

Prevalence study of anti-tobacco media campaign in six cities of China (Language: Chinese)

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Abstract

Objective: To describe the present condition of tobacco control reports in Beijing, Shenyang, Shanghai, Changsha, Guangzhou, and Yinchuan and to provide evidence to promote anti-tobacco media campaign in China.

Methods: Multistage sampling was used to sample 4 815 smokers and 1,270 non-smokers in the six cities. Face-to-face interviews were conducted to examine the exposure rate of anti-tobacco media reports. Multivariate logistic regression models were used to explore factors associated with exposure rate of anti-tobacco media campaign.

Results: 69.1% of the smokers had seen anti -tobacco media report. 64.6%, 50.5%, 45.6% and 38.1% of the respondents saw tobacco control publicity on TV, cigarette package, newspaper/magazine and broadcast. Multivariate logistic regression analysis showed that age, education background and the amount of smoking cigarette per day have significant associations with exposure rate of tobacco control media reports ($P<0.05$).

Conclusion: The anti -smoke media campaigns in China has made a good progress, but is not well distributed. There should be a unitive and long-term anti-smoke media campaign strategy in China.

Recommended Citation

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