

Texas Tobacco Prevention Initiative

Local Newspaper TTPI Coverage of Tobacco Issues

January 1, 2002 to April 15, 2003

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Summary:

From January 1, 2002 through April 15, 2003, local newspapers in the Texas Tobacco Prevention Initiative (TTPI) intervention area were monitored for tobacco related stories. Articles were reviewed and categorized according 4 goal areas: youth tobacco prevention, environmental tobacco smoking (ETS), youth and adult tobacco cessation and minorities tobacco control issues (“eliminate disparities among special/diverse populations”), each of the first 3 goal areas had multiple sub-goal areas.

The campaign produced over \$650,000 in “earned” media coverage. During this 16-month period, 27 local newspapers produced over 300 articles covering tobacco issues and the TTPI campaign

Results:

- The campaign received a total of \$672,123 in public relations benefits through these articles*.
- 305 newspaper articles appeared in 27 different local newspapers in TPPI area papers.
- Of those 27 different newspapers, 13 were dailies, 13 weeklies and 1 was a monthly publication.
- 72% of all articles appeared in dailies, 28% were in weeklies.
- 74% of all articles had an anti-tobacco slant, 16% were pro-tobacco and 11% were neutral.
- Of the 305 articles gathered, only one was in Spanish (El Dia with a circulation of 27,000).
- Houston area newspapers had the most citations (>50%). followed by Beaumont papers. and Longview papers.
- Over 95% were news articles; the remainder was advertisements.
- Of the 305 articles, 25% promoted youth prevention, 38% addressed ETS, 29% promoted youth and adult cessation.
- Only 4% covered tobacco control disparities among special populations and 39% didn’t touch on any of the four goals.
- Looking at TTPI sub-goals,
 - Of the 78 articles citing Youth Prevention (Goal A): 55% promoted attitudes relating to prevention while only 8% promoted parental participation in youth cessation.
 - Of the 111 articles citing Environmental Tobacco Smoke (Goal B): 60% promoted public ETS policies, 17% promoted ETS risks and 13% promoted social approval of ETS control.
 - Of the 88 articles citing Youth and Adult Cessation (Goal C): 61% promoted the ACS Quit line and counseling and 27% promote increasing the number of individuals trying to quit smoking.

***Calculations are based on individual, per column inch advertising rates multiplied by the number of inches per article.**

Chart 1: Frequency of TTPI Goals in Intervention Area Press Coverage from January 2002 through April 15, 2003

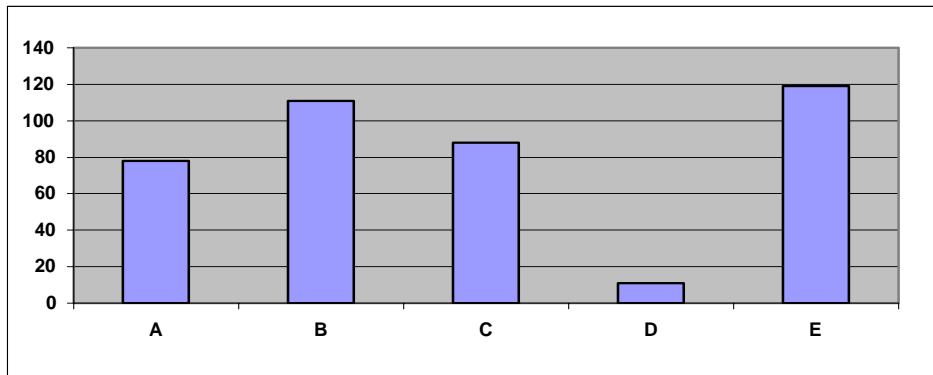
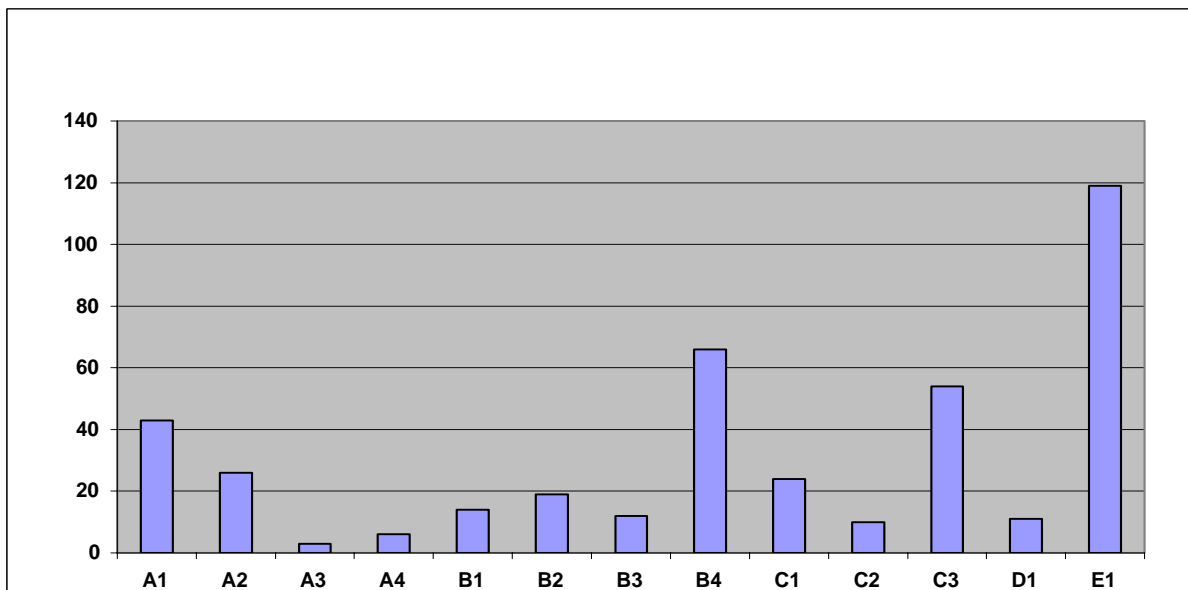


Chart 4: Frequency of TTPI Sub-Goals in Intervention Area Press Coverage from January 2002 through April 15, 2003



GOAL A <i>Prevent youth tobacco use.</i>	GOAL B <i>Protect the public from involuntary exposure to Environmental Tobacco Smoke (ETS).</i>	GOAL C <i>Motivate youth and adults to cease using tobacco & utilize treatment when needed.</i>	GOAL D <i>Eliminate disparities among diverse/special populations.</i>	Item E <i>TDH cited but no goals.</i>
<p>A1. Increase change in attitude & other cognitive variables assoc. w/ tobacco use by youth.</p> <p>A2. Increase youth involvement in prevention/ anti-tobacco advocacy.</p> <p>A3. Increase # of parents choosing to get involved in community tobacco issues.</p> <p>A4. Increase public relations for merchants in compliance.</p>	<p>B1. Decrease social approval of tobacco use.</p> <p>B2. Increase public knowledge of ETS health risks.</p> <p>B3. Increase public knowledge of the benefits of not using tobacco</p> <p>B4. Increase public knowledge of policies related to tobacco use & exposure to ETS.</p>	<p>C1. Increase # of tobacco users trying to quit.</p> <p>C2. Increase changes in cognitive factors assoc. w/ process of changes in smoking cessation.</p> <p>C3. Increase public knowledge of telephone quit line, self-help, or counseling resources.</p>	<p>D1. Increase adaptation of materials & messages for specific groups, w/ emphasis on efforts to reach previously under-served populations.</p>	

Press Clipping Media Database Variable Contents

Variables Listing:

1. Date
 2. City
 3. Publication Title
 4. Type
 5. Slant
 6. Summary
 7. Publication Frequency
 8. Column inches
 9. Advertising Rate (per column inch)
 10. Cost (# inches X rate)
 11. Goal 1: Prevent youth tobacco use.
 - a) Increase change in attitude & other cognitive variables assoc. w/tobacco use by youth.
 - b) Increase youth involvement in prevention/ anti-tobacco advocacy.
 - c) Increase # of parents choosing to get involved in community tobacco issues.
 - d) Increase public relations for merchants in compliance.
 - 12: Goal B. Protect the public from involuntary exposure to Environmental Tobacco Smoke (ETS).
 - a) Decrease social approval of tobacco use.
 - b) Increase public knowledge of ETS health risks.
 - c) Increase public knowledge of the benefits of not using tobacco
 - d) Increase public knowledge of policies related to tobacco use & exposure to ETS.
 13. GOAL C: Motivate youth and adults to cease using tobacco & utilize treatment when needed.
 - a) Increase # of tobacco users trying to quit.
 - b). Increase changes in cognitive factors assoc. w/ process of changes in smoking cessation.
 - c) Increase public knowledge of telephone quit line, self-help, or counseling resources
- GOAL D: Eliminate disparities among diverse/special populations.
- a) Increase adaptation of materials & messages for specific groups, w/ emphasis on efforts to reach previously under-served populations.
- Item E: TDH
- a) Tobacco cited but no goals cited

Goal A. Prevent youth tobacco use.

- 1) Increase change in attitude & other cognitive variables assoc. w/tobacco use by youth.
- 2) Increase youth involvement in prevention/ anti-tobacco advocacy.
- 3) Increase # of parents choosing to get involved in community tobacco issues.
- 4) Increase public relations for merchants in compliance.

Goal B. Protect the public from involuntary exposure to Environmental Tobacco Smoke (ETS).

- 1) Decrease social approval of tobacco use.
- 2) Increase public knowledge of ETS health risks.
- 3) Increase public knowledge of the benefits of not using tobacco
- 4) Increase public knowledge of policies related to tobacco use & exposure to ETS.

Goal C. Motivate youth and adults to cease using tobacco & utilize treatment when needed.

- 1) Increase # of tobacco users trying to quit.
- 2) Increase changes in cognitive factors assoc. w/ process of changes in smoking cessation.
- 3) Increase public knowledge of telephone quit line, self-help, or counseling resources

Results Summaries:

Statewide Print Media Results:

- Of the 546 articles that cited tobacco issues from across the state (excluding intervention area media) 27% (146) discussed the TDH Tobacco Prevention Program/Duck campaign or other TDH tobacco related activities.
- Over 80% of citations involved news articles followed by editorials and a very few advertisements on quit smoking programs.
- The content was overwhelmingly negative with the remainder neutral in slant.
- Of the 546 articles, 41% contained references to ETS, 31% cited youth prevention and 20% cited youth and adult cessation. (See Chart 1)
- Only 4% covered minority tobacco control issues.
- While the TTPI was not promoted outside of the intervention area, the statewide media content was analyzed for TDH sub-goals of tobacco control. (See Chart 2).
 - For Youth Prevention: 40% focused on changing attitudes while only 8% addressed parental participation in tobacco prevention.
 - For ETS: 36% promoted tobacco related public policies while only 10% addressed the benefits of tobacco avoidance.
 - For Youth and Adult Cessation: 61% promoted the ACS Quit line or counseling resources while 19% attempted to increase the number of tobacco users to quit.