

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

Authors: Frederieke S. van der Deen (presenting) , Amber L. Pearson, Nick Wilson



bode³

Burden of Disease Epidemiology, Equity
and Cost Effectiveness Programme



W E L L I N G T O N

Background

Tobacco control campaigns:

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

bode³

Burden of Disease Epidemiology, Equity
and Cost Effectiveness Programme



W E L L I N G T O N



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

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

Reference: Holtgrave, D. R., Wunderink, K.A. et al. (2009). "Cost-utility analysis of the National truth campaign to prevent youth smoking." *American Journal of Preventive Medicine* 36(5): 385-388.

bode³

Burden of Disease Epidemiology, Equity
and Cost Effectiveness Programme



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.

bode³

Burden of Disease Epidemiology, Equity
and Cost Effectiveness Programme



W E L L I N G T O N

'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

Reference: Hurley, S. F. and J. P. Matthews (2008). "Cost-effectiveness of the Australian National Tobacco Campaign." Tobacco Control 17(6): 379-384.

bode³

Burden of Disease Epidemiology, Equity
and Cost Effectiveness Programme



W E L L I N G T O N



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

bode³

Burden of Disease Epidemiology, Equity
and Cost Effectiveness Programme



Thank you for your attention. Questions?

Website: <http://www.otago.ac.nz/wellington/research/bode3/>

Contact: frederieke.vanderdeen@otago.ac.nz

bode³

Burden of Disease Epidemiology, Equity
and Cost Effectiveness Programme



W E L L I N G T O N