use & Misuse* 35(1/2): 125-139, 2000. (11 refs.)**

Within a community action research program, messages for the community population can be conveyed through already existing channels (newspapers, magazines, TV, radio) or special tools can be created. As part of the Rifredi Health District (16,900 inhabitants), Florence, Italy, Community Alcohol Action Research Project, 5,500 alcohol carousels (translated and adapted from the Stockholm carousel) were distributed during 1996 in the project's area where they were freely available. Two samples, one of a consumers' association (response rate 26%) and the other of school parents, employed a questionnaire. A few local key people underwent a qualitative interview. In all circumstances the carousel proved to be understandable, useful, and able to elicit discussions about alcohol issues. In 1996-97, after a 2-year training program in communication skills and alcohol prevention, 13 teachers in local preschools, elementary schools, and middle schools planned and implemented a health education program on the issues of alcohol and food. One outcome was nine drawings produced by the school children. The drawings were exhibited in some schools and supermarkets, and were hung in city buses. Copyright 2000, Marcel Dekker, Inc.

**Anderson P; Hughes J. Policy interventions to reduce the harm from smoking. *Addiction* 95(1 Supplement): S9-S11, 2000. (12 refs.)**

The other papers in this series on reduced smoking discuss interventions focused on individuals. This paper illustrates possible smoking reduction interventions focused on policies rather than individuals. Target 12 of the new WHO Health For All Policy aims to significantly reduce the harm from addictive substances, including tobacco, in all member states by 2015, and the WHO Third Action Plan for Tobacco-Free Europe focuses on reducing the harm from tobacco. These documents recommend five key policy strategies; market regulation, product liability, smoke-free environments, support for smoking cessation and education, public information and public opinion.

Interventions such as price increases, restricting availability, advertising bans and product control could all be used to achieve harm reduction. Research on reducing the harm of smoking needs to include policy as well as treatment research. Copyright 2000, Society for the Study of Addiction to Alcohol and Other Drugs

**Andsager JL; Austin EW; Pinkleton BE. Questioning the value of realism: Young adults' processing of messages in alcohol-related public service announcements and advertising. *Journal of Communication* 51(1): 121-142, 2001. (53 refs.)**

This study, based on the message interpretation process (MIP) model, explored how college students, a primary audience for alcohol-related messages, evaluate antidrinking public service announcements and alcohol advertisements. Evaluations from 246

respondents regarding 10 alcohol-related ads and PSAs produced differences in quantitative and qualitative responses. Results suggested that perceived realism and themes that students could identify with are important factors in increasing the salience and persuasiveness of PSAs. The respondents' free-recall responses suggested that realistic but logic-based PSAs were not as effective as unrealistic but enjoyable ads. Low production quality, though noticed, was not related to the persuasive value of PSAs. Copyright 2001, Oxford University Press, Inc.

**Austin EW; Knaus C. Predicting the potential for risky behavior among those "too young" to drink as the result of appealing advertising. *Journal of Health Communication* 5(1): 13-27, 2000. (30 refs.)**

A survey of 273 children in Washington state used a predrinking behavior index as a behavioral outcome to assess media effects on precursors to drinking among children for whom alcohol consumption is not yet occurring. It also examined age trends in relevant beliefs and behaviors. Perceptions of advertising desirability, the extent to which it seemed appealing, increased steadily from third to ninth grade, whereas identification with portrayals, the degree to which individuals wanted to emulate portrayals, leveled off after sixth grade. Expectancies, positive social benefits perceived to be associated with drinking alcohol, also increased with age, particularly between sixth and ninth grade. When demographics and grade level were controlled, desirability predicted identification, and both predicted expectancies, which is consistent with media decision-making theory. Expectancies correlated with alcohol predrinking behavior, and expectancies predicted risky behavior, with demographics and grade level controlled. Predrinking behavior and reported risky behavior were correlated. The results provide cross-sectional support for the view that beliefs and desires developing by third grade prime children for future decisions regarding substance use. Copyright 2000, Talyor and Francis, Inc.

**Austin EW; Pinkleton BE; Fujioka Y. The role of interpretation processes and parental discussion in the media's effects on adolescents' use of alcohol. *Pediatrics* 105(1 Part 3 Supplement): 343-349, 2000. (27 refs.)**

Objective. The process that connects media use with alcohol-related beliefs and behaviors has not been well documented. To address this issue, we examined adolescents' viewing patterns, beliefs about alcohol and media messages, and parental discussion of media messages in the context of a theoretical model of message interpretation processes. Measures included the degree to which adolescents found portrayals desirable, realistic, and similar to their own lives; the degree to which they wanted to be like (identify with) the portrayals; and the degree to which they associated positive outcomes with drinking alcohol (expectancies). Design. Cross-sectional survey. Setting. Two public high schools in the California central coastal area that include a diverse population in terms of ethnic origin, income level, and education level. Participants. Ninth-grade students (n = 252) and 12th-grade students (n = 326). Outcome Measures. Students reported the number of days within the past week watching various genres of television content, along with perceptions of realism of content, desirability of portrayals, identification with portrayals, expectancies toward alcohol use, personal norms for alcohol use, desire for products with alcohol logos, current alcohol use, frequency of parental reinforcement, and counter-reinforcement of television messages. Associations were examined via hierarchical

multiple regression analysis. Results. Effects of media exposure on drinking behavior, controlling for grade level, ethnicity, gender, household income, and education levels were primarily positive and indirect, operating through a number of intervening beliefs, especially expectancies (  $\beta = .59$ ;  $r(2) = .33$ ). Direct associations, primarily with exposure to late- night talk shows (  $\beta = .12$ ;  $r(2) = .01$ ), were small. Parental discussion also affected behavior indirectly, operating through expectancies, identification, and perceived realism. The appeal of products with alcohol logos, which was higher among the younger students ( $t = 3.44$ ) and predicted by expectancies (  $\beta = .37$ ;  $r(2) = .13$ ), sports viewing ( $\beta = .17$ ;  $r(2) = .03$ ) and late-night talk shows ( $\beta = .10$ ;  $r(2) = .01$ ), predicted actual drinking behavior ( $\beta = .22$ ;  $r(2) = .04$ ). Drinking behavior was higher among the older students ( $t = -2.515$ ). Conclusions. Adolescents make drinking decisions using a progressive, logical decision-making process that can be overwhelmed by wishful thinking. The potential risk of frequent exposure to persuasive alcohol portrayals via late-night talk shows, sports, music videos, and prime-time television for underage drinking is moderated by parental reinforcement and counter-reinforcement of messages. Interventions need to acknowledge and counter the appeal of desirable and seemingly realistic alcohol portrayals in the media and alert parents to their potential for unintended adverse effects. Copyright 2000, American Academy of Pediatrics

**Basil MD; Basil DZ; Schooler C. Cigarette advertising to counter New Year's resolutions. *Journal of Health Communication* 5(2): 161-174, 2000. (39 refs.)**

One process through which tobacco advertising may work is by reducing rates of quitting. Theories of addiction support the notion that relapse can be prompted by environmental cues. Further, because withdrawal symptoms occur over a predictable time frame, and because the most popular time to quit smoking is the beginning of the year, as a New Year's resolution, tobacco companies can make use of advertising to remind quitters of their need to smoke. Study 1 examined advertising in 10 popular magazines. It found a higher number of ads in January and February than the rest of the year after 1984. Study 2 examined cigarette advertising on the back cover of 10 other popular magazines. This study also found a higher rate of cigarette advertisements in January and February than for the rest of the year. The results suggest that cigarette marketers may be attempting to preempt quitting by cuing smoking behavior. Copyright 2000, Taylor and Francis, Inc.

**Beltramini RF; Bridge PD. Relationship between tobacco advertising and youth smoking: Assessing the effectiveness of a school-based, antismoking intervention program. *Journal of Consumer Affairs* 35(2): 263-277, 2001. (49 refs.)**

A significant consumer issue today concerns tobacco advertising and youth smoking behavior and what is being done in the interest of these young consumers to reduce smoking. Since the Master Settlement Agreement earmarked resources for consumer education, progress is being made researching the effectiveness of antismoking advertising and of school-based, antismoking interventions. This paper explores the effectiveness and potential of one such program to encourage additional interdisciplinary research attention and to provide direction in reducing smoking uptake behavior among youth. Copyright 2001, American Council on Consumer Interests

**Biener L; Siegel M. Tobacco marketing and adolescent smoking: More support for a causal inference. *American Journal of Public Health* 90(3): 407-411, 2000. (55 refs.)**

Objectives. This prospective study examined the effect of tobacco marketing on progression to established smoking. Methods. Massachusetts adolescents (n = 529) who at baseline had smoked no more than 1 cigarette were reinterviewed by telephone in 1997. Analyses examined the effect of receptivity to tobacco marketing at baseline on progression to established smoking. Controlling for significant covariates. Results. Adolescents who, at baseline, owned a tobacco promotional item and named a brand whose advertisements attracted their attention were more than twice as likely to become established smokers (odds ratio = 2.70) than adolescents who did neither. Conclusions. Participation in tobacco marketing often precedes, and is likely to facilitate, progression to established smoking. Hence, restrictions on tobacco marketing and promotion could I-educate addiction to tobacco. Copyright 2000, American Public Health Association. Used with permission

**Caraher M; Baker H. Designing an information leaflet: Using consumer-oriented research to inform the development of a drug resource for children. *Drugs: Education, Prevention and Policy* 8(3): 243-260, 2001. (44 refs.)**

This project was commissioned to develop a written drug information resource for children and from this to develop a model of good practice. The article focuses on the way the resource was designed using a consumer-oriented approach, The research was undertaken in three stages: Stage one: listening. Identification of the mindset of the children and needs assessment of both children and parents and teachers. This also included a review of the literature. Stage two: interpreting. Development and design of resources based on the findings of the first stage, the literature review and the views of parents and professionals. Stage three: evaluation. Piloting the material and obtaining feedback from children, teachers and parents. The results from stage one resulted in a decision to focus on drug use and skill enhancement as opposed to the provision of factual information about drugs. The study attempted to consult and keep in touch with consumers; with the aim of producing effective and innovative communication. The resulting resource allowed children to establish their own position in relation to drug use and was therefore capable of meeting the differing needs of different groups of children. Copyright 2001, Carfax Publishing Co.

**Christie J; Fisher D; Kozup JC; Smith S; Burton S; Creyer EH. The effects of bar-sponsored alcohol beverage promotions across binge and nonbinge drinkers. *Journal of Public Policy & Marketing* 20(2): 240-253, 2001. (31 refs.)**

Alcohol-related problems have proliferated on college campuses in recent years and have resulted in many negative consequences, including death. The authors examine the effects of advertised drink specials at bars (reduced prices on beer and wine, all you can drink for a fixed price) in two between-subjects experiments. The findings indicate that these advertised promotions positively affect attitudes and intentions of patronizing the bar and influence students' expectations of amounts consumed for themselves and other consumers. The authors examine the effects of the promotions for consumers who are categorized as binge and nonbinge drinkers and find that binge drinkers differ from

nonbingers in their attitudes and intentions related to such promotions in several important ways. For example, when a social responsibility, message about not drinking and driving is included in the advertisement, bar patronage intentions are lower for nonbinge drinkers, but there is no effect of the message for binge drinkers. The authors address implications for consumer welfare and policy. Copyright 2001, Journal of Public Policy & Marketing

**Colditz GA; Samplin-Salgado M; Ryan CT; Dart H; Fisher L; Tokuda A et al. Harvard Report on Cancer Prevention, Volume 5. Fulfilling the potential for cancer prevention: Policy approaches. (review). *Cancer Causes & Control* 13(3): 199-212, 2002. (121 refs.)**

This report discusses five behavior risk factors and their incidence on cancer: tobacco use, physical activity, weight maintenance, diet, and alcohol use. For each of these risk factors, the author summarize the epidemiological evidence, and then identify a number of key policies that draw on current knowledge. The intent is to identify policies that create a prevention-oriented environment that makes risk-reduction behaviors easier for individuals to choose and maintain. Thus it focuses on barriers at the community/societal level toward. Specific policy recommendations are set forth, that include , e.g. for tobacco excise taxation, use of tobacco settlement monies, regulatory efforts at the municipal, state, and federal levels, to reduce environmental smoke, regulatory efforts to reduce marketing and promotion of tobacco products to youth, enforcement of laws that reduce youth access to tobacco (vending machines, online retailers, and universal insurance coverage for evidence-based treatment of nicotine dependence. In respect to alcohol, the report includes discussion of health guidelines for alcohol consumption. For exercise recommendation range from increasing access to school athletic facilities, to use of transportation funds for bike paths. Copyright 2002, Rapid Communications of Oxford, Ltd.

**Cutler TJ; Nye DA. Anything but 'empowerment'? Smokers, tar and nicotine data and cigarette design. *Health Risk & Society* 2(1): 69-81, 2000. (35 refs.)**

While there are important differences between the public health policies of Conservative governments of the 1980s and 90s and the current British Labour government a significant element of continuity is the emphasis on government facilitating informed choice by consumers as a key public health objective. The article considers such approaches to disclosure of health risks with respect to policy on the regulation of smoking. It argues that regulation, in this area, under the Conservatives has not served to 'empower' consumers and that such regulatory weaknesses appear to be replicated under its successor. Defects in regulation are traced with respect to disclosure of information on tar and nicotine 'yields'; and cigarette design with respect to tip ventilation and the use of additives to increase nicotine delivery. It is argued that lack of disclosure and insufficient controls on the industry have led to consumers being misled concerning the relative risks of different types of cigarette. Equally, it is also likely that such deficiencies have enabled manufacturers to represent some cigarette types as 'safe'. The paper concludes by arguing that, while the weaknesses of the current regulatory regime suggest the need for measures of increased disclosure and control of product design, there is also an unresolved tension

as to whether 'empowerment' is an intrinsic goal of policy or a means to the achievement of public health targets. Copyright 2000, Carfax Publishing

**DeJong W; Wallack L. The drug Czar's anti-drug media campaign: Continuing concerns. (review). *Journal of Health Communication* 5(1): 77-82, 2000. (15 refs.)**

In reviewing the anti-drug media campaign organized by the Office of National Drug Control Policy (ONDCP), we expressed concern about both its strategic direction and execution (*Journal of Health Communication*, 1999, 4:2 155-160). The response from ONDCP's director, General Barry R. McCaffrey, still leaves us concerned about the campaign's chances for success. We review ONDCP's strong opposition to including alcohol in the campaign, its continued reliance on fear appeals, and its relative inattention to building support for environmental prevention strategies. We voice again our concerns about ONDCP's underutilization of an expert review committee of behavioral scientists. Copyright 2000, Taylor and Francis, Inc

**Duffy SA; Burton D. Cartoon characters as tobacco warning labels. *Archives of Pediatrics & Adolescent Medicine* 154(12): 1230-1236, 2000. (53 refs.)**

Background: Multiple studies have indicated that the Joe Camel advertising campaign has been successful in marketing tobacco to children and adolescents, whereas other studies have reported that current tobacco warning messages are ineffective. Objective: To determine the importance and believability of familiar and novel tobacco warning messages with and without cartoons that were modeled after Joe Camel. Design: Children and adolescents (N=580) in Chicago, Illinois, public schools were surveyed to determine the believability and importance of 3 cartoon tobacco warnings modeled after Joe Camel developed with the messages "Smoking Causes Lung Cancer, Heart Disease, Emphysema, and May Complicate Pregnancy" or "Smoking Kills" and the same 2 messages without cartoons. Results: Respondents rated all 3 cartoons significantly more believable than the plain condition regardless of the message (P

**Edwards G. Addiction treatment and the making of large claims. (editorial). *Addiction* 95(12): 1755-1757, 2000. (10 refs.)**

This editorial considers the practice of making exaggerated claims for treatment outcome in the general press, and the role of "advertising" by those in the treatment community. Copyright 2001, Project Cork

**Feighery EC; Ribisl KM; Schleicher N; Lee RE; Halvorson S. Cigarette advertising and promotional strategies in retail outlets: Results of a statewide survey in California. *Tobacco Control* 10(2): 184-188, 2001. (27 refs.)**

Objective-To examine the extent and types of cigarette advertising materials in stores and to assess tobacco company compliance with the 1998 Master Settlement Agreement (MSA). Design-A cross-sectional analysis of a random sample of 586 stores that sold cigarettes. Setting-US state of California. Main outcome measures-Trained data collectors classified cigarette advertising materials by type (signs, displays, functional items), location (interior or exterior), and placement (below 3 feet (1 m) or near candy). Results-California retail outlets featured 17.2 (SD 16.1) tobacco advertising materials on average, and 94% of stores featured at least some advertising. About 85% of these were within 4

feet (1.3 Ill) of the counter. About 50% of the scores had ads at or below 3 feet, and 23% had cigarette to candy. in violation of the MSA, 3% of stores featured signs with cartoons and 11% had large exterior signs. Conclusions-Tobacco companies are aggressively using stores to market cigarettes. Moreover, the spirit of the MSA-to protect children from cigarette advertising-has not been realised. Future studies should monitor industry use of this venue and assess the impact of exposure to cigarette advertising materials in stores on adult smokers and youth. Copyright 2001, BMJ Publishing Group

**Findlay RA; Sheehan MC; Davey J; Brodie H; Rynne F. Liquor law enforcement: policy and practice in Australia. *Drugs: Education, Prevention and Policy* 9(1): 85-94, 2002. (34 refs.)**

In Australia, even though there are liquor laws that make it amongst other things, illegal to sell alcohol to persons under 18 years of age and to intoxicated persons, the research shows that there is not a high level of compliance with these laws. This study investigated police reports of enforcement of liquor laws in rural and urban Australia by surveying 270 rural and 336 urban operational police officers. The results showed that police directed most enforcement at individual drinkers in breach of the law rather than the venue that supplied the alcohol. Only 18% of rural and 14% of urban officers claimed to have enforced a breach by a vendor or licensee, whereas 62% of rural officers compared with 52% of urban officers had enforced a breach by an individual in the past 12 months. The enforcement behaviour of both rural and urban officers was significantly influenced by their self-reported knowledge of the liquor laws. In both locations the officers who were the most likely to enforce vendor or licensee breaches were those who claimed they had a very good knowledge of the liquor laws. Our results were consistent with previous research and indicated the need for policy development and training and the enlistment of community support if there is to be a breakthrough in the area of liquor law enforcement at the point of sale. Copyright 2002, Carfax Publishing Co.

**Fischer G. Our ethical responsibility. (editorial). *Addiction* 95(12): 1769-1770, 2000. (5 refs.)**

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**Godbold LC; Pfau M. Conferring resistance to peer pressure among adolescents: Using inoculation theory to discourage alcohol use. *Communication Research* 27(4): 411-437, 2000. (28 refs.)**

In this study, 417 sixth graders who were nondrinkers participated in a test of inoculation theory. Students viewed either a normative or information-based antidrinking public service announcement (PSA) or a neutral PSA unrelated to alcohol. Half of the students immediately saw a set of commercials that included beer advertisements. All students then completed a questionnaire measuring threat vulnerability, perceptions of peer acceptance of alcohol use, attitudes, and behavioral intentions. Two weeks later the remaining group viewed the commercials. The students again completed the questionnaire. Immediately after viewing, the normative PSA produced lower estimations of peer acceptance of alcohol than did either the informational or neutral PSAs. When viewing commercials immediately following the PSAs, students were most resistant to persuasion both immediately following viewing and 2 weeks later. Path models revealed

that estimates of peer acceptance and threat vulnerability affected resistance. Copyright 2000, Sage Publications, Inc

**Grube JW; Nygaard P. Adolescent drinking and alcohol policy. *Contemporary Drug Problems* 28(1): 87-132, 2001. (143 refs.)**

Policy approaches to prevention have considerable promise for addressing underage drinking and its associated problems. Based on the available evidence, the most effective policies appear to be (a) taxation or price increases, (b) increases in the minimum drinking age, and (c) graduated licensing or zero tolerance. Random breath testing and sobriety checkpoints also appear promising, although there is little evidence for their effectiveness specifically with young people. Major changes in the conditions of sale (e.g., privatization) may also affect the availability of alcohol to young people and thus underage drinking. The evidence is less convincing, however, for the effects of more modest license restrictions (e.g., limiting outlet density, hours of sale), responsible beverage service, advertising restrictions, warning labels, keg registration, and school policies. It is clear from the available research that no policy can be effective unless it is accompanied by enforcement and by awareness on the part of the intended targets of both the policy and the enforcement efforts. Copyright 2001, Federal Legal Publications, Inc

**Hacker GA; Wiecking F; Leoncavallo LF. *Comments of the Center for Science in the Public Interest regarding health claims on Alcoholic-Beverages. (Draft). Washington DC: Center for Science in the Public Interest, January 28, 2000. (73 refs.)***

This letter in draft form for public review and comment sets forth the Center's intended comments upon the Bureau of Alcohol, Tobacco, and Firearms' (ATF) proposal to amend its regulations concerning health claims for alcoholic beverages. In sum, the Center for Science in the Public Interest (CSPI) urges the ATF to prohibit any and all health claims and health related statements in the labeling and advertising of alcoholic beverages. The CSPI sets forth 5 reasons to support its request of a ban: (1) That health claims are inherently misleading because (a) there are serious health risks associated with alcohol consumption; (b) the beneficial effects of moderate consumption do not apply universally; (c) there are many groups of people who should abstain or minimize consumption of alcohol; (d) inclusion of health claims would undermine the governmental warning label; and (e) explanatory statements are insufficient to clarify a misleading health claim. Secondly that health claims for alcohol contradict Congressional policy and conflict with FDA and USDA regulatory schemes. Third, an alcoholic beverage that makes a health claim can be regulated as a drug. Fourth, the negative public health consequences outweigh any potential benefits; and fifth, there are safer means of reducing one's risk of disease. Copyright 2000, Project Cork

**Hastings G; MacFadyen L. A day in the life of an advertising man: Review of internal documents from the UK tobacco industry's principal advertising agencies. *British Medical Journal* 321(7257): 366-371, 2000. (26 refs.)**

In 1999 the Health Select committee began an investigation into the British Tobacco industry to determine what action it had taken and was taking in response to the known harmful effects of smoking and the addictive nature of tobacco. One of the Committee's achievements had been to force the disclosure of a large quantity of internal company

documents pertaining to tobacco promotion. The Committee also requested documents from the major UK advertising agencies with tobacco companies as clients, to secure information on their dealings in the prior five years. Qualitative methods were used to analyze this information, looking at several major themes --the affect of advertising on consumption as well as brand share, targeting of young people, other forms of promotion and their role. Each of these areas is discussed in detail bringing to bear the data secured. The results of this analysis and its implications for policy are discussed. Among the findings were that Indeed efforts were directed at increasing smoking in the aggregate as well as brand share, there were efforts to invigorate market sectors, such as cigars, and efforts to recruit new smokers. There was also evidence related to advertising agencies identifying general concerns in the population that could be used to combat government's anti-smoking efforts. These included concerns within the population about the intrusion of government, restrictions on free speech, the "slippery slope" issue of "what next." Copyright 2000, British Medical Association

**Hughes JR. Do "Light" cigarettes undermine cessation? *Tobacco Control* 10(Supplement): I41-I42, 2001. (18 refs.)**

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**Jackson MC; Hastings G; Wheeler C; Eadie D; MacKintosh AM. Marketing alcohol to young people: implications for industry regulation and research policy. *Addiction* 95(12 Supplement): S597-S608, 2000. (43 refs.)**

This paper focuses on the marketing of alcohol to young people in the United Kingdom, but the lessons that emerge have international significance. Alcohol is a global enterprise and recent consolidation means that it is controlled by a decreasing number of expanding multi- nationals. Alcohol companies are able to allocate significant resources to researching consumer preferences, developing new products and promoting them on an international level. Recent years have seen a growth in the value that youth culture attaches to brand labels and symbols and a move away from the healthy-living ethos. The alcohol industry's response to these trends has been to design alcoholic beverages that appeal to young people, using well-informed and precisely targeted marketing strategies. This has led to growing concerns about the implications for public health and a demand for tighter controls to regulate alcohol marketing practices. In the United Kingdom, controls on alcohol are piecemeal and reactive and the current system of voluntary regulation appears ineffective. This paper argues for more research to establish current industry practice and inform the development of a comprehensive regulatory structure and system of monitoring. Copyright 2000, Society for the Study of Addiction to Alcohol and Other Drugs

**Jones SC; Donovan RJ. Messages in alcohol advertising targeted to youth. *Australian and New Zealand Journal of Public Health* 25(2): 126-131, 2001. (29 refs.)**

Objective: To assess young people's perceived messages in three ads for a vodka-based, premixed alcohol beverage, and to assess the extent to which the ads appeared to be consistent with the industry's voluntary code. Method: Members of two convenience samples of young people (15-16 and 19-21 years) were each exposed to one of three advertisements. Respondents completed a post exposure questionnaire based on standard

advertising copy testing procedures. Results: The most frequently nominated open-ended responses to 'the main message(s) of the ad' related to the product delivering mood effects: both removal of negative emotions (e.g. 'stress reduction'), as well as inducing positive states such as feeling 'carefree' and gaining 'increased enjoyment'. Consumption of the product was perceived to offer 'self-confidence', 'sexual/relationship success' and 'social success'; Fewer respondents nominated tangible product characteristics, the main one being 'easy to drink'. One in four of the 15-16 year olds saw the ads as aimed at 'people my age', while almost half of the 19-21 year olds saw the ads as aimed at 'people younger or much younger than me'. Discussion: These results appear to contravene the Alcoholic Beverages Advertising Code (ABAC) by suggesting that the consumption of alcohol beverages: (i) contributes to social and sexual success; and (ii) contributes to a significant change in mood (stress reduction/relaxation). Implications: Incidental observation of alcohol ads suggests that contravention of the code is more widespread than the number of alcohol advertising complaints would indicate. All 11 such complaints lodged with the Advertising Standards Board between May 1998 and April 1999 were dismissed. Evidence such as that gathered in this study might improve the chances of complaints being upheld. Copyright 2001, Public Health Association of Australia

**Katz SK; Lavack AM. Tobacco related bar promotions: Insights from tobacco industry documents. *Tobacco Control* 11(Supplement): I92-I101, 2002. (49 refs.)**

Objectives: To examine the tobacco industry's use of bar promotions, including their target groups, objectives, strategies, techniques, and results. Design: Over 2000 tobacco industry documents available as a result of the Master Settlement Agreement were reviewed on the internet at several key web sites using keyword searches that included "bar", "night", "pub", "party", and "club". The majority of the documents deal with the US market, with a minor emphasis on Canadian and overseas markets. Results: The documents indicate that bar promotions are important for creating and maintaining brand image, and are generally targeted at a young adult audience. Several measures of the success of these promotions are used, including number of individuals exposed to the promotion, number of promotional items given away, and increased sales of a particular brand during and after the promotion. Conclusion: Bar promotions position cigarettes as being part of a glamorous lifestyle that includes attendance at nightclubs and bars, and appear to be highly successful in increasing sales of particular brands. Copyright 2002, BMJ Publishing Group  
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**King C, III; Siegel M; Pucci LG. Exposure of black youths to cigarette advertising in magazines. *Tobacco Control* 9(1): 64-70, 2000. (37 refs.)**

Objective-To estimate the potential exposure of black adolescents to brand specific advertising in magazines. Design-A probit regression analysis was conducted of pooled 1990 and 1994 data on brand specific advertising in 36 popular US magazines to examine the relationship between the presence or absence of advertising in each magazine for each of 12 cigarette brands, and the proportion of each magazine's youth(ages 12-17 years) readers who were black. Main outcome measures-The presence or absence of advertising in each magazine in 1990 and 1994, for each of 12 cigarette brands. Results-After

controlling for total magazine readership and the percentage of young adult, Hispanic, and female readers, black youth cigarette brands (those whose market share among black youths exceeded their overall market share) were more likely than other brands to advertise in magazines with a higher percentage of black youth readers. Holding all other variables constant at their sample means, the probability of a non-black youth brand advertising in a magazine decreased over the observed range of percentage black youth readership from 0.65 (95% confidence interval (CI) 0.55 to 0.75) for magazines with 5% black youth readers to 0.33 (95% CI 0.00 to 0.69) for magazines with 91% black youth readers. In contrast, the probability of a black youth brand advertising in a magazine increased from 0.40 (95% CI 0.17 to 0.62) at 5% black youth readership to 1.00 (95% CI 0.97 to 1.00) at 91% black youth readership. Conclusions-Black youths are more likely than white youths to be exposed to magazine advertising by cigarette brands popular among black adolescents. Copyright 2000, BMJ Publishing Group

**King CI III; Siegel M. The master settlement agreement with the tobacco industry and cigarette advertising in magazines. *New England Journal of Medicine* 345(7): 504-511, 2001. (42 refs.)**

Background: In 1998, the attorneys general of 46 states signed a Master Settlement Agreement with the four largest tobacco companies in the United States. The agreement prohibits tobacco advertising that targets people younger than 18 years of age. Methods: We analyzed the trends in expenditures for advertising for 15 specific brands of cigarettes and the exposure of young people to cigarette advertising in 38 magazines between 1995 and 2000. We defined cigarette brands as "youth" brands if they were smoked by more than 5 percent of the smokers in the 8th, 10th, and 12th grades in 1998; all others were considered to be "adult" brands. We classified magazines as youth-oriented magazines if at least 15 percent of their readers or at least 2 million of their readers were 12 to 17 years old. "Reach," a standard measure of exposure to advertising, was defined as the number of young persons who read at least one issue of a magazine containing an advertisement for a particular brand of cigarette during a given year. Results: In 2000 dollars, the overall advertising expenditures for the 15 brands of cigarettes in the 38 magazines were \$238.2 million in 1995, \$219.3 million in 1998, \$291.1 million in 1999, and \$216.9 million in 2000. Expenditures for youth brands in youth-oriented magazines were \$56.4 million in 1995, \$58.5 million in 1998, \$67.4 million in 1999, and \$59.6 million in 2000. Expenditures for adult brands in youth-oriented magazines were \$72.2 million, \$82.3 million, \$108.6 million, and \$67.6 million, respectively. In 2000, magazine advertisements for youth brands of cigarettes reached more than 80 percent of young people in the United States an average of 17 times each. Conclusions: The Master Settlement Agreement with the tobacco industry appears to have had little effect on cigarette advertising in magazines and on the exposure of young people to these advertisements. Copyright 2001, Massachusetts Medical Society

**Kozlowski LT; Palmer R; Stine MM; Strasser AA; Yost BA. Persistent effects of a message counter-marketing light cigarettes: Results of a randomized controlled trial. *Addictive Behaviors* 26(3): 447-452, 2001. (8 refs.)**

In a randomized, controlled trial, a national sample of smokers of light cigarettes heard by telephone a "radio message" counter-marketing Light cigarettes. This message caused

immediate changes in beliefs. Follow-up telephone interviews were done about 7 months later. The Message Group (N = 181) was more likely than the Control Group (N = 85) to report that (a) one Light equaled one Regular in tar yield to smokers, (b) Lights did not decrease health risks, and (c) they wanted to give up smoking ( $P < .05$ ); they did not report greater quitting or intention to quit, or greater knowledge of filter ventilation. Systematic counter-marketing of Lights is recommended. A telephone-based exposure and follow-up procedure could be a good way to study message effects. Copyright 2001, Elsevier Science Ltd

**Lariviere R; Larue B; Chalfant J. Modeling the demand for alcoholic beverages and advertising specifications. *Agricultural Economics* 22(2): 147-162, 2000. (53 refs.)**

In this paper, the demand for beer, wine, spirits and soft drinks in Ontario is modeled in two parts: an equation is specified to endogenize group expenditures and a demand system is set up to allocate budgeted group expenditures across types of beverages, Advertising is allowed to influence both the level of group expenditures and its allocation. Three popular advertising specifications are compared using the J-test and the likelihood dominance criterion. Even though all three specifications fitted well according to standard criteria, the calculated expenditure, price and advertising elasticities were sensitive to the manner with which advertising is specified. This clearly highlights the need to rely on a sound criterion to identify a dominant specification. From the identified dominant specification, we found that advertising has very subtle effects on expenditures on alcoholic beverages (group and individual beverages). Thus, advertising is not effective in enlarging markets and this suggests that firms (especially breweries) use advertising to compete in zero-sum market share games. From a public policy perspective, our results are comforting but future research should investigate whether the neutral effect of advertising on aggregated expenditures hide substantial offsetting changes in the drinking habits of individuals. Copyright 2000, Elsevier Science BV

**Lock CA; Kaner EFS. Use of marketing to disseminate brief alcohol intervention to general practitioners: Promoting health care interventions to health promoters. *Journal of Evaluation in Clinical Practice* 6(4): 345-357, 2000. (39 refs.)**

Health research findings are of little benefit to patients or society if they do not reach the audience they are intended to influence. Thus, a dissemination strategy is needed to target new findings at its user group and encourage a process of consideration and adoption or rejection. Social marketing techniques can be utilized to aid successful dissemination of research findings and to speed the process by which new information reaches practice. Principles of social marketing include manipulating the marketing mix of product, price, place and promotion. This paper describes the development of a marketing approach and the outcomes from a trial evaluating the effectiveness and cost-effectiveness of manipulating promotional strategies to disseminate actively a screening and brief alcohol intervention (SBI) programme to general practitioners (GPs). The promotional strategies consisted of postal marketing, telemarketing and personal marketing. The study took place in general practices across the Northern and Yorkshire Regional Health Authority. Of the 614 GPs eligible for the study, one per practice, 321 (52%) took the programme and of those available to use it for 3 months (315), 128 (41%) actively considered doing so, 73 (23%) actually went on to use it. Analysis of the specific impact of the three

different promotional strategies revealed that while personal marketing was the most effective overall dissemination and implementation strategy, telemarketing was more cost-effective. The findings of our work show that using a marketing approach is promising for conveying research findings to GPs and in particular a focus on promotional strategies can facilitate high levels of uptake and consideration in this target group. Copyright 2000, Blackwell Science Ltd

**MacFadyen L; Hastings G; MacKintosh AM. Cross sectional study of young people's awareness of and involvement with tobacco marketing. *British Medical Journal* 322(7285): 513-517, 2001. (22 refs.)**

**Objectives** To examine young people's awareness of and involvement with tobacco marketing and to determine the association, if any, between this and their smoking behaviour. **Design** Cross sectional, quantitative survey, part interview and part self completion, administered in respondents' homes. **Setting** North east England. **Participants** Stratified random sample of 629 young people aged 15 and 16 years who had "opted in" to research through a postal consent procedure. **Results** There was a high level of awareness of and involvement in tobacco marketing among the 15-16 year olds sampled in the study: around 95% were aware of advertising and all were aware of some method of point of sale marketing. Awareness of and involvement with tobacco marketing were both significantly associated with being a smoker: for example, 30% (55/185) of smokers had received free Sifts through coupons in cigarette packs, compared with 11% (21/199) of non- smokers ( $P < 0.001$ ). When other factors known to be linked with teenage smoking were held constant, awareness of coupon schemes, brand sc-etching, and tobacco marketing in general were all independently associated with current smoking status. **Conclusions** Teenagers are aware of, and are participating in, many forms of tobacco marketing, and both awareness and participation are associated with current smoking status. This suggests that the current voluntary regulations designed to protect young people from smoking are not working, and that statutory regulations are required. Copyright 2001, British Medical Association

**MacKinnon DP; Nohre L; Cheong JW; Stacy AW; Pentz MA. Longitudinal relationship between the alcohol warning label and alcohol consumption. *Journal of Studies on Alcohol* 62(2): 221-227, 2001. (39 refs.)**

**Objective:** The present study reports the longitudinal relationship between alcohol warning label exposure and alcohol consumption among adolescents. **Method:** In-school surveys assessed adolescents at three annual time points beginning in tenth grade. There were 649 participants measured at all three time points; 51% were female. Four effects were the focus of the covariance structure, latent growth analysis of these data: (1) an exposure effect, whereby earlier alcohol use leads to more exposure to the warning label; (2) a deterrent effect, whereby earlier alcohol warning label exposure reduces subsequent alcohol consumption; (3) a harmful effect, corresponding to a positive relationship between early exposure and subsequent consumption; and (4) both exposure and deterrent effects operating at the same time. **Results:** There was a statistically significant exposure effect such that earlier alcohol use was associated with later exposure to the warning. The association between earlier alcohol warning label exposure and subsequent alcohol use was generally negative but not statistically significant, suggesting that the

warning did not affect alcohol consumption. Conclusions: These results suggest that the alcohol warning label is having the intended effect as described in the law requiring the warning. That is, it is informing and reminding persons of the risks associated with alcohol use. The warning does not appear to significantly increase or decrease alcohol consumption. Copyright 2001, Alcohol Research Documentation, Inc. Used with permission

**Meyer RE. The managed care context. (editorial). *Addiction* 95(12): 1763-1764, 2000. (1 refs.)**

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**Miller WR. Professional ethics and marketing of treatment. (editorial). *Addiction* 95(12): 1764-1765, 2000. (7 refs.)**

**Moscato S; Black DR; Blue CL; Mattson M; Galer-Unti RA; Coster DC. Evaluating a fear appeal message to reduce alcohol use among "Greeks". *American Journal of Health Behavior* 25(5): 481-491, 2001. (38 refs.)**

Objective: To evaluate the impact of a fear appeal message on college students' drinking behavior using the extended parallel process model. Method: A survey was administered to a random sample of undergraduates (n=224) in 38 national fraternal organizations. Results: Both perceived efficacy and perceived threat were significantly correlated with drinking behavior. There was a significant difference both in drinking behavior and attendance at alcohol-free events between those who heard and those who did not hear the message. Conclusions: Theoretically based fear appeal messages may be a useful way to promote responsible drinking among college students. Copyright 2001, CB Slack, Inc.

**Munro G. Challenging the culture of sport and alcohol. (editorial). *International Journal of Drug Policy* 11(3): 199-202, 2000. (0 refs.)**

Cork Reprint

**Murphy P. Framing the nicotine debate: A cultural approach to risk. *Health Communication* 13(2): 119-140, 2001. (36 refs.)**

This study examined Congressional testimony concerning regulation of tobacco advertising by 3 policy factions representing industry, government, and lay activists. On the basis of the cultural theory of risk, policy disputants were divided into entrepreneurial, bureaucratic, and egalitarian communities, each with a distinct cosmology that impedes discourse among the groups. The authors examined ways in which the 3 policy factions framed the tobacco advertising issues to see the extent to which such unique cosmologies were expressed or whether mutual frames might signal opportunities for negotiation among the interest groups. Major themes in the testimony were identified through semantic network analysis and clustering of associated words that revealed discourse patterns peculiar to each group and reflective of their cultural biases toward health risk. Semantic network analysis can be a tool to clarify these presuppositions and unmask relations among factions, thereby bridging policy solutions across interest groups. Copyright 2001, Lawrence Erlbaum Associates, Inc.

**Newcomb MD; Mercurio CS; Wollard CA. Rock stars in anti-drug-abuse commercials: An experimental study of adolescents' reactions. *Journal of Applied Social Psychology* 30(6): 1160-1185, 2000. (32 refs.)**

Two studies examined adolescents' perceptions and effectiveness of rock stars in antidrug-abuse public-service announcements (PSAs). In the pilot study (N = 24 teenagers), adolescents expected rock musicians, and in particular heavy metal musicians, to be drug users. In our experimental study (N = 78 high school students aged 15 to 16 years), one group was shown 4 PSAs produced by Rock Against Drugs(R), using rock stars Jon Bon Jovi, Aimee Mann, Gene Simmons, and Belinda Carlisle as spokespersons. The comparison group was shown 4 equivalent PSAs that were created using unknown actors selected for their similarity to the rock stars in terms of age, ethnicity, and gender, but without any reference to rock music. PSA ratings were taken on 4 scales: attractiveness, expertness, trustworthiness, and overall PSA rating, pretest and posttest measures of drug attitudes supported our hypotheses that countermessages from rock stars denormalize the connection between rock music and drugs, and that adolescents respond more positively to PSAs with rock stars than to PSAs without rock stars. Copyright 2000, V.H. Winston & Sons, Inc.

**Pierce JP; Gilpin EA. News media coverage of smoking and health is associated with changes in population rates of smoking cessation but not initiation. *Tobacco Control* 10(2): 145-153, 2001. (72 refs.)**

Objective-To determine whether changes in news media coverage of smoking and health issues are associated with changes in smoking behaviour in the USA. Design and main outcome measures Issue importance in the US news media is assessed by the number of articles published annually in major magazines indexed in The Reader's Guide to Periodical Literature. Annual incidence rates for cessation and initiation in the USA were computed from the large, representative National Health Interview Surveys (1965-1992). Patterns in cessation incidence were considered for ages 20-34 years and 35-50 years. Initiation incidence was examined for adolescents (14-17 years) and young adults (18-21 years) of both sexes. Results-From 1950 to the early 1980s, the annual incidence of cessation in the USA mirrored the pattern of news media coverage of smoking and health, particularly for middle aged smokers. Cessation rates in younger adults increased considerably when secondhand smoke concerns started to increase in the US population. Incidence of initiation in young adults did not start to decline until the beginning of the public health campaign against smoking in the 1960s. Among adolescents, incidence rates did not start to decline until the 1970s, after the broadcast ban on cigarette advertising. Conclusions-The level of coverage of smoking and health in the news media may play an important role in determining the rate of population smoking cessation, but not initiation. In countries where cessation has lagged, advocates should work to increase the newsworthiness of smoking and health issues. Copyright 2001, BMJ Publishing Group

**Poikolainen K. Large claims obstruct progress. (editorial). *Addiction* 95(12): 1766-1767, 2000. (2 refs.)**

**Polonsky MJ; Ford J; Evans K; Harman A; Hogan S; Shelley L; Tarjan L. Are feminists more critical of the portrayal of women in Australian beer advertisements than non-feminists? *Journal of Marketing Communications* 7(4): 245-256, 2001**

This study focused on examining the relationships between a respondent's level of feminism, their attitudes towards various levels of sexism in a series of Australian beer advertisements and their intention to purchase the products featured in the advertisements. The respondents were 100 female university students. Feminism was measured using the ten-item Bem Sex Role Inventory. The respondents were able to discriminate between the advertisements based on their level of sexism and they generally perceived the advertisements as depicting women in a less than flattering way. However, surprisingly the use of sexism in the identified beer advertisements and the respondents' level of feminism did not reflect negatively on purchase intentions. In fact, female respondents did not want the advertisements to be female audience targeted and did not feel that they would like the advertisements more if women were portrayed more positively. Implications and suggestions for future research are presented. Copyright 2001, Routledge

**Rabago N. A BOLD approach to Gallup New Mexico: On the road to recovery billboard blight: The fight to remove alcohol and tobacco billboards in San Antonio. IN: Streicker J, ed. *Case Histories in Alcohol Policy*. San Francisco: Trauma Foundation, 2000. pp. 189-190. (1 refs.)**

The San Antonio based Fighting Back "chapter" helped youth organize to replace billboards advertising alcohol with billboards with positive messages. As part of this effort was a billboard "count" that compared the numbers of billboards in minority neighborhoods with Anglo communities. The target of the effort were two the billboard advertising companies in the city. Copyright 2001, Project Cork

**Rosenberg NJ; Siegel M. Use of corporate sponsorship as a tobacco marketing tool: a review of tobacco industry sponsorship in the USA, 1995-99. *Tobacco Control* 10(3): 239-246, 2001. (37 refs.)**

Objective-To describe the nature and extent of tobacco company sponsorship in the USA during the period 1995-99 and analyse this sponsorship in a marketing context. Design-A cross-sectional study of tobacco company sponsorships identified through a customised research report from IEG Inc, and from internet web site searches. Methods-First, a customised report was received from IEG Inc, which identified sponsorship activities for Philip Morris, RJ Reynolds, Brown & Williamson, Lorillard, and US Tobacco for the years 1997 and 1998. Second, the internet was systematically searched for tobacco industry sponsorships during the period 1995-99 by the same parent companies and their respective brands. Results-During the period 1995-99, tobacco companies sponsored at least 2733 events, programmes, and organisations in the USA. Sponsorships involved all 50 states and the District of Columbia, and the minimum total funding amount of these sponsorships was \$365.4 million. Tobacco corporate sponsorships involved numerous small, community based organisations, both through direct funding and through grants to larger umbrella organisations, and many of these organisations were part of the public health infrastructure. Conclusions -- Tobacco corporate sponsorship serves as an important marketing tool for tobacco companies, serving both a sales promotion and

public relations function. Public health practitioners need to develop better surveillance systems for monitoring tobacco sponsorship, to seek out alternative funding sources for tobacco company sponsored events and organisations, and to consider promoting a ban on tobacco sponsorship, possibly linking such regulation to the creation of alternative funding sources. Copyright 2001, BMJ Publishing Group

**Rotfeld HJ. Misplaced marketing: Imagine the television commercial: "No stems, no seeds that you don't need, Baja Gold's a real smooth weed". *Journal of Consumer Marketing* 18(4-5): 389-391, 2001**

Discusses issues around marketing and the debate on legality of drugs. Notes that, while there has been a consideration of ways in which drug restrictions could be loosened, there is an underlying fear of the effects of marketing of such products. Looks also at issues surrounding the marketing of such legal products as cigarettes and alcohol, considering the popular "wisdom" that marketing activities cause people to act in a fashion contrary to their own self interests. Copyright 2001, MCB University Press, Ltd

**Saffer H; Chaloupka F. The effect of tobacco advertising bans on tobacco consumption. *Journal of Health Economics* 19(6): 1117-1137, 2000. (40 refs.)**

Tobacco advertising is a public health issue if these activities increase smoking. Although public health advocates assert that tobacco advertising does increase smoking, there is significant empirical literature that finds little or no effect of tobacco advertising. In this paper, these prior studies are examined more closely with several important insights emerging from this analysis. This paper also provides new empirical evidence on the effect of tobacco advertising in 22 Organization for Economic Cooperation and Development (OECD) countries. The primary conclusion of this research is that a comprehensive set of tobacco advertising bans can reduce tobacco consumption and that a limited set of advertising bans will have little or no effect. Copyright 2000, Elsevier Science Publishers B.V.

**Sargent JD; Dalton M; Beach M; Bernhardt A; Heatherton T; Stevens M. Effect of cigarette promotions on smoking uptake among adolescents. *Preventive Medicine* 30(4): 320-327, 2000. (35 refs.)**

Background. The purpose of this study was to evaluate the association between receptivity to cigarette promotions and smoking uptake in a cohort of adolescents. Methods and Measures. This was a prospective cohort study of 480 4th- to 11th-grade students conducted in three rural Vermont K-12 schools. Cigarette use was determined by self-report at baseline, 12 months (survey 2), and 21 months (survey 3). Proportional odds models were used to evaluate smoking uptake as a function of baseline measures of cigarette use, receptivity to cigarette promotions, and confounding factors, including grade, parental education, peer smoking, and family smoking. Adolescents were receptive to cigarette promotions if they owned or were willing to use a personal item bearing a cigarette brand logo [cigarette promotional item (CPI)]. Smoking status was measured using a 6-point ordinal index that combined experience and attitudes: 0 = never smoker/not susceptible to smoking, 1 = never smoker/susceptible to smoking, 2 = puffer (1 cigarette or less in lifetime), 3 = non-current experimenter (2-99 cigarettes in lifetime/none in past 30 days), 4 = current experimenter, and 5 = smoker (greater than or

equal to 100 cigarettes in lifetime). Results. The 480 students were equally distributed across grade at baseline. Environmental exposure to smoking was high, and 30% were receptive to cigarette promotions at baseline. Higher levels on the smoking index at baseline were associated with higher grade in school, peer smoking, and receptivity to cigarette promotions. One hundred eighty-five students (38.5%) had moved to a higher category on the smoking index by survey, of whom 30 had become smokers. Receptivity to cigarette promotions at baseline was significantly associated with higher smoking uptake, with 48.7% of receptive students moving up one or more categories on the smoking index [adjusted proportional odds 1.9 (95% CI 1.3, 2.9)]. Acquisition of receptivity to cigarette promotions was also associated with increased smoking uptake, with those becoming receptive in surveys 2 or 3 having significantly higher odds of progression [3.6 (1.8, 7.0) and 2.9 (1.5, 5.5), respectively] compared with those who did not change. Conversely, those who were receptive at one point but became non-receptive in surveys 2 or 3 had lower odds of progression [0.4 (0.2, 0.9) and 0.5 (0.3, 1.1), respectively]. Conclusions This study supports a close linkage between tobacco promotional activities and uptake of smoking among adolescents beyond baseline descriptions of receptivity to cigarette promotions. Over time, the likelihood of smoking uptake is increased when an adolescent acquires a CPI or becomes willing to use one and is decreased when an adolescent who owns a CPI loses it or becomes unwilling to use it. This provides strong evidence that elimination of cigarette promotional campaigns could reduce adolescent smoking. Copyright 2000, Academic Press, Inc.

**Sargent JD; Tickle JJ; Beach ML; Dalton MA; Ahrens MB; Heatherton TF. Brand appearances in contemporary cinema films and contribution to global marketing of cigarettes. *Lancet* 357(9249): 29-32, 2001. (21 refs.)**

Background: The appearance of a cigarette brand in a cinema film gives the brand a certain distinction through its association with the characters and general tone of the film. Through the worldwide distribution of films, brands are promoted globally. We assessed the tobacco-brand appearances in a 10-year sample of contemporary films. Methods We viewed the contents of the top 25 US box-office films for each year of release, from 1988 to 1997 (250 films in total). We compared the prevalence of brand appearances for films produced before a voluntary ban on paid product placement by the tobacco industry (1988-90) with films produced after the ban (1991-97). Tobacco-brand appearance was defined as the screen appearance of a brand name, logo, or identifiable trademark on products or product packaging, billboards, store-front advertising, or tobacco promotional items. We defined actor endorsement of a brand as the display of a brand while being handled or used by an actor. Findings: More than 85% of the films contained tobacco use. Tobacco brands appeared in 70 (28%) films. Brand appearances were as common in films suitable for adolescent audiences as they were in films for adult audiences (32 vs 35%), and were also present in 20% of those rated for children. Prevalence of brand appearance did not change overall in relation to the ban. However, there was a striking increase in the type of brand appearance depicted, with actor endorsement increasing from 1% of films before the ban to 11% after. Four US cigarette brands accounted for 80% of brand appearances. Revenues outside the USA accounted for 49% of total revenues for these films, indicating a large international audience. Interpretation: Tobacco-brand appearances are common in films and are becoming increasingly endorsed by actors. The

most highly advertised US cigarette brands account for most brand appearances, which suggests an advertising motive to this practice. Copyright 2001, Lancet Ltd.

**Shiffman S; Pillitteri JL; Burton SL; Rohay JM; Gitchell JG. Effect of health messages about "Light" and "Ultra Light" cigarettes on beliefs and quitting intent. *Tobacco Control* 10(Supplement): I24-I32, 2001. (22 refs.)**

Objective To test the impact of three health messages focusing on vent holes, sensory effects of Light and Ultra Light cigarettes, or health consequences of smoking, respectively, on beliefs and quitting intentions. Design-In the course of a random digit dialed telephone survey, subjects were randomised to hear one of three messages. To test the effects of the messages, beliefs and quitting intentions were assessed both pre- and post-message. Participants-Daily smokers (n = 2120) of Regular (46%), Light (39%), and Ultra Light (15%) cigarettes in the USA. The sample was weighted to match the US smoker population on age, sex, and ethnicity. Main outcome measures-Beliefs were summarised on three dimensions: Safety (reduced health risk), Delivery (lower tar and nicotine delivery), and Sensation (less harsh). Quitting interest was captured by the "quit index", an aggregate measure of quitting interest and intent. Results The message focusing on smokers' sensory perceptions of Light and Ultra Light cigarettes resulted in the most positive change in beliefs about safety, delivery, and intent to quit, and was particularly effective among those who believed that these cigarettes were less harsh. The effect was most pronounced among young, adults, and among smokers of Light and Ultra Light brands who most endorsed their sensory benefits. Conclusions-Addressing smokers' sensory experience that Light and Ultra Light cigarettes feel less harsh may be a promising strategy for changing their misconceptions about these cigarettes and enhancing, their interest in quitting. Media counter-advertising on Lights and Ultra Lights, focusing on sensory aspects of these cigarettes, may be an important part of tobacco control efforts. Copyright 2001, BMJ Publishing Group

**Siegel M; Biener L. The impact of an antismoking media campaign on progression to established smoking: Results of a longitudinal youth study. *American Journal of Public Health* 90(3): 380-386, 2000. (46 refs.)**

Objectives. We examined the impact of a statewide antismoking media campaign on progression to established smoking among Massachusetts adolescents. Methods. We conducted a 4-year longitudinal survey of 592 Massachusetts youths, aged 12 to 15 years at baseline in 1993. We examined the effect of baseline exposure to television, radio, and outdoor antismoking advertisements on progression to established smoking (defined as having smoked 100 or more cigarettes), using multiple logistic regression and controlling for age; sex; race; baseline smoking status; smoking by parents, friends, and siblings; television viewing; and exposure to antismoking messages not related to the media campaign. Results. Among younger adolescents (aged 12 to 13 years at baseline), those reporting baseline exposure to television antismoking advertisements were significantly less likely to progress to established smoking (odds ratio - 0.49, 95% confidence interval - 0.26, 0.93). Exposure to television antismoking advertisements had no effect on progression to established smoking among older adolescents (aged 14 to 15 years at baseline), and there were no effects of exposure to radio or outdoor advertisements. Conclusions. These results suggest that the television component of the Massachusetts

antismoking media campaign may have reduced the rate of progression to established smoking among young adolescents. Copyright 2000, American Public Health Association. Used with permission

**Siegel M; Mowery PD; Pechacek TP; Strauss WJ; Schooley MW; Merritt RK et al. Trends in adult cigarette smoking in California compared with the rest of the United States, 1978-1994. *American Journal of Public Health* 90(3): 372-379, 2000. (66 refs.)**

Objectives. This study compared trends in adult cigarette smoking prevalence in California and the remainder of the United States between 1978 and 1994. Methods. We used data from National Health Interview Surveys and Behavioral Risk Factor Surveillance System surveys to compare trends in smoking prevalence among persons 18 years and older. Results. In both California and the remainder of the United States, the estimated annual rate of decline in adult smoking prevalence accelerated significantly from 1985 to 1990: to -1.22 percentage points per year (95% confidence interval [CI]= -1.51, -0.93) in California and to -0.93 percentage points per year (95% CI= -1.13, -0.73) in the remainder of the nation. The rate of decline slowed significantly from 1990 to 1994: to -0.39 percentage points per year (95% CI= -0.34, 0.24) in the remainder of the United States. Conclusions. The presence of an aggressive tobacco control intervention has supported a significant decline in adult smoking prevalence in California from 1985 to 1990 and a slower but still significant decline from 1990 to 1994, a period in which there was no significant decline in the remainder of the nation. To restore nationwide progress in reducing smoking prevalence, other states should consider similar interventions. Copyright 2000, American Public Health Association. Used with permission

**Sly DF; Hopkins RS; Trapido E; Ray S. Influence of a counteradvertising media campaign to initiation of smoking: The Florida "truth" campaign. *American Journal of Public Health* 91(2): 233-238, 2001. (20 refs.)**

Objectives. The purpose of this study was to assess the short-term effects of television advertisements from the Florida "truth" campaign on rates of smoking initiation. Methods. A follow-up survey of young people aged 12 to 17 years (n= 1820) interviewed during the first 6 months of the advertising campaign was conducted. Logistic regression analyses were used to estimate the independent effects of the campaign on smoking initiation while other factors were controlled for. Results. Youths scoring at intermediate and high levels on a media effect index were less likely to initiate smoking than youths who could not confirm awareness of television advertisements. Adjusted odds ratios between the media index and measures of initiation were similar within categories of age, sex, susceptibility, and whether a parent smoked. Conclusions. Exposure to the "truth" media campaign lowered the risk of youth smoking initiation. However, the analysis did not demonstrate that all such media programs will be effective. Copyright 2001, American Public Health Association. Used with permission

**Snyder LB; Milici FF; Mitchell EW; Proctor DCB. Media, product differences and seasonality in alcohol advertising in 1997. *Journal of Studies on Alcohol* 61(6): 896-906, 2000. (55 refs.)**

Objective: To spell out recent events related to the alcohol advertising controversy and to describe the extent of alcohol advertising for 1 year, the media favored for advertising different types of alcoholic beverages and seasonal variation in advertising patterns. Method: Monthly advertising data for 1997 were obtained from a variety of sources, including a commercial media monitoring service, a watchdog group, and trade and business press. Media examined were national and local television, radio, magazines, newspapers and billboards. Results: Alcohol advertising expenditures were greatest in the late spring/early summer and during the holiday season. Television received the preponderance of alcohol advertising dollars for beer, wine, wine coolers and premixed drinks. Distilled spirits relied mostly on magazine advertising. Beer was the most heavily advertised product. More than half of televised beer ads aired on Saturday or Sunday afternoon during sporting events. There were more radio and TV ads for premixed low-alcohol beverages-some of which contain distilled spirits and many using brand names of distilled spirits-than for higher proof distilled spirits. Conclusions: Public health officials can use the results to plan the month and media in which to launch messages against alcohol misuse, to directly counter pro-alcohol messages in advertising. They should monitor consumption and advertising of premixed beverages. Those concerned with the debate on alcohol advertising should note the access children have to beer ads when these ads are aired during weekend daytime sporting events, and that beer remains the greatest advertised beverage, despite the 1996 lifting of the broadcast advertising ban on distilled spirits. Copyright 2000, Alcohol Research Documentation, Inc. Used with permission

**Stockley CS. The effectiveness of strategies such as health warning labels to reduce alcohol-related harms: An Australian perspective. *International Journal of Drug Policy* 12(2): 153-166, 2001. (108 refs.)**

The efficacy of health warning labels for products such as alcoholic beverages continue to be debated internationally and now in Australia as a means of mitigating the misuse of alcohol within community groups. This paper discusses evidence emanating primarily from the USA that has adopted a health warning label for both alcohol and tobacco, and from Australia that has adopted a health warning label for tobacco, on the effectiveness of such a strategy in changing consumer behaviour. The conclusion drawn is that such labelling is generally ineffective in changing consumer behaviour and hence such a strategy is inappropriate for reducing alcohol-related harms. The paper also discusses briefly what advertising and messages influence consumers, positively and negatively, and what specific strategies have been shown to better educate consumers and change their consumption from excessive to light to moderate as defined by the (Australian) National Health and Medical Research Council, which is the present premise of harm minimisation in Australia. Copyright 2001, Elsevier Science, Ltd.

**Strasburger VC. Alcohol advertising and adolescents. *Pediatric Clinics of North America* 49(2): 353-376, 2002. (93 refs.)**

Considerable research now exists that the media may exert a powerful influence on adolescents' drug-taking behavior. Teens view an average of 2,000 beer and wine ads per year in the US in addition, television shows, movies, and music videos contain considerable amounts of alcohol use. This article will discuss the available research and

offers suggestions to make the media healthier for teenagers. Copyright 2002, W.B. Saunders Co

**Tremblay VJ; Okuyama K. Advertising restrictions, competition, and alcohol consumption. *Contemporary Economic Policy* 19(3): 313-321, 2001. (52 refs.)**

Distilled spirits producers recently voted to eliminate their voluntary, ban on broadcast advertising. The ban received public support because of the high social cost associated with alcohol consumption and the belief that advertising promotes alcohol consumption and abuse. In spite of this belief the empirical evidence indicates that advertising has no significant effect on the market demand for distilled spirits. This evidence has led many policy economists to conclude that eliminating the ban will have no effect on alcohol consumption. The purpose of this research is to show that this conclusion is incorrect because it ignores the fact that advertising restrictions may affect industry competition as well as market demand. Copyright 2001, Western Economic Association International

**Unger JB; Cruz TB; Schuster D; Flora JA; Johnson CA. Measuring exposure to pro- and anti-tobacco marketing among adolescents: Interrelations among measures and associations with smoking status. *Journal of Health Communication* 6(1): 11-29, 2001. (40 refs.)**

Exposure to tobacco-related marketing has been implicated as one of the risk factors for tobacco use among adolescents. However, tobacco-related marketing exposure has been measured in different ways in different studies, including perceived pervasiveness, receptivity, recognition, recall, and affect. It is not known whether these measures represent one or more underlying constructs and how these underlying constructs are associated with adolescent smoking status. This study analyzed data from 5,870 eighth-grade students in California, collected in 1996-1997 as part of the Independent Evaluation of the California Tobacco Control, Prevention, and Education Program. An exploratory factor analysis of multiple measures of tobacco-related marketing exposure revealed four distinct factors : perceived pervasiveness of protobacco marketing, perceived pervasiveness of antitobacco marketing, recognition of specific antitobacco advertisements, and receptivity to protobacco marketing. Receptivity to protobacco marketing showed the strongest association with smoking status; higher levels of receptivity were associated with higher levels of smoking. Two measures of exposure to antitobacco marketing (perceived pervasiveness of antitobacco marketing and recognition of specific antitobacco ads) were highest among established smokers and lowest among susceptible nonsmokers. The same pattern was evident for perceived pervasiveness of protobacco marketing. Results suggest that exposure to tobacco-related marketing is a multidimensional construct, and each dimension may have a unique contribution to the process of smoking initiation. Because adolescents are exposed to numerous pro- and antitobacco messages, it is important to develop antitobacco media campaigns that can successfully counter protobacco marketing efforts. Potential strategies include targeting the susceptible nonsmokers who are at high risk for smoking and developing messages to decrease receptivity. Copyright 2001, Talyor and Francis, Inc.

**Wagenaar AC; Harwood EM; Toomey TL; Denk CE; Zander KM. Public opinion on alcohol policies in the United States: Results from a national survey. *Journal of Public Policy* 21(3): 303-327, 2000. (47 refs.)**

We surveyed the U.S. non-institutionalized population age 18+ on opinions regarding 23 alcohol control policies (N = 7,021). The cooperation rate among contacted households was 70% and the overall response rate was 54%. Results showed high levels of public support for most alcohol control policies. Over 80% support restrictions on alcohol use in public places, such as parks, beaches, concert venues, and on college campuses. Eighty-two percent support increased alcohol taxes, provided the funds are used for treatment or prevention programs. Over 60% support alcohol advertising and promotion restrictions, such as banning billboard advertising, banning promotion at sporting events, or banning liquor and beer advertising on television. Copyright 2000, Journal of Public Policy, Inc.

**Wakefield M; Morley C; Horan JK; Cummings KM. The cigarette pack as image: New evidence from tobacco industry documents. *Tobacco Control* 11(Supplement): I73-I80, 2002. (71 refs.)**

Objectives: To gain an understanding of the role of pack design in tobacco marketing. Methods: A search of tobacco company document sites using a list of specified search terms was undertaken during November 2000 to July 2001. Results: Documents show that, especially in the context of tighter restrictions on conventional avenues for tobacco marketing, tobacco companies view cigarette packaging as an integral component of marketing strategy and a vehicle for (a) creating significant in-store presence at the point of purchase, and (b) communicating brand image. Market testing results indicate that such imagery is so strong as to influence smoker's taste ratings of the same cigarettes when packaged differently. Documents also reveal the careful balancing act that companies have employed in using pack design and colour to communicate the impression of lower tar or milder cigarettes, while preserving perceived taste and satisfaction". Systematic and extensive research is carried out by tobacco companies to ensure that cigarette packaging appeals to selected target groups, including young adults and women. Conclusions: Cigarette pack design is an important communication device for cigarette brands and acts as an advertising medium. Many smokers are misled by pack design into thinking that cigarettes may be "safer". There is a need to consider regulation of cigarette packaging. Copyright 2002, BMJ Publishing Group

**Wenger LD; Malone RE; George A; Bero LA. Cigar magazines: Using tobacco to sell a lifestyle. *Tobacco Control* 10(3): 279-284, 2001. (35 refs.)**

The objective of the study is to assess the content of two cigar "lifestyle" magazines, Cigar Aficionado and Smoke. The design consisted of content analysis of cigar focused articles including cigar-focused articles (n=353) from Cigar Aficionado and Smoke magazines. The main outcome measured primary focus; mention of health effects, environmental tobacco smoke, or scientific research; quotation and description of individuals; characteristics such as sex, age, ethnicity, smoking status, affiliation, and stance towards cigars; and over image of cigars. Cigar business-focused articles were the largest category (40 percent, n = 143), followed by articles about cigar events (12 percent, n = 42). Notable were articles featuring cigar benefits to raise money for health charities. Celebrities were featured in 34 percent (n = 121) of articles and 96 percent (n=

271) favored cigar use. Only four (1 percent) articles featured health effects of cigars as a primary focus. Cigar and Aficionado and Smoke broke new ground in tobacco marketing by combining promotion of product, lifestyle, and industry in the same vehicle and linking the medium directly to product related events that extended its reach. The creation and marketing of new tobacco use sites challenges the increasing "isolation" of smokers, and positions cigar use as a socially welcome relief from restrictions. Public health advocates should anticipate and challenge other new tobacco marketing vehicles as communications technologies advance and public spaces for smoking shrink. Copyright 2001, BMJ Publishing Group

**Wenger L; Malone R; Bero L. The cigar revival and the popular press: A content analysis, 1987-1997. *American Journal of Public Health* 91(2): 288-291, 2001. (12 refs.)**

During the latter half of the 1990s, cigar sales and consumption increased by more than 50%. In comparison with nonsmokers, cigar smokers are at increased risk for cancer, heart disease, and pulmonary disease and exhibit higher all-cause mortality. Passive cigar smoke may also be a health risk. The cigar use trend appeared as gains were being made in instituting tobacco control policies and reducing adult cigarette smoking. Because the media both reflect and shape social trends, it is important to understand how they cover issues involving health risks. We conducted a content analysis of cigar-focused articles published in newspapers and magazines from 1987 through 1997. s. Overall, print media portrayed cigars favorably, linked cigars with popular celebrities, failed to provide health information, and generally framed cigar use as a trendy habit or lucrative business rather than as a health risk. The perspectives of individuals affiliated with the tobacco industry were far better represented in the articles than were the views of public health advocates. Copyright 2001, American Public Health Association. Used with permission  
Cork Reprint; Dana Library; Matthews Fuller Library

**Winters K. Warning label: This treatment approach may cause claims of a magic cure. (editorial). *Addiction* 95(12): 1770-1770, 2000. (4 refs.)**