

# Writing Research Papers for Impact

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## Overview

- **Brief introduction to the RWJF Bridging the Gap program**
- **Examples of BTG research products that have been focus of communications/dissemination efforts**
  - **A few based on recent tobacco-focused work**
  - **A few more recent obesity-related examples**

## Bridging the Gap is ...

- **An initiative of the Robert Wood Johnson Foundation, begun in 1997**
- **A cross-team initiative (Tobacco, APT, Childhood Obesity)**
- **A collaborative effort to assess the impacts of policies, programs & other environmental factors on adolescent behaviors including smoking, drinking, and illicit drug use**
- **More recent focus on youth eating practices, physical activity, and weight outcomes (e.g. BMI, overweight)**
- **Linked to the ongoing *Monitoring the Future* study**

# “State Tobacco Control Spending and Youth Smoking”

Tauras, Chaloupka, Farrelly, et al.

*American Journal of Public Health*

February 2005

## Conclusion:

“The findings from this study should be of particular interest to policy makers debating the use of tobacco-generated revenue. This study provides clear evidence that tobacco control funding is inversely related to the percentage of youth who smoke and the average number of cigarettes smoked by young smokers. A substantial decrease in funding could lead to substantial increases in adolescent smoking, not dissimilar to what was observed in the 1990’s.”

# Release vs. Coverage

## Press Release

### **Study Finds Youth Smoking Would be Much Lower if States Followed Federal Guidelines for Tobacco Control Spending**

“There would be far fewer teen smokers in America today if state spending on tobacco control followed levels recommended by the federal Centers for Disease Control and Prevention (CDC), according to a study published in the February 2005 issue of the American Journal of Public Health (AJPH).”



### **Fed up with program cuts, anti-smoking groups appeal to voters**

“There's wide agreement that state programs like Florida's were behind recent drops in children smoking, said John Tauras, a health economist at the University of Illinois-Chicago who wrote about the effectiveness of such programs in the American Journal of Public Health earlier this year.”

“The more states spend on tobacco control, the fewer youths will smoke,’ Tauras said.”

# Related Efforts

Estimates used to develop state by state measures of the impact of state tobacco control funding on youth smoking prevalence, based on CDC recommendations for minimum funding required for a comprehensive tobacco control program



## **States Can Keep Two Million Kids from Smoking, Save Over 600,000 Lives By Fully Funding Tobacco Prevention, New Research Shows**

“At the request of the Campaign for Tobacco-Free Kids, two of the UIC researchers, Frank J. Chaloupka and John A. Tauras, used the same economic model as in the study to estimate the number of kids who would be prevented from smoking and the number who would be saved from premature, smoking-caused deaths if every state funded a tobacco prevention program at the CDC’s minimum levels.”

“This model estimated that if every state funded a prevention program at CDC minimum levels, the number of kids alive today who start to smoke would be reduced by 1,952,550 and 624,650 fewer of them would die an early death from smoking.”

# 50 state specific releases:

## CAMPAIGN for TOBACCO-FREE Kids®

FOR IMMEDIATE RELEASE CONTACT: Jennifer  
Friedman January 26, 2005  
/ Joel Spivak

202-296-

5469

**Maine Can Keep 19,870 Kids from Smoking and Save 6,350 from Early Death By Fully Funding Tobacco Prevention, New Research Shows**

*Maine Will Also Save \$238.4 million in Health Care Bills*

WASHINGTON, DC (January 26, 2005) – Maine will prevent 19,870

kids alive today from starting to smoke and save 6,350 of them from a premature, smoking-caused death if it funded a tobacco prevention and cessation program at minimum levels recommended by the U.S. Centers for Disease Control and Prevention (CDC), according to new research data released today by the Campaign for Tobacco-Free Kids. Maine will also save \$238.4 million in long-term, smoking-related health care costs as a result of these reductions in youth smoking.

Nationally, if every state increased funding for tobacco prevention programs to CDC minimum levels, they would prevent nearly two million kids from starting to smoke, save 624,650 of these kids from premature death, and save \$23.4 billion in health care costs, according to the new data.

## CAMPAIGN for TOBACCO-FREE Kids®

FOR IMMEDIATE RELEASE CONTACT: Jennifer  
Friedman /  
January 26, 2005

Joel Spivak  
202-296-5469

**Oregon Can Keep 25,750 Kids from Smoking and Save 8,240 from Early Death By Fully Funding Tobacco Prevention, New Research Shows**

Oregon would also save \$174.5 million in health care bills.

WASHINGTON, DC (January 26, 2005) – Oregon would prevent 25,750 kids alive today from starting to smoke and save 8,240 of them from a premature, smoking-caused death if it funded a tobacco prevention and cessation program at minimum levels recommended by the U.S. Centers for Disease Control and Prevention (CDC), according to new research data released today by the Campaign for Tobacco-Free Kids. Oregon would also save \$174.5 million in long-term, smoking-related health care costs as a result of these reductions in youth smoking.

Nationally, if every state increased funding for tobacco prevention programs to CDC minimum levels, they would prevent nearly two million kids from starting to smoke, save 624,650 of these kids from premature death, and save \$23.4 billion in health care costs, according to the new data.

## CAMPAIGN for TOBACCO-FREE Kids®

FOR IMMEDIATE RELEASE CONTACT: Jennifer  
Friedman / January 26, 2005  
Joel Spivak

202-296-5469

**Indiana Can Keep 55,870 Kids from Smoking and Save 17,880 from Early Death By Fully Funding Tobacco Prevention, New Research Shows**

*Indiana Would Also Save \$670.5 million in Health Care Bills*

WASHINGTON, DC (January 26, 2005) – Indiana would prevent 55,870 kids alive today from starting to smoke and save 17,880 of them from a premature, smoking-caused death if it funded a tobacco prevention and cessation program at minimum levels recommended by the U.S. Centers for Disease Control and Prevention (CDC), according to new research data released today by the Campaign for Tobacco-Free Kids. Indiana would also save \$670.5 million in long-term, smoking-related health care costs as a result of these reductions in youth smoking.

Nationally, if every state increased funding for tobacco prevention programs to CDC minimum levels, they would prevent nearly two million kids from starting to smoke, save 624,650 of these kids from premature death, and save \$23.4 billion in health care costs, according to the new data.

## CAMPAIGN for TOBACCO-FREE Kids®

FOR IMMEDIATE RELEASE CONTACT: Jennifer  
Friedman / January 26, 2005  
Joel Spivak

202-296-5469

**Delaware Can Keep 14,540 Kids from Smoking and Save 4,650 from Early Death By Fully Funding Tobacco Prevention, New Research Shows**

*Delaware Would Also Save \$174.5 million in Health Care Bills*

WASHINGTON, DC (January 26, 2005) – Delaware will prevent 14,540 kids alive today from starting to smoke and save 4,650 of them from a premature, smoking-caused death if it continues to fund a tobacco prevention and cessation program at levels recommended by the U.S. Centers for Disease Control and Prevention (CDC), according to new research data released today by the Campaign for Tobacco-Free Kids. Delaware would also save \$174.5 million in long-term, smoking-related health care costs as a result of these reductions in youth smoking.

Nationally, if every state increased funding for tobacco prevention programs to CDC minimum levels, they would prevent nearly two million kids from starting to smoke, save 624,650 of these kids from premature death, and save \$23.4 billion in health care costs, according to the new data.



“Effect of Televised, Tobacco Company–Funded Smoking  
Prevention Advertising on Youth Smoking-Related Beliefs,  
Intentions, and Behavior”

Wakefield, Terry-McElrath, Emery, et al.

*American Journal of Public Health*

December 2006

## Conclusion:

“We found that increased exposure to tobacco company parent-targeted smoking prevention advertising was associated with lower recall of anti-tobacco advertising and stronger intentions to smoke in the future for all students... In summary, our analysis suggests that tobacco company youth- and parent-targeted smoking prevention advertising campaigns confer no benefit to youths, and especially for older teens, parent-targeted advertising may have harmful relations.”

# Release vs. Coverage

## Press Release

“Televised ads sponsored by tobacco companies and targeted at youth do not change teen smoking outcomes, according to a study published online today by the American Journal of Public Health. Results from the study also show that tobacco industry-sponsored prevention ads intended for parents may have harmful effects on older youth, lowering youth perceptions about the danger of smoking and increasing their likelihood of smoking.”



“What's the best way to convince a teenager that smoking is a great idea? Tell him his parents want him to stop.”

“That's the rather disturbing suggestion of a study of teens who had watched tobacco-industry-funded television ads urging parents to talk to their children about smoking. The study shows that these teens were more likely to have smoked in the past month and more likely to say that they planned to smoke in the future.”

# The New York Times

## When Don't Smoke Means Do

Editorial – November 27, 2006

Philip Morris has adopted the role of good citizen these days. Its Web site brims with information on the dangers of smoking, and it has mounted a campaign of television spots that urge parents, oh so earnestly, to warn their children against smoking. That follows an earlier \$100 million campaign warning young people to “Think. Don’t Smoke,” analogous to the “just say no” admonitions against drugs.

All this seems to fly against the economic interests of the company, which presumably depends on a continuing crop of new smokers to replace those who drop out or die from their habit. **But in practice, it turns out, these industry-run campaigns are notably ineffective and possibly even a sham. New research shows that the ads aimed at youths had no discernible effect in discouraging smoking and that the ads currently aimed at parents may be counterproductive.**

(...)

Philip Morris says it has spent more than \$1 billion on its youth smoking prevention programs since 1998 and that it devised its current advertising campaign on the advice of experts who deem parental influence extremely important. But the company has done only the skimpiest research on how the campaign is working. It cites June 2006 data indicating that 37 percent of parents with children age 10 to 17 were both aware of its ads and spoke to their children about not smoking. How the children reacted has not been explored. And somehow the company forgot to tell the parents, as role models, to stop smoking themselves.

**Philip Morris, the industry’s biggest and most influential company, is renowned for its marketing savvy. If it really wanted to prevent youth smoking — and cut off new recruits to its death-dealing products — it could surely mount a more effective campaign to do so.**

Monday, November 6, 2006

## Smoking Ads Ineffective

According to the American Journal of Public Health, children age 12-17 had stronger intentions to smoke more after viewing ads encouraging parents to talk to their children about smoking. What do you think?



**Joel Meyer,**  
*Gunsmith*

"I'm appalled when I think back to all those heartfelt discussions I had with my kids about the cool fresh taste of Salem Menthol Lights."



**Cathy Wegman,**  
*Systems Analyst*

"Interesting. After reading the findings of this study, I have a strong urge to ignore them."



**Brian Plumber,**  
*Cashier*

"Any chance they'll start airing PSAs where parents tell their kids not to date the 50-year-old guy who works the night shift at Stop & Shop?"

# Impact:

The American Legacy Foundation has called on tobacco companies to pull their parent-targeted anti-smoking ads, at least in part because an upcoming study in the December issue of the American Journal of Public Health suggests that cigarette manufacturers' spots actually increase the likelihood that teens will smoke in the future.

Vermont Attorney General William Sorrell said he would meet with other AGs to determine if tobacco-industry prevention ads violate the prohibition on youth marketing. . . . "[Our] goal in this area is to have an effective youth smoking prevention program and to that end we believe in collaborative dialogue with the public health community to help identify any potential improvements to our youth smoking prevention communications. The campaign is directed at parents because that is what experts tell us is the most effective way."

# “The Impact of Retail Cigarette Marketing Practices on Youth Smoking Uptake”

Slater, Chaloupka, Wakefield, et al.

*Archives of Pediatrics and Adolescent Medicine*

May 2007

## Conclusion:

“The results of this study show cigarette marketing strategies have differential effects on the progression from initiation and experimentation with cigarettes to regular smoking. Specifically, our results suggest point-of-sale advertising is associated with encouraging youth to try smoking, whereas cigarette promotions are associated with influencing those youth already experimenting with cigarettes to progress to regular smoking, with established smokers being most influenced by promotional offers.”



# Release vs. Coverage

## Press Release

“They found that point-of-sale advertising is associated with youth trying smoking; that pricing strategies contribute to increases all along the smoking continuum, from initiation and experimentation to regular smoking; and that cigarette promotions increase the likelihood that youth will move from experimentation to regular smoking.”

## The New York Times

“The scientists found that point-of-sale advertising is associated with getting children to try smoking, but has little effect in encouraging habitual tobacco use. However, cigarette promotions, especially those that involve price reductions, may tempt teenagers who have already experimented with tobacco to become regular smokers.”

# Related Efforts



## Study Finds Retail Tobacco Marketing Increases Teen Smoking, Underscores Need for FDA Authority Over Tobacco, Higher Tobacco Taxes

A new study published today in the Archives of Pediatrics and Adolescent Medicine concludes that the more cigarette marketing teens are exposed to in retail stores, the more likely they are to smoke, and that restricting these retail marketing practices would reduce youth smoking. This is the first national study to examine how specific marketing strategies in convenience stores and other retail settings affect youth smoking. **The study is significant and timely because retail marketing today makes up the vast bulk of all tobacco marketing and Congress is considering legislation that would curtail some of the industry's most harmful marketing practices.** This study shows that the most common marketing strategies currently used by the tobacco industry remain highly effective at getting children to smoke and must be curtailed.

This new research demonstrates the urgent need for Congress to enact the pending legislation granting the U.S. Food and Drug Administration (FDA) authority over tobacco products, including the authority to crack down on tobacco marketing that impacts children.

“Nutritional Content of Television Food Advertisements  
Seen by Children and Adolescents in the United States”

Powell, Szczypka, Chaloupka & Braunschweig

*Pediatrics*

September 2007

## Conclusion:

“The overwhelming majority of food-product advertisements seen on television by American children and adolescents are of poor nutritional content...However, the food and beverage industries have been urged to change their marketing practices directed at children...These findings will provide a benchmark against which future research can evaluate the commitments by food companies to change the nature of food advertising directed at America’s children.”

# Release vs. Coverage

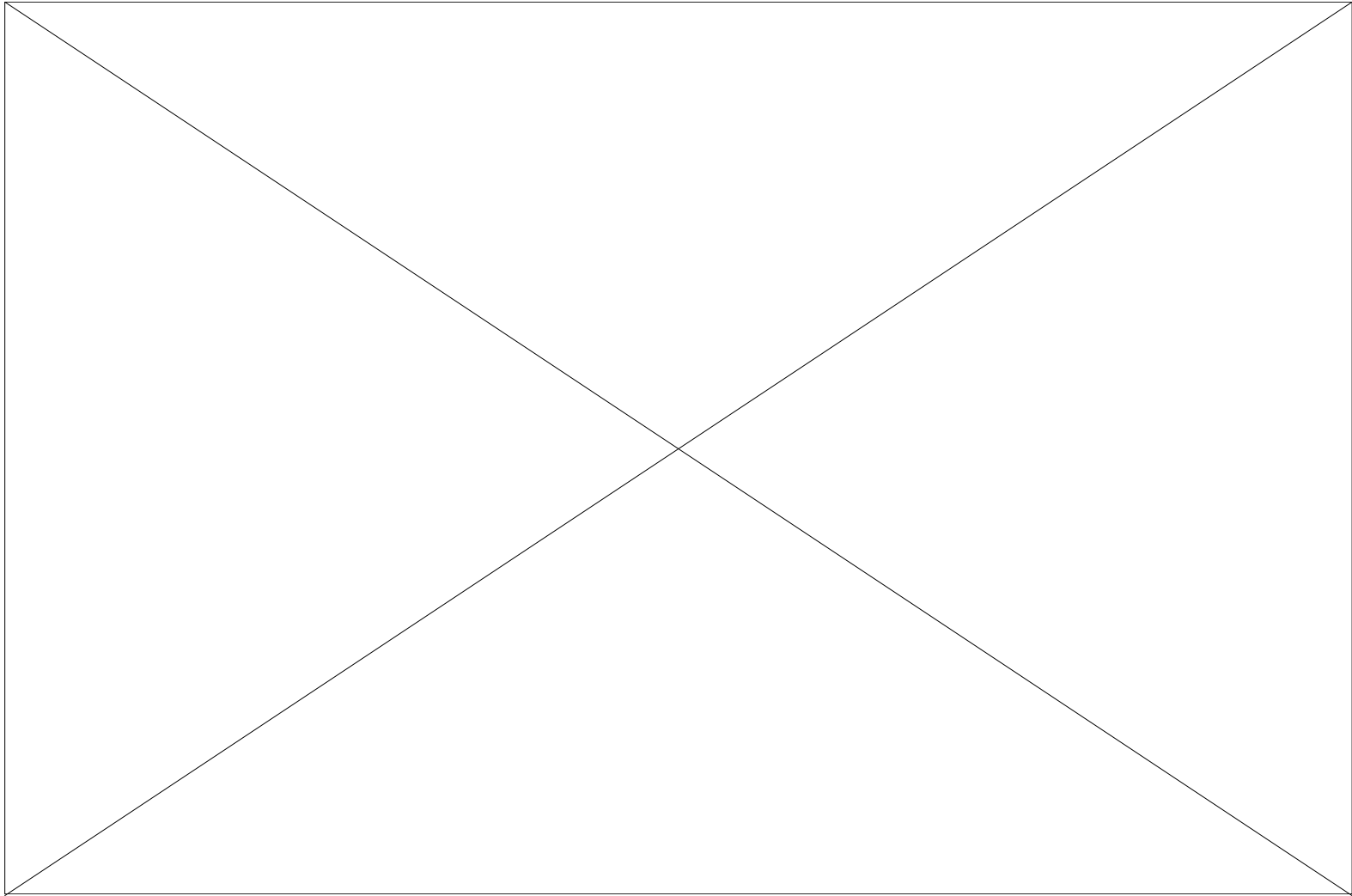
## Press Release

“Clearly our kids are getting bombarded with poor nutritional messages every day,’ said Risa Lavizzo-Mourey, M.D., M.B.A., president and CEO of the Robert Wood Johnson Foundation, which has committed \$500 million over the next five years to reverse the childhood obesity epidemic.”



“Clearly our kids are getting bombarded with poor nutritional messages every day,’ said Risa Lavizzo-Mourey of the Robert Wood Johnson Foundation, which funded the study as part of a five-year, \$500 million initiative fight childhood obesity... Powell recognizes that food marketers have taken steps since 2003-2004 to cut some of the marketing fat, and applauds those efforts, but she is also looking to create a benchmark to measure their progress.”

# Broadcast Coverage



## Next Steps:

Bridging the Gap continuing to monitor children's and adolescents' exposure to televised food and beverage advertising and the nutritional content of this advertising.

Ongoing monitoring will allow us to assess whether or not companies are complying with their voluntary agreements to improve the nutritional content of products in ads seen by children and adolescents

Bridging the Gap Supplement to the  
*American Journal of Preventive Medicine*

Chaloupka, Johnston, Brownson & Yancey, editors

October 2007



## NEW STUDIES SHOW CHILDREN SURROUNDED BY UNHEALTHY OPTIONS

CHICAGO, IL, September 25, 2007— Unhealthy options and pressures influence nearly every part of children's daily lives, according to studies released today in a special supplement of the *American Journal of Preventive Medicine (AJPM)*. The studies reveal that, in most middle and high schools across the nation, contracts with soft drink bottling companies give students easy access to sugary beverages; lower-income neighborhoods have more fast-food restaurants than higher-income neighborhoods; and television advertisements steer kids to spend their money on junk food.

# Coverage of Environmental Changes



"Kids and their parents are fighting against an environment that makes it almost impossible to eat healthfully, engage in physical activity and maintain a healthy weight," says Frank Chaloupka, professor of economics and public health at the University of Illinois.

“Among the environmental changes he and his colleagues recommend:

- Businesses must put supermarkets in "food 'deserts' in inner cities so people have access to healthful choices," Chaloupka says.
- Food companies must live up to the commitments they have made to stop marketing unhealthful foods to children.
- Schools must create more opportunities for physical activity and limit offerings of unhealthful foods and beverages. "There are moves in this direction, but we haven't seen the payoff yet," he says.”

## Two Studies from the Supplement

- “Sports Participation and Physical Education in American Secondary Schools: Current Levels and Racial/Ethnic and Socioeconomic Disparities”, Lloyd Johnston:
  - “PE requirements, and actual student participation rates, decline substantially between 8th and 12th grades. About 87% of 8th graders are in schools that require them to take PE, compared to only 20% of 12th graders.”
- “Soft Drink Availability, Contracts, and Revenues in American Secondary Schools”, Lloyd Johnston:
  - “Most students (67% in middle and 83% in high school) are in schools that have a contract with a bottler.”

# Release vs. Coverage

## Press Release

“A study by Lloyd D. Johnston, Ph.D., and colleagues at the University of Michigan’s Survey Research Center observes that, as of the 2004-2005 school years, the vast majority of middle schools (67 percent) and high schools (83 percent) had contracts with a soft drink bottling company, which in many cases provided students access to soft drinks all day long... Eighty-seven percent of 8th grade students attend schools that require PE, while only 20 percent of 12th grade students have PE requirements.”



“Johnston found the majority of middle schools (67 percent) and high schools (83 percent) had contracts with a soft-drink company.

While high schools are more likely to offer soft drinks, they are less likely to require physical education, Johnston found in a separate study. While 87 percent of 13- to 14-year-old students surveyed attend schools that require physical education, only 20 percent of 17- to 18-year-olds face physical education requirements.”

## Conclusions:

Include clear statement of key findings and policy implications

Keep RWJF communications team informed about research products

Work with other interested groups to disseminate key findings