

Does second-hand smoking mass-media campaign increase public awareness and reduce second-hand smoke exposure? A systematic review

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Introduction and Aims:

The World Health Organization estimates exposure to second-hand smoking (SHS) contributes to 880,000 global premature deaths annually. SHS mass-media campaigns encourage people to quit smoking while minimising the risk of SHS to others. This study synthesised findings from epidemiological studies and grey literature, reporting the i) pre- and post-individual and population outcomes of SHS campaigns ii) implementation of ongoing SHS campaigns.

Design and Methods:

PubMed, Embase, Web of Science, and Google were searched in April 2022 for studies and grey literature published between 2016-2020. No restrictions were imposed on study design, location, language, or campaign year.

Results:

A total of 1,413 articles were retrieved for title and abstract screening. Of these, 81 were included for full-text screening. Fifteen studies across 10 nations (primarily Asia) met eligibility criteria. Support for smoking bans ranged between 39% (for bars and restaurants)-98% (for health facilities). Compliance towards smoke-free policy in restaurants, however, was low (~40%). Sixty-seven percent of individuals who smoked were eager to quit, with 89% concerned about the effects of SHS on their family. Grey literature located 21 national SHS campaigns implemented between 2013-2022.

Discussions and Conclusions:

Our review found SHS campaigns were implemented in areas where tobacco use is highly prevalent. Many campaign-related metrics were not reported in peer-reviewed publications. A thorough evaluation of SHS campaigns is necessary for policy makers to understand the campaigns' successes while identifying areas that can be improved.

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