

Using the mass media for public health: what's the evidence?

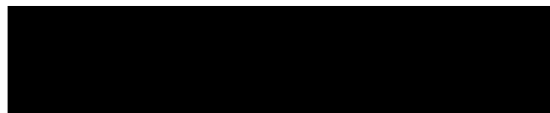
How effective are mass media campaigns at influencing health behaviours?

Are they more effective with certain groups of people than others?

What are the characteristics of effective campaigns?

What do national, regional and local commissioners of campaigns need to know?

This seminar pulls together findings from a two year NIHR-PHR funded project examining the effectiveness of mass media campaigns across six key health behaviours: alcohol use, diet, illicit drug use, physical activity, sexual health and smoking.



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Thursday 28th September 2017, 12-4pm
Iris Murdoch Building, University of Stirling
FREE

Presentations include:

- **Developing and using logic models** Professor James Thomas, EPPI Centre, University College London
- **Outcomes and costs: mass media campaigns** Dr Vittal Katikireddi, University of Glasgow, and Dr Tessa Langley, University of Nottingham
- **Public health mass media campaigns on alcohol** Professor Sarah Lewis and Ben Young, University of Nottingham
- **What makes a successful mass media campaign? Focus on characteristics** Dr Shona Hilton, University of Glasgow
- **Gaps and opportunities: what our reviews tell us about future research on mass media campaigns for public health** Martine Stead, University of Stirling
- **The future for mass media campaigns** Prof Linda Bauld, University of Stirling

Please RSVP to Kate Massie, [REDACTED] if you would like to attend

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