How cost-effective are mass media campaigns in tobacco control in developed countries?

A critical review of recent studies.

Monday 8th of July, IHEA Conference Sydney, Tobacco Demand session : 3.45 pm-5 pm

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Background

Tobacco control campaigns:

- Decreased smoking initiation
- Increased smoking cessation
- Continuous and sufficient level of exposure
- Strong emotion evoking campaigns
- Personal stories
Methods

- Review of recently published studies on the cost-effectiveness of mass media campaigns in tobacco control
- Three recent cost-effectiveness analyses (2007-2012)
- Quality and generalizability

bode³
Burden of Disease Epidemiology, Equity and Cost Effectiveness Programme
The American Truth® Campaign

- Nation-wide 2000-2002
- Preventing smoking initiation 12-17 year olds
- Tobacco industry denormalisation
- Decline of 1.6% in youth smoking rate
The American Truth® Campaign

- Total cost: $US 324 million

- Cost-effectiveness analysis:
  - Medical cost averted: US$ 1.9 billion – US$ 5.4 billion
  - Pessimistic scenario: US$ 4,000 per QALY saved

- Cost-saving

The American EX® Campaign

- Nation-wide in 2008
- Smoking cessation adults
- Personal stories ex-smokers
The American EX® Campaign

- Total cost: $US 314 million

- Cost-effectiveness analysis
  - 4,238 additional quitters
  - $US 37,355 to $US 81,301 per QALY saved

- Cost-effective

Reference: Villanti, A. C., Curry, L.E. et al. (2012). "Analysis of media campaign promoting smoking cessation suggests it was cost-effective in prompting quit attempts." Health Affairs 31(12): 2708-2716.
‘Every cigarette is doing you damage’ Campaign

- Nation-wide in Australia in 1997
- Smoking cessation adults
- ‘Artery’ video
‘Every cigarette is doing you damage’ Campaign

- Total cost ‘phase 1’: $AUS 10 million

- Cost-effectiveness analysis
  - 190,000 quitters
  - 55,000 smoking-attributable deaths averted
  - Healthcare cost savings: $AUS 741 million

- Cost-saving

Discussion (1)

- Favourable from a health economic perspective
  - High upfront costs: limited adoption?

- Tobacco industry denormalisation
  - Low public profile of tobacco industry?
Discussion (2)

- Comparison across countries
  - Cost per capita measure
  - Overall costs of campaign
  - Medical costs saved related to smoking
  - Pessimistic and optimistic costing scenarios
Conclusions

- Cost-effective tobacco control intervention
- Need for more cost-effectiveness analyses
  - Complementary campaigns
- Cost benefits of Social Media?
  - ‘Legend’ campaign New Zealand
New Zealand

- Smoke-free goal for 2025
- Evidence-based mix of tobacco control interventions
- Tobacco control policies & intensive campaign
Thank you for your attention. Questions?

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