

Media, Tobacco Control Interventions, and Tobacco Industry Mitigation Efforts

Tobacco use is exacerbated by the efforts of a profit-making industry. This part explores two areas in which tobacco industry efforts against tobacco control and interventions involve the media. The first chapter reviews state-level tobacco control media programs in Minnesota, California, Arizona, and Florida as examples of industry attempts to prevent or limit the scope of antitobacco media campaigns through political advocacy, claims of fiscal crisis, negotiated restrictions, or legal challenges.

The second chapter addresses the use of media in attempting to defeat state tobacco control initiatives and referenda, looking at results from several state-level propositions. Television, radio, print, and billboard advertising have been used to portray tobacco tax initiatives as unfair taxation, limitation of personal choice, or wasteful government spending with mixed levels of success. By understanding how tobacco control efforts can be blunted by protobacco media interventions, public health stakeholders can more effectively plan efforts to reduce tobacco use in their states and communities.