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**The impact of pictorial health warnings on tobacco products in smokers behaviours and knowledge: The first quasi-experimental field trial after the implementation of the tobacco law in Italy**

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# Impact of anti-smoking tobacco spots in adolescents: a multicenter cross-sectional study

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## Abstract

**Background** According to the Global Youth Tobacco Survey (GYTS), in 2014, 23.4% of students aged 13 to 15 years smoked cigarettes in Italy. Mass media campaigns are among tobacco prevention interventions and numerous have been implemented worldwide as: "The Real Cost" campaign of FDA, "Tips from former smokers" of CDC, "Look younger, longer", 'Quit' in UK, produced by Iris, and "Ma che sei scemo? Il fumo fannale" by Italian Ministry of Health.

**Objective** To evaluate the perceptions and attitude of young people aged 13-18 years old about different spots used by mass media over the world.

**Methods** A multicenter cross-sectional survey was performed among students aged 13-15 years of primary school. The survey was about feelings and opinions about spots against tobacco from all over the world, the second part of the survey was the KIDSCREEN-27, a generic health related quality of life questionnaire for children and adolescents. A descriptive and a univariate analysis were performed to evaluate different opinions about video with respect to gender, smoking status of students and people close to them.

**Results** A total number of 495 were enrolled in the study and 13.6% of them were smokers. Less than half student had a parent that smoked and almost half had a peer, friend or boy/girlfriend that smoked. The scores measuring quality of life were lower than the mean value of European adolescents of the same age, 41.1 (18.4-63.6) for physical well-being, 40.1 (15.1-59.2) for psychological well-being and 47.2 (-6.8-79.1) for autonomy and parents score.

The Italian video was the only one that most produced irony and fun (66.9%). All other spots generated feeling of disgust, reflection and sadness: "Sponge" (78.6%, 43.7%, 14.6%), "Icons" (59.5%, 3.2%, 20.4%). Furthermore, "Sponge" and "Icons" were the spots most impressive and appreciated.

**Conclusion** The most appreciated spots were "Sponge" and "Icon": "Sponge" used a scientific approach with a message that was clear, simple and punchy but not emotionally shocking. The second video most preferred, "Icon", was more focused on fighting peer pressure, shaping assertiveness and changing social norm.

**Keywords:** *adolescents, tobacco mass media campaign, primary prevention*

## INTRODUCTION

Tobacco use is still a leading and preventable cause of disease and disability.

[https://www.cdc.gov/tobacco/data\\_statistics/index.htm](https://www.cdc.gov/tobacco/data_statistics/index.htm)

The last Global Youth Tobacco Survey (GYTS), in 2014, showed that 23.4% of students aged 13 to 15 years, 20.6% of boys and 26.3% of girls, currently smoke cigarettes in Italy. (<http://www.hbsc.unito.it/it/images/pdf/gyts/gyts2014.pdf>). According to 2014 HBSC survey, 19.8% male and 21,6% female smoke once a week.

There are numerous tobacco prevention interventions, which are strategic and effective in countering the smoking habit (WHO, WHO report on the global tobacco epidemic, 2011: warning about the dangers of tobacco). These strategies are united in the "WHO Framework Convention on Tobacco Control" a global public health treaty, The WHO Framework Convention on Tobacco Control: an overview. WHO FCTC January 2015 which shows that communicating the risk about smoking remains a fundamental objective of tobacco-control policy. Hammond D, Wakefield M, Durkin S, Brennan E. Tobacco packaging and mass media campaigns: research needs for Articles 11 and 12 of the WHO Framework Convention on Tobacco Control. Nicotine Tob Res. 2013 Apr;15(4):817-31 Two important forms of communication are underlined: packaging regulations (Article 11), and mass media campaigns (Article 12). (WHO Framework Convention on Tobacco Control)

Numerous studies talk about of the role of mass media counter-advertising campaigns for primary prevention. World Health Organization. WHO Report on the Global Tobacco Epidemic, 2011: Warning About the Dangers of Tobacco. Geneva, Switzerland: WHO, 2011. Themes mostly faced are harmful consequences of smoking, secondhand smoke (SHS), tobacco industry manipulation, the change of social norms. Pierce JP, White VM, Emery SL What public health strategies are needed to reduce smoking initiation? Tobacco Control 2012;21:258-264.

Media campaigns with commercials can have transversal messages for the entire population or for specific settings. For teenagers, the FDA in America organized the "The Real Cost" campaign (U.S. Food and Drug Administration (USA), &#39;The Real Cost' campaign, "Science Class", 2014 (<https://www.youtube.com/user/KnowTheRealCost>): Any way you slice it, smoking is dangerous stuff.) From the toxic mix of chemicals in every puff of cigarette smoke to the harm it causes your body, a closer look will leave you wanting to "Run Like Hell".); "Tips from former smokers" by Center for Control Disease (CDC), "Look younger, longer", 'Quit' in UK, produced by Iris, (<https://www.campaignlive.co.uk/article/quit-uk-the-end-iris/1053158#d8AZIAUFe4HFeXZ0.99>). In

Italy the Ministry of Health in 2015 proposed a series of spots aimed at different populations by gender and age, the campaign is called “Ma che sei scemo? Il fumo fammale” [http://www.salute.gov.it/portale/news/p3\\_2\\_6\\_1\\_1.jsp?menu=campagne&p=dacampagne&id=104](http://www.salute.gov.it/portale/news/p3_2_6_1_1.jsp?menu=campagne&p=dacampagne&id=104). Spots can be widespread at a national level for mass media campaign, but also used as tools for school interventions. The aim of the study was to evaluate the perceptions and attitudes of young people aged 13-18 years old about different spots used by mass media over the world.

## **METHODS**

### ***Study design and setting***

The study was a multicenter cross-sectional survey conducted in the years 2016-2017. It was performed in accordance with the STROBE statements [Vandenbroucke JP, von Elm E, Altman DG, Gøtzsche PC, Mulrow CD, Pocock SJ, et al. Strengthening the Reporting of Observational Studies in Epidemiology \(STROBE\): explanation and elaboration. Epidemiol Camb Mass 2007;18:805–35. doi:10.1097/EDE.0b013e3181577511](https://doi.org/10.1097/EDE.0b013e3181577511).

An anonymous survey developed by Department of Public Health and Infectious Diseases Sapienza, was self-completed. Students of the first year of secondary school (age ranged 13-15 years) in three different Italian regions (Lazio, Campania and Piemonte) were enrolled.

Ethical approval was received from the institutional research ethics committee prior to data collection. The Deans of the schools released the agreement to conduct the survey and the students were assured about the anonymity and confidentiality of their responses.

### ***The video and questionnaire***

The meeting of about one hour was structured as follows:

1. Presentation of the study underlying its scientific importance and resonance;
2. A brief lecture on primary prevention with focus on the epidemiology of smoking in adolescents. The presentation was held by a hygienist or a professional in the Public Health;
3. Video viewing and the questionnaire: students were invited to fill each part of the questionnaire related after watching each single spot.

The questionnaire was structured in two main sections. The first one about feelings, attitude and consideration about each spot of the video, smoking habits of the students and their relatives and peers, socio-demographic characteristics and quality of life.

The second one is the KIDSCREEN-27, it is a validated generic health related quality of life questionnaire for children and adolescents. It was developed within a European project "Screening and Promotion for Health-related Quality of Life in Children and Adolescents - A European Public Health Perspective. U Ravens-Sieberer, M Herdman, J Devine, C Otto, M Bullinger, M Rose, F Klasen. The European KIDSCREEN approach to measure quality of life and well-being in children: development, current application, and future advances. ". Qual Life Res. 2014; 23(3): 791–803.

Five dimensions are included: Physical Well-Being (5 items), Psychological Well-Being (7 items), Autonomy & Parents (7 items), Peers & Social Support (4 items), and School Environment (4 items). The questionnaire is attached (Annex 2).

The videos proposed contains seven spots: one Italian and six foreign ones with subtitles. The projections is about rather recent anti-tobacco campaigns, published in the last 10 years in the word:

1. "Ma che sei scemo? Il fumo fannale". Communication campaign against smoking, 2015. (Italian Ministry of Health). The comic actor Nino Frassica tries to dissuade young people from the tabagic habit using an ironic language and approach.

[http://www.salute.gov.it/portale/news/p3\\_2\\_6\\_1\\_1.jsp?lingua=italiano&id=104&menu=campagne&p=dacampagne](http://www.salute.gov.it/portale/news/p3_2_6_1_1.jsp?lingua=italiano&id=104&menu=campagne&p=dacampagne)).

2. "Look younger, longer", Anti-smoking charity 'Quit' (UK), 2011. The video dramatizes physical effects of smoking, highlighting that it can age skin up to 19 years. The video shows a young woman aging prematurely, at each smoke shooting she becomes increasingly wrinkled, until she wears the face of an older woman.

<http://www.campaignlive.co.uk/article/quit-look-younger-longer-iris/1103807#xXADsg66Lcxofxqc.99>; <http://www.campaignlive.co.uk/the-work/advertiser/quit/7788>);

3. "Sponge". Cancer Institute (ANPHA), New South Wales (Australia) 20007. The video compares the lung of a smoker to a sponge that absorbs the smoke and all the toxic substances contained in it (<https://www.cancerinstitute.org.au/how-we-help/cancer->

prevention/stopping-smoking/campaigns/Sponges; <http://www.adforum.com/creative-work/ad/player/34494362/sponge/cancer-council-of-western-australia>);

4. "Icons". California Department of Public Health and TobaccoFreeCA.com (USA), 2008. The spot wants make adolescents think and question the perception of the smoker as "hard" "cool" and "independent". <https://www.cdph.ca.gov/Pages/NR2008-38.aspx>; [https://www.youtube.com/watch?v=l\\_W35500w4k](https://www.youtube.com/watch?v=l_W35500w4k));
5. "Bully". 'The Real Cost' Campaign, 2014 U.S. Food and Drug Administration (FDA). The campaign shows the smokers as a slaver of tobacco, dependent and not free to choose his behavior <https://www.youtube.com/user/KnowTheRealCost>;
6. "Science Class". 'The Real Cost' campaign, 2014. U.S. FDA. In a paranormal science lesson, the professor administers the toxic substances of tobacco to an animal that turns into a monster. (<https://www.youtube.com/user/KnowTheRealCost>);
7. "Brett Tip". "A Tips from former smokers' campaign, 2014, CDC, (USA). The video shows that smoking can cause gum disease and tooth loss. ([https://www.cdc.gov/tobacco/campaign/tips/resources/videos/index.html?s\\_cid=OSH\\_tips\\_D9390](https://www.cdc.gov/tobacco/campaign/tips/resources/videos/index.html?s_cid=OSH_tips_D9390)).

The spots were arbitrary chosen and mixed by researches in order to show and compare different approaches used in health communication and social marketing. Following strategies are used in the different seven spots:

- give and change knowledge about harmful consequences of smoking ("Look younger, longer");
- give scientific knowledge about danger of smoking ("Sponge", "Science Class");
- ironic approach toward the smoking status ("Ma che sei scemo? Il fumo fannale");
- social norm, peer pressure and assertivity ("Icons"; "The Real Cost");
- influence and advice from former smokers ("A Tips from former smokers").

### ***Statistical analysis***

A descriptive analysis was carried out to represent the main socio-demographic characteristics of the sample and emotions aroused by each video.

Univariate analysis was performed to evaluate different opinion about video with respect to gender and smoking status of students and people close to them. Kolmogorov-Smirnov normality test will be used for the choice of parametric and non-parametric analysis. The tests used were Chi-Square for qualitative variables, while Mann-Whitney for quantitative variables.

For all statistical analysis, the SPSS version 25 program was used. The significance level was set at  $p < 0.05$ .

## RESULTS

### *Description of the sample*

A total number of 495 students were enrolled in the study and answered the questionnaire. Among the students 324 (64.9%) were male while 171 (34.3%) were female; most participants were among 13-15 years old (41.6%). Around 13.6% students were smokers and 29.5% indicated to be no smoker but they had at least once tried a cigarette. Considering parents, 23% mother and 31.7% father were smokers instead frequency among peers were of 38.1% for best friend and 8.4 for boy/girlfriend. The Keedscreen score had a median score of 41.1 (18.4-63.6) for physical well-being, 40.1 (15.1-59.2) for psychological well-being and 47.2 (-6.8-79.1) for autonomy and parents score. For all these score significant differences were shown among male and females with higher score among males. (Table 1).

Table 1. Sociodemographic characteristics

		<b>N (%) or Mean (SD)</b>
Gender	male	324 (64.9)
	female	171 (34.3)
Age	13-15	429 (86)
	16-18	58 (11.6)
City	Roma	81 (16.2)
	Salerno	133 (26.7)
	Palermo	137 (27.5)
	Torino	148 (29.7)
Smoking status	yes	68 (13.6)
	not but I tried	147 (29.5)
	never smoke	275 (55.1)
Smoker in family	mother	115 (23)*
	father	158 (31.7)*
Best friend	yes, everyday	190 (38.1)
	no	302 (60.5)
Boy/girlfriend	yes, everyday	42 (8.4)
	no	158 (31.7)
	I haven't got a boy/girlfriend	292 (58.5)



\*percentage among smoking mother/father

			Male (mean, SD)	Female (mean, SD)	p*
<b>Kidscreen</b>	Physical Well-Being	41.1 (18.4-63.6)	43.1 (7.05)	40.5 (6.8)	<b>&lt;0.001</b>
	Psychological Well-Being	40.1 (15.1-59.2)	41.7 (8.29)	38.05 (9.06)	<b>&lt;0.001</b>
	School Environment	44.4 (10.5-70.7)	43.6 (10.4)	45.2 (8.9)	0.073
	Autonomy & Parents	47.2 (-6.8-79.1)	48.8 (12.3)	55.2 (11.6)	<b>0.024</b>
	Peers & Social Support	56.1 (9.2-70.3)	53.9 (11.8)	45.8 (12.2)	0.151
<b>European Normdata KIDSCREEN adolescents 12-18</b>	Physical Well-Being	/	50.54 (9.8)	46.83 (9.1)	
	Psychological Well-Being		50.57 (9.7)	47.3 (9.5)	
	School Environment		48.32 (9.6)	48.54 (9.1)	
	Autonomy & Parents		50.40 (9.7)	48.53 (9.7)	
	Peers & Social Support		49.10 (9.9)	50.07 (9.9)	

Table 2. Emotions aroused by video

<b>Video</b>	<b>Feeling/emotions</b>					
	Fun	Indifference	Anger	Sadness	Disgust	Thoughtful
Ma che sei scemo? Il fumo fammale	334 (66.9)	71 (14.2)	30 (6)	17 (3.4) 193	39 (7.8) 291	227 (45.5)
Look younger, longer	8 (1.6)	37 (7.4)	43 (8.6)	(38.7)	(58.3)	225 (45.1)
Sponge	7 (1.4)	11 (2.2)	47 (9.4)	73 (14.6)	(78.6)	218 (43.7)
Icons	17 (3.4) 116	72 (14.4)	(57.1) 121	(20.4)	(59.5)	16 (3.2)
Bully	(23.2) 62	123 (24.6)	(24.2)	65 (13)	33 (6.6) 300	256 (51.3)
Science Class	(12.4)	111 (22.2)	28 (5.6)	28 (5.6) 150	(60.1) 346	162 (32.5)
Brett Tip	13 (2.6)	19 (3.8)	48 (9.6)	(30.1)	(69.3)	263 (52.7)

<b>Which spot had you seen before?</b>	<b>N (%)</b>
Ma che sei scemo? Il fumo fammale	118 (23.6)
Look younger, longer	4 (0.8)
Sponge	9 (1.8)
Icons	5 (1)
Bully	4 (0.8)
Science Class	7 (1.4)
Brett Tip	6 (1.2)

Video had different reaction and emotion among students; in particular the Italian “Ma che sei scemo? Il fumo fammale” were described as funny (66.9%), and thoughtful among (45.5%). A disgust reaction was generated by “Look younger, longer” (58.3%), “Sponge” (78.6%), “Icons” (59.5%), “Science Class” (60.1%), “Brett Tip” (69.3%). The videos that most frequently aroused sadness were “Look younger, longer” (45.1) and “Bully” (51.3).

### Univariate analysis

The spot that most impressed students was “Sponge” (28.7%), the spot that would be chosen as Ministry of health was “Sponge” too (39.1%). As the data was qualitative variables, the most appropriate statistical test was chi square. There was statistical differences among male and female for the choice of video ( $p < 0.001$ ), female choose “Sponge” and “Icons” as the best video, and students with none of parent smoking would choose “Sponge” too ( $p < 0.001$ ). The video that most impressed nonsmokers compared to smokers was “Sponge” ( $p = 0.02$ )

Which spot most impressed you?	N(%)	Gender			Smoker status				Parent smoking status			Peer smoking status		
		Male (%)	Female (%)	p*	never smoke	No (%)	Yes (%)	p*	Yes (%)	No (%)	p*	Yes (%)	No (%)	p*
Ma che sei scemo? Il fumo fammale	54 (10.8)	41 (12.7)	12 (7)		31 (11.3)	15 (10.2)	7 (10.3)		20 (9.5)	33 (11.5)		18 (9.5)	35 (11.6)	
Look younger, longer	58 (11.6)	31 (9.6)	27 (15.8)		34 (12.4)	19 (12.9)	5 (7.4)		31 (14.8)	27 (9.4)		17 (8.9)	41 (13.6)	
Sponge	143 (28.7)	89 (27.5)	52 (30.4)		80 (29.1)	44 (29.9)	17 (25)		55 (26.2)	87 (30.3)		56 (29.5)	85 (28.1)	
Icons	91 (18.3)	53 (16.4)	38 (22.2)		57 (20.7)	22 (15)	11 (16.2)		35 (16.7)	56 (19.5)		31 (16.3)	58 (19.2)	
Bully	25 (5)	16 (4.9)	9 (5.3)		13 (4.7)	8 (5.4)	3 (4.4)		12 (5.7)	13 (4.5)		14 (7.4)	11 (3.6)	
Science Class	35 (7)	22 (6.8)	13 (7.6)		17 (6.2)	10 (6.8)	7 (10.3)		16 (7.6)	20 (7)		18 (9.5)	16 (5.3)	
Brett Tip	68 (13.7)	51 (15.7)	17 (9.9)	0.12	33 (12)	26 (17.7)	8 (11.8)	0.2	28 (13.3)	40 (13.9)	0.83	24 (12.6)	44 (14.6)	0.18
<b>Which video would you choose as Ministry of Health?</b>														
Ma che sei scemo? Il fumo fammale	30 (7.2)	24 (9)	6 (4.1)	<0.001	17 (7.5)	8 (6.6)	5 (7.9)		17 (9.2)	14 (6.1)	<0.001	11 (8)	20 (7.3)	0.4
Look younger, longer	32 (7.7)	17 (6.4)	15 (10.2)	0.01	20 (8.8)	7 (5.7)	5 (7.9)	0.2	18 (9.7)	14 (6.1)	0.01	9 (6.6)	23 (8.4)	0.6

Sponge	163 (39.1)	104 (39)	58 (39.5)	79 (34.8)	56 (45.9)	27 (42.9)	66 (35.7)	97 (42)	57 (41.6)	102 (37.2)
Icons	70 (16.8)	41 (15.4)	29 (19.7)	47 (20.7)	13 (10.7)	9 (14.3)	27 (14.6)	43 (18.6)	20 (14.6)	49 (17.9)
Bully	24 (5.8)	19 (7.1)	5 (3.4)	15 (6.6)	7 (5.7)	2 (3.2)	13 (7)	11 (4.8)	6 (4.4)	18 (6.6)
Science Class	21 (5)	11 (4.1)	10 (6.8)	11 (4.8)	5 (4.1)	5 (7.9)	10 (5.4)	11 (4.8)	10 (7.3)	11 (4)
Brett Tip	62 (14.9)	44 (16.5)	18 (12.2)	34 (15)	21 (17.2)	7 (11.1)	28 (15.1)	34 (14.7)	17 (12.4)	45 (16.4)

## DISCUSSION

Improving public awareness is a fundamental aim of smoking prevention interventions through health promotion strategies. Different approaches can be used to discourage smoking initiation and encourage cessation [Golechha M. Health Promotion Methods for Smoking Prevention and Cessation: A Comprehensive Review of Effectiveness and the Way Forward. International Journal of Preventive Medicine. 2016;7:7](#) and the purpose of this study was to investigate how different spots can affect perceptions and attitude about smoking among young people aged 13-18 years old.

Overall, the study found 13.6% of students were smokers and 29.5% tried a cigarette at least once; these percentages are low compared to the national average, but still unacceptable considering the young age of students <http://www.hbsc.unito.it/it/images/pdf/gyts/gyts2014.pdf>.

Various social environmental factors including family, school, peers, neighborhoods, and community influence children behaviour. In this study, less than half student had a parent that smoke and almost half had a peer, friend or boy/girlfriend that smoke.

The scores measuring quality of life among the 495 students were lower than the mean value of European adolescents of the same age ([The KIDSCREEN Questionnaires - Quality of life questionnaires for children and adolescents](#)), but data confirmed better health related scores in male compared to female.

Considering reactions to different spots, the Italian video was the only one that most produced irony and fun. All other spots generated feeling of disgust, reflection and sadness, in particular “Sponge” and “Icons” were the spots most impressive and appreciated. Moreover, female most preferred “Sponge” compared to male and students with none of parent smoking would choose “Sponge” too.

The ironic and popular approach, the use of sarcasm and paradox, chosen for the Italian social communication campaign

[http://www.salute.gov.it/portale/news/p3\\_2\\_6\\_1\\_1.jsp?menu=campagne&p=dacampagne&id=104](http://www.salute.gov.it/portale/news/p3_2_6_1_1.jsp?menu=campagne&p=dacampagne&id=104),

could be not effective in stimulating reflection in particular among young people and adolescents. Scientific literature reports that strong health consequences, messages and manipulative strategies of the tobacco industry were most appreciated by teens in tobacco control campaign.

Al-Delaimy WK, White MM, Mills AL, et al. Two Decades of the California Tobacco Control Program: California Tobacco Survey, 1990-2008. La Jolla, CA: University of California, San Diego, 2010.

In the survey of Montazeri the majority of respondents (52%) preferred the fear-inducing campaign and four major factors were underlined as fundamental for effectiveness: realism, clarity simplicity and impact of the message.

Ali Montazeri, James McEwen Effective communication: perception of two anti-smoking advertisements Patient Education and Counseling 30 (1997) 29-35

The most appreciated spot, "Sponge", used a scientific approach and explained the structure of lunge and pathological consequences of smoke. The message was consequently clear, simple and strong but it was not emotionally shocking. The second video most preferred, "Icon", was more focused on fighting peer pressure, assertiveness and changing social norm.

According to scientific literature advertising message that evokes strong negative emotions were likely to be associated with changes in belief and behavior compared to other advertising messages.

NCI. The Role of Mass Media in Promoting and Reducing Robacco Use. Tobacco Control Monograph no. 19. Bethesda, MD: US Department of health and Human Services, National Institutes of Health, National Cancer Institute, 2008. Report No.: 07-6242.

For example visual warning labels on cigarette packets were able to increase cognitive processing and the intentions to quit, even more among smokers compared to no smokers probably because it increased the sense of mortality.

E Veer, T Rank. Warning! The following packet contains shocking images: The impact of mortality salience on the effectiveness of graphic cigarette warning labels. Journal of Consumer Behaviour, J. Consumer Behav. 11: 225-233 (2012)

Although scientific literature has shown that shocking images have both positive and negative effects on behavioural change, consequently messages delivered and the approach must be carefully chosen time after time depending on the target.

Even if spot can be considered an effective tool for primary prevention it must underlined that according to scientific literature comprehensive tobacco control programs, including multiple interventions, are able to denormalise cigarette smoking and can be effective to reduce smoking

initiation among adolescents. [Pierce JP, White VM, Emery SL What public health strategies are needed to reduce smoking initiation? Tobacco Control 2012;21:258-264.](#)

These interventions include school programs, tax increases on tobacco, warning labels on packages, mass media campaign, smoke-free policies, as underlined by WHO's Framework Convention on Tobacco Control. [The WHO Framework Convention on Tobacco Control: an overview. WHO FCTC January 2015.](#) The effectiveness of an overall approach is more important than the single independent strategies.

### **Strength and limitations**

The major strength of the study is that it is based on young Italian and compare perception and attitude about different spots used by mass media over the world. Another strength is the measurement of quality of life with a validated European tool. The main limitation of the study is the cross-sectional study design that prevent inferences about causality. Furthermore, the study does not evaluate change in belief and behavior about smoking, but it is focused on emotional and preference choice as outcomes. Additional covariates as those connected to social capital, the quality of relationships could be beneficial to describe the association and to better understand the target of intervention.

### **CONCLUSION**

Two spots were most impressive and appreciated, the first had a scientific approach, the second was focused on fighting peer pressure and assertiveness. In order to prevent and counteract smoking dependence among young, mass media campaign should be combined with other interventions as underlined by WHO's Framework Convention on Tobacco Control.

### **REFERENCES**

Continued on next page

**Annex 2. Ora ti mostreremo dei video, uno alla volta, e potrai indicarci una o più sensazioni che ti ha lasciato.**

**1. Spot italiano?** Puoi segnare più risposte

- divertimento
- indifferenza
- rabbia
- tristezza
- disgusto
- riflessione
- altro specificare in stampatello.....

**2. spot “invecchiamento della pelle”?** Puoi segnare più risposte

- divertimento
- indifferenza
- rabbia
- tristezza
- disgusto
- riflessione
- altro specificare in stampatello.....

**3. spot “Polmoni”?** Puoi segnare più risposte

- divertimento
- indifferenza
- rabbia
- tristezza
- disgusto
- riflessione
- altro specificare in stampatello.....

**4. spot “Fumo icona tra i giovani”?** Puoi segnare più risposte

- divertimento
- indifferenza
- rabbia
- tristezza
- disgusto
- riflessione
- altro specificare in stampatello.....

**3**

**5. spot “Dipendenza”?** Puoi segnare più risposte

- divertimento
- indifferenza
- rabbia
- tristezza
- disgusto
- riflessione
- altro specificare in stampatello.....

**6. spot “Lezione di scienze”?** Puoi segnare più risposte

- divertimento
- indifferenza
- rabbia
- tristezza
- disgusto
- riflessione
- altro specificare in stampatello.....

**7. spot “Denti”?** Puoi segnare più risposte

- divertimento
- indifferenza
- rabbia
- tristezza

- disgusto
- riflessione
- altro specificare in stampatello.....

**8. Quale spot ti ha colpito maggiormente?** Dare una sola risposta

- spot italiano
- spot "invecchiamento della pelle"
- spot "polmoni"
- spot "fumo icona tra i giovani"
- spot "dipendenza"
- spot "lezione di scienze"
- spot "denti"
- nessuno

**Perché?** .....

**9. Secondo te quale/i spot sono in grado di far presa sui giovani per non farli fumare o smettere?** (puoi segnare più risposte).

- spot italiano
- spot "invecchiamento della pelle"
- spot "polmoni"
- spot "fumo icona tra i giovani"
- spot "dipendenza dal fumo"
- spot "lezione di scienze"
- spot "problemi dentali"
- nessuno di questi

**11. Se fossi il Ministro della Salute e dovessi scegliere UN SOLO video da mostrare ai ragazzi come te per non far iniziare a fumare o far smettere quale sceglieresti?** (Segna una sola risposta)

- spot italiano
- spot "invecchiamento della pelle"
- spot "polmoni"
- spot "fumo icona tra i giovani"
- spot "dipendenza dal fumo"
- spot "lezione di scienze"
- spot "problemi dentali"
- nessuno di questi

**10. Quali spot avevi già visto prima di oggi?** (puoi segnare più risposte).

- spot italiano
- spot "invecchiamento della pelle"
- spot "polmoni"
- spot "fumo icona tra i giovani"
- spot "dipendenza dal fumo"
- spot "lezione di scienze"
- spot "problemi dentali"
- nessuno di questi

**1. Tu sei?** maschio femmina **2. Quanti anni hai?** .....

**4. Fumi ?**  Sì, tutti i giorni  Non tutti i giorni

No, però ho provato  Non ho mai fumato

**5. Chi dei tuoi familiari più stretti genitori fuma?** (segna con una "X" chi fuma)

mamma  papà  fratello  sorella

**6. Il tuo miglior amico/a fuma?**  Sì, tutti i giorni  Non tutti i giorni  no

**7. Il tuo/a ragazzo/a fuma?**  Sì, tutti i giorni  Non tutti i giorni

No  Non ho il/la ragazzo/a