



## Tobacco Company-Funded Anti-Smoking Ads Associated With Increased Teen Smoking

A new study using data from over 100,000 youth in grades 8, 10, and 12 (N = 103,172) collected from 1999 to 2002 along with Nielsen Media Research data has found that youth-targeted anti-smoking ads sponsored by tobacco companies were not associated with benefits for teens, and that parent-targeted anti-smoking ads may lead to harmful effects. Among eighth-graders, increased exposure to youth-targeted ads was associated with greater intention to smoke in the future. Additionally, eighth-graders' behaviors and beliefs were associated more significantly with their exposure to parent-targeted ads. They exhibited a decreased likelihood of recalling anti-tobacco ads, an increased likelihood of perceiving that the harmful effects of smoking are exaggerated, and a greater intention to smoke in the future. Among tenth- and twelfth-graders, there was no significant relationship between increased youth-targeted anti-smoking ads and outcomes. However, these groups' behaviors and beliefs were considerably more associated with their exposure to parent-targeted ads. These teens exhibited a decreased likelihood of recalling anti-tobacco ads, a greater approval of smoking, a decreased perception of the harm caused by smoking, a greater intention to smoke in the future, and a greater likelihood of having smoked in the past 30 days.

Selected Smoking-Related Behaviors and Beliefs	Likelihood of Change in Smoking-Related Behaviors and Beliefs per Ad Viewed (as Percentage)			
	8 <sup>th</sup> Grade Students		10 <sup>th</sup> & 12 <sup>th</sup> Grade Students	
	Youth-Targeted Ads	Parent-Targeted Ads	Youth-Targeted Ads	Parent-Targeted Ads
Recall anti-tobacco ads on TV or radio at least weekly	- 1%	- 14%*	+ 1%	- 14%*
Approve of others/adults smoking ≥ packs/day	- 2%	+ 3%	- 2%	+ 11%*
Feel the harmful effects of cigarettes have been exaggerated	+ 1%	+ 7%*	- 1%	- 1%
Perceive great harm in smoking ≥ 1 packs/day	- 1%	- 2%	No Change	- 7%*
Intend to smoke in 5 years	+ 4%*	+ 10*	+ 1%	+ 12%*
Smoked in past 30 days	- 1%	+ 11%	- 1%	+ 12%*

\*Statistically significant change in likelihood. Note: Youth-targeted ads sponsored primarily by Philip Morris and Lorillard Tobacco Company. Parent-targeted ads sponsored by Philip Morris.

**Source:** Wakefield, M. et al. (2006). Effect of Televised, Tobacco Company-Funded Smoking Prevention Advertising on Youth Smoking-Related Beliefs, Intentions, and Behavior. *American Journal of Public Health*. Vol. 96, No. 12, December 2006.

Prepared by TASC, Inc. TASC is an independent, not-for-profit agency that provides clinical case management and other services to men, women and adolescents with a variety of social and health-related needs. TASC serves approximately 30,000 clients in Illinois each year. For more information visit [www.tasc.org](http://www.tasc.org).

To receive *Facts on Youth* from TASC, please send an email to [research@tasc-il.org](mailto:research@tasc-il.org) with "Join Facts on Youth" typed in the subject line, and your name, title, organization, and email address in the body of the message.

©2007, TASC, Inc. Chicago, Illinois.