

HARNESSING MASS MEDIA SUBSTANCE USE PREVENTION CAMPAIGNS TO INFORM POLYTOBACCO USE PREVENTION IN U.S. ADOLESCENTS AND YOUNG ADULTS: A SYSTEMATIC REVIEW

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INTRODUCTION

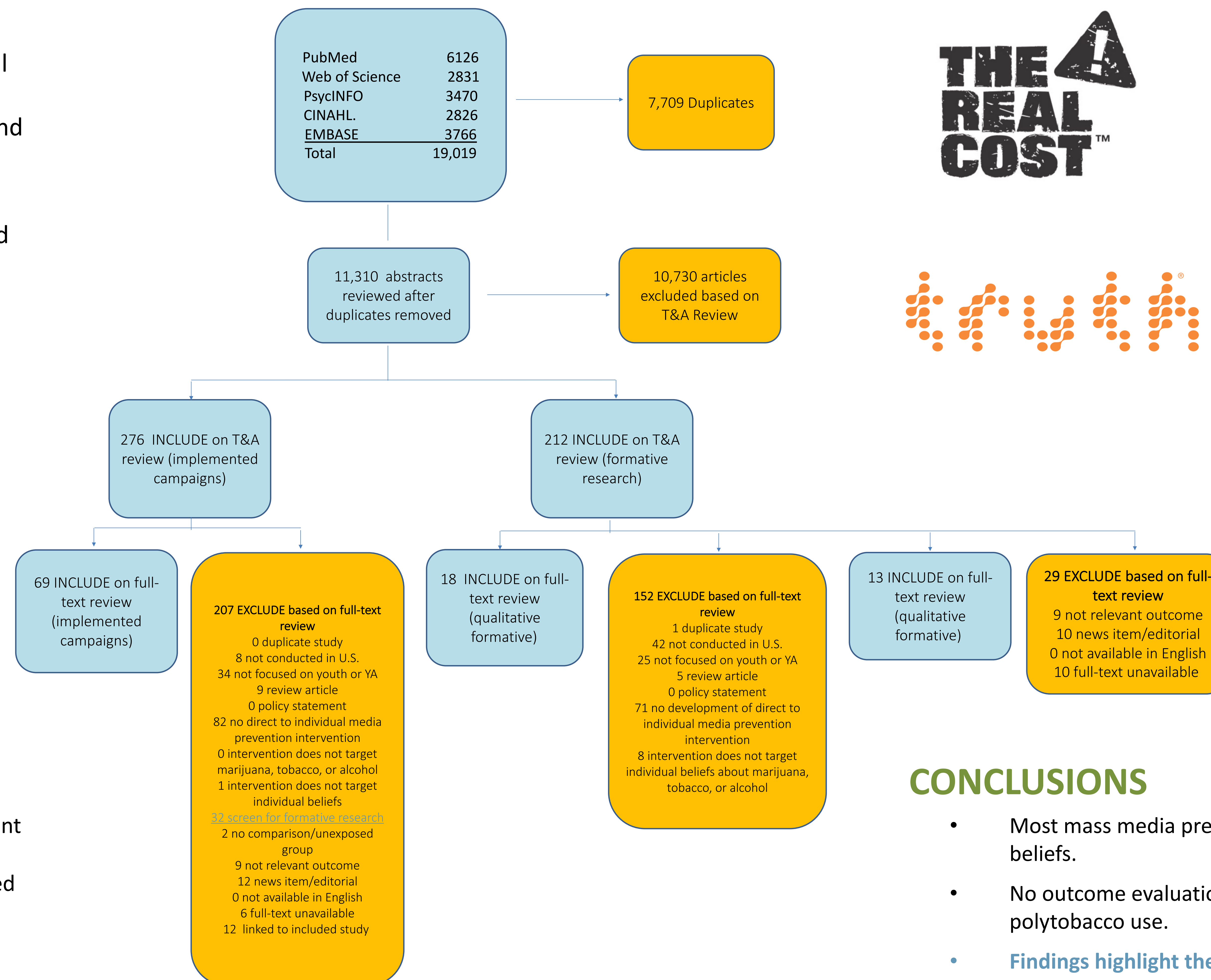
- Polytabacco and polysubstance use are increasingly prevalent patterns of use in adolescents and young adults.
- Low harm and addiction perceptions and high social acceptability may drive youth and young adult tobacco and substance use patterns including co- and poly-use.
- This study aims to learn from broader literature on substance use prevention messaging to develop and test novel messages targeting polytabacco use in young people.

METHODS

- Systematic review of published literature using two independent reviewers (EP, SEL).
- **Electronic searches conducted in 5 databases:**
 - CINAHL
 - Embase
 - PsychINFO
 - PubMed
 - Web of Science
- Bibliographies of included publications were searched manually to identify additional studies
- Included articles were categorized separately by study type into campaign evaluations and formative research
- **Exclusions for campaign evaluations:** Individual treatment trials; prevention interventions that include school programming, counseling, skills training, are not delivered through mass media, and do not target individual beliefs about alcohol, marijuana, or tobacco.
- **Exclusions for formative research:** Individual treatment trials, prevention intervention evaluation campaigns,

RESULTS

Figure 1. Flowchart from electronic searches to full-text review



RESULTS

Figure 2. Logos of effective mass media substance use prevention campaigns



CONCLUSIONS

- Most mass media prevention efforts overlooked young adult beliefs.
- No outcome evaluations have addressed campaigns focused on polytabacco use.
- Findings highlight the need for mass media prevention efforts to target young peoples' beliefs about use of more than one tobacco product as well as prevention campaigns tailored to young adults.

DISCLOSURE:

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