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News Media Outreach of Tobacco-Free City - Gates Tobacco Control Project from 2009
to 2013

A Case Study on Media Coverage of 17 TFC Site Cities and the Overall Program

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By

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Bachelor of Art
Beijing University of Chinese Medicine
2011

Thesis Committee Chair: Cheng Huang, PHD

An abstract of
A thesis submitted to the Faculty of the
Rollins School of Public Health of Emory University
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Abstract

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By Mengmeng Kan

Background: Many studies have studied the news media coverage of tobacco control in different countries. While this study was to determine the Chinese media coverage of tobacco control issues in 17 Chinese cities, and the messaging they are spreading to promote healthy behavior.

Methods: The study was based on 1100 mass media coverage pieces reported by the 17 cities participated in the Tobacco Free City – Gates Tobacco control Project in China from January 2009 to February 2013.

Results: Across the 5 time periods (physical year 2009 to first 2 months in 2013), an average of 222 media outlets were issued. Most media outlets are showing neutral attitude (n=985 88.74%). The tone used in the media outlets were practically neutral, or both positive and negative attitudes showed a clear balance in the media outlets. The theme of protecting people from tobacco smoke and tobacco harm was covered most by mass media (n=645 58.11%). Even though paper based media, including newspaper, newsletters and magazines is still the main force of media outlet on tobacco control issue (n=617 55.59%), web based new media is another booming source of covering tobacco control issue (n=326 29.37%).

Conclusion: The media coverage lean towards supporting tobacco control. But most of the outlets were information spreading or event reports. More reports and attention on individual smokers are needed. Furthermore, media coverage should not only be focused on special events like World No Tobacco Day, and some effective tobacco control strategies such as raising tax on tobacco industry was barely reported. More measures should be taken to provoke more comprehensive and effective media outlets on tobacco control topics.

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INTRODUCTION

Our life is filled with a large number of media, among them newspapers and magazines, television broadcast and online media are the most common. All sorts of information passed by media become our main way of obtaining information. News media coverage not only serves as a major source of information for the public and policy makers¹ but also helps frame issues² and promote policy agendas³⁴⁵. All these objectives are important in communicating to the public about tobacco control. In the public health arena, media advocacy serves an important role on pressuring the creating, change and enforcement of public policy.

The basic task of the mass media is rapidly spread the latest news and scientific and cultural information to the public in a timely manner, thus exerts a subtle influence the behavior of the audience.⁶ The main purpose of media advocacy of tobacco control are the following two: one is to provide smoking knowledge, such as propaganda of smoking cessation hotline; another is to improve the smokers' cognitive level, build a good smoke-free social atmosphere, fulfill the intention of lower smoking rate among the target population. Knowledge, Attitude, Perception (KAP) is a popular model for behavior science, which indicates that be exposed to knowledge is the very first step for behavior change. Only when people realize the harms of dangerous behavior, weighing the advantages and disadvantages of changing a certain behavior, leading to the intention to change the behavior, is likely that they are willing to make a self-decision, finding an alternative healthy behavior over the dangerous one. Media advocacy on tobacco control is aimed at making people aware of the dangers of smoking, promoting people's awareness of cigarette harm, then change their behavior. Research has shown that public service announcements or public service

ads is a major source of smokers gain help for quitting.⁷ One research has shown that smokers quitting rate is related with the level of attentions mass media pays on smoking and health, and the larger the report number, the more authority the content, the quitting rate is higher.⁸

Many studies have studied the news media coverage of tobacco control in different countries, from Australia, Mexico, to the United State⁹¹⁰¹¹. From those research, we can be suggested that the amount and type of news coverage of social, political and health issues, in these cases tobacco control, is a key factor in setting the agenda for policy changes.

China, with the world's largest population, the percentage for adult male and female smokers are 52.4% and 3.4%.¹²¹³ Although the Framework Convention on Tobacco Control (FCTC) has been in force in China since 2006, there was no national law prohibiting tobacco use in public settings until 2012. China currently has the highest tobacco use prevalence in the world, and recent data shows that there are over 301 million smokers in China, over half of the men smoke, and 7 out of 10 non-smoking adults are exposed to secondhand smoke. Not only does China have the largest population of smokers, it is also the chief producer of tobacco products in the world, with tobacco earnings and excise tax revenues adding billions in national tobacco profits. Accordingly, the tobacco control environment is complex and with great challenges, but also with great potential for prevention.

The Tobacco Free City—Gates Tobacco Control Project, a project implemented by Emory University Global Health Institute (USA) and funded by the Bill & Melinda Gates Foundation, is a new attempt to improve the course of tobacco control. The Tobacco-Free City – Gates Tobacco Control Project seeks to reduce the health, social, environmental, and economic burdens of tobacco use by increasing the in-country capacity of tobacco control in China by i) collaborating

with public health leaders in China to promote evidence-based approaches tailored to the culture and circumstances by providing grant funding to cities to develop and implement comprehensive tobacco control programs, and ii) providing funding to establish university or research institution-based resource centers designed to increase in-country research, scholarship, and expertise in key tobacco control areas.

The Tobacco-Free City – Gates Tobacco Control Project grant program focuses on a comprehensive tobacco control approach of preventing initiation, promoting cessation, and eliminating exposure to second-hand smoke. The program was launched in June 2009. Seven cities were funded to build tobacco control programs designed to change the social norms of tobacco use in their cities – Luoyang, Tangshan, Changsha, Qingdao, Ningbo, Shanghai, and Wuxi. Their efforts are focused on creating smoke-free environments, including government workplaces, schools, hospitals, and homes. In July 2010, ten additional cities received funds and support to implement tobacco control efforts – Anshan, Bayannuoer, Changchun, Dalian, Hangzhou, Kalamayi, Nanjing, Nanning, Suzhou, and Yinchuan. Selected project cities must meet the following criteria: (a) the city must be supported by the government and have its government's commitment to tobacco control; (b) the government must provide support for the project, both financially and non-financially; (c) the project requires the responsibility of a department specialized in tobacco control, and this department must be able to organize and implement the project independently; (d) an appropriate project leader, a stable workforce, and an adequate time investment are essential infrastructural need of the project. Therefore, we understand that the government plays a critical role in the project's implementation.

Though continuing efforts and perseverance of the Tobacco-Free City – Gates Tobacco Control Project, a large number of activities are underway to implement smoke-free hospital, schools,

work places, communities and public places in the participating 17 site cities. Furthermore, most city governments have passed or in the process of passing local regulations to strengthen tobacco control in public places such as schools, hospitals, public transport, entertainment facilities etc.

A few studies have examined new media coverage of tobacco control in China over the years. Liu et al., for example, reported that the new coverage of tobacco issues in Chinese newspapers increased in recent years, from 43 articles in 2000 to 409 articles in 2008. They believed that the growing coverage may reflect increasing attention to smoking and the endeavors being made to promote tobacco control in China. However, they failed to take into account the growing newspaper numbers included in the database, they did not report coding reliability coefficient, either.¹⁴

Another example is He et al. The study involved a content analysis of 4821 articles from one party and one local newspaper of the 17 Tobacco-Free City – Gates Tobacco Control Project participating cities from January 1st 2008 to June 30th 2011. The research questions were to determine: (1) the proportion of coverage for each tobacco-related theme, specifically themes related to the tobacco industry and farming; (2) whether article volumes, slants, themes and use of fear appeals related the type of newspaper. One unique thing is about their sample selection, they chose one party and one local newspaper from each of the 17 cities that participated in the Tobacco-Free City – Gates Tobacco Control Project because Chinese government have a direct power over both party and local newspapers, and examine both could potentially show the different attitudes of the government and local media towards tobacco control. However, they excluded the newspapers with data deficiencies for this analysis, like BaYannur City and Karamay City.¹⁵ Furthermore, both papers only conduct media coverage study via printed media which is

mostly paper, neither of them have included other forms of media coverage such as TV, Radio, and Website.

Since the coverage of issues in newspapers is typically highly consisted with the presentation of the same issue in other media such as radio and television.¹⁶ This study examined the whole mass media coverage related or reporting tobacco control issues, opinion pieces and event coverage, including both newspaper articles, televisions, radio programs, and website outlet from the 17 cities that participated in the Tobacco-Free City – Gates Tobacco Control Project. We sought to answer the following research questions: (1) What tobacco themes are most commonly picked up by mass media coverage? (2) What are the characteristics of the news coverage of tobacco issues, including amount, sources, coverage size? (3) Are there any difference between the tobacco themes among different media coverage type? The study provide practical information for future outreach – for both the 17 cities being the vanguard among all Chinese cities on tobacco control, and the management and evaluation team of the Tobacco-Free City – Gates Tobacco Control Project. The study result would help supporting transfer of research findings, which can potentially influence local legislation process and policy advocacy.

METHOD

Sample selection

The cities that participated in the Tobacco- Free City – Gates Tobacco Control Project were chosen in the study because the projects criteria of inclusion allowed us to select cities whose effort on tobacco control were more representative on infrastructures, tobacco control events and opinions, and tobacco control policies. To make a good use of the existing infrastructures, the media outlet information were to be collected in the annual project report of each city that participate in the

Tobacco- Free City – Gates Tobacco Control Project in the form of self-reporting. As part of the monitoring and evaluation plan of the project and also the procedure of data quality control, the monitor and evaluation team of Tobacco- Free City – Gates Tobacco Control Project conduct monthly phone meeting with all participating cities. The data were collected from 2009, there year that the Phase I project implemented in Luoyang, Tangshan, Changsha, Qingdao, Ningbo, Shanghai, and Wuxi, data collection continues in 2010 when ten additional cities received funds and support to implement tobacco control efforts – Anshan, Bayannuoer, Changchun, Dalian, Hangzhou, Kelamayi, Nanjing, Nanning, Suzhou, and Yinchuan. Dataset updates stopped in February 2013 when the Tobacco- Free City – Gates Tobacco Control Project is into the time frame of final evaluation.

Coding

Each media outlet was coded for the newspaper/ TV station/ Radio station/ website in which it was published or aired, and the date of publication (Year and Month), City/Overall (whether – yes/no – the outlet was citywide distributed or overall overage), language of the outlet (English/ Chinese), point of view and theme.

Tobacco control themes

The tobacco control themes were coded to reflect the six components of WHO MPOWER¹⁷, and other themes adopted from three previous studies¹⁸¹⁹²⁰. The themes are consisted as follows:

- 1) Monitoring: articles about tobacco use including (i) prevalence of tobacco consumption; (ii) policy intervention on tobacco use; (iii) Tobacco advertising, promotion and sponsorship;

- 2) Protection: articles about activities, events and opinion pieces on protecting people from tobacco harm, such as second hand smoke and related smoke free policies established in public places like public transportations, schools, hospitals, work places and so on;
- 3) Offering help: articles on tobacco use related health education, prevention and cessation programs and campaigns, quit lines and pharmacological therapy such as nicotine patch and other products;
- 4) Warning: articles about health effect of smoking, unintended smoking-related damage;
- 5) Enforcement: enforcing bans on tobacco advertising, promoting and sponsorship;
- 6) Raising taxes on tobacco products;
- 7) Youth access and purchase, passion and use of tobacco products;
- 8) Large scale smoke free activities, such as the 2008 smoke-free Olympics, the 2010 smoke-free World Expo, and the 2010 smoke-free Asian Games;
- 9) Other.

Point of view

Point of view means the tone shows towards tobacco control or smoking throughout the article.

²¹ ²² (i) Positive attitude is defined when the article can be understood by a person as regarding smoking behavior is harmful to human health or the environment, and in some way showing a positive attitude towards tobacco control policies and laws, and individuals intend to advocate restricting or opposing smoking; (ii) Negative attitude is defined if smoking is considered as positive and not as important as other issues, and showing critical opinion towards tobacco control laws and regulations, and tobacco banning in public places; (iii) Neutral attitude is defined as no value judgments about tobacco use or control were made in the article, or both positive and negative attitudes showed a clear balance in the article.

City-wide/ Over-all coverage

We coded the articles as being city-wide, which means cover stories at a local level and the main audience is at local level, or over-all, which mean cover stories at a national level and the main audience is mainly at national level or at least from the 17 participating cities. Specifically, the coverage level were distinguished by coding whether the story was covered by a national newspaper or wire service (e.g., China Daily, People online) or by a local media source (e.g., Ningbo Daily, Hebei News).

An example of coding:

August 13th, 2010 Source: Beijing News Page: A18

“Tobacco Company supporting poor students being criticized”

Beijing cigarette factories together with the project hope donation center (Beijing) cohosted the Blue fashion"fund raising running to support poor students. Yesterday, the event reviewed many critics, from people working in tobacco control, the world Health Organization (WHO) officials, health, law experts participating in the symposium. Experts say the essence of this activity is using students to marketing Zhongnanhai brand, which is against the Framework Convention on Tobacco Control, that Chinese government has promised to fulfill. Therefore, it shall be immediately terminated.

Blue fashion" is a new brand under Zhongnanhai cigarettes of Beijing cigarette factory. In the late July this year, Project Hope donation center (Beijing) and Beijing cigarette factory Zhongnanhai love fund" jointly hosted the 2010 Zhongnanhai passing love action - blue fashion running for love."

Organizers said in Beijing, Tianjin, Dalian, Qingdao, Shenzhen they will hold the first running rally, and donate to poor university freshmen all around the cities.

At yesterday's conference, to maintain the reputation of Hope Project, protect public health, and performing of the International Convention Framework on Tobacco Control, experts called for immediate measures be taken by relevant departments and Project Hope Beijing donation center, to end the Zhongnanhai love fund."Determinate Zhongnanhai cigarette brand marketing using students, hoping that the government, charities and the society pay attention and resist all forms of tobacco industry promotion, sponsorship and marketing and public relations activities in the name of 'corporate social responsibility.'"

Call from different sources

People working on Tobacco Control: FTCT prohibited tobacco sponsorship.

The world health organization (WHO) representative of Beijing office, Dr. Saro delivered a speech on the Zhongnanhai cigarettes activities yesterday. She said, at present, tobacco takes one million Chinese people's lives a year. The Chinese government approved the FCTC in 2005 which made it legally binding in China. To prevent the tobacco epidemic, we must fully implement the convention. China has an obligation to a total ban on all forms of tobacco advertising, promotion and sponsorship, including anonymous sponsorship from tobacco companies.

Dr Saro says, tobacco company's so-called 'corporate social responsibility,' even if not intended to promote its brand, is thought to be the deadly industry 'cleaning' or interfere with the government decision-making. Dr. Wu Yiqun from Think tank health development research

center pointed out that tobacco marketing, including various forms of advertising, promotion and sponsorship, has been shown to improve youth smoking rates. The Zhongnanhai cigarette running action, is the industry hopes to use prestige good public welfare institutions, as the Hope project," to promote the new tobacco brand Blue Fashion," promoting tobacco brand marketing. She said, If not being stopped, the marketing action of Beijing cigarette factory, is bound to other cigarette companies to follow."

Legal Expert: Shen Weixing, vice President of the Tsinghua University Law School, said tobacco companies use the lack of cohesion between the convention and the domestic law of China, and people's cognition blind area, of tobacco marketing, actively promote their brand, and expand the tobacco consumer groups.

.....

Response

Hope Project (Beijing): receiving donation from tobacco companies is not against the law.

A Mr. Han, the Hope Project (Beijing) Publicity Chair showed that, it is understandable that people having problem with tobacco companies conducting Public welfare activities. But as a public fund raising institution intend to help more poor students go to school, based on current law in China, the Hope Project would not say "NO" to any act helping poor youth completing their study.

Currently, there are no regulations on tobacco company sponsorship, either have they being informed by any governmental department, prohibits them from taking in donations from

tobacco companies. Therefore they will not terminate the collaboration with Zhongnanhai love fund.

The article was published in Beijing News on August 13th, 2010, and reported sponsorship of Beijing Cigarette Factory on a public welfare event holding in several cities in China and the criticize and comments the factory and the cohost received from WHO officials, Health and legal experts, and finally, their respond. Therefore it was coded as:

Tobacco control theme: Monitor

Type of outlet: news papers

Point of view: positive

City/overall: overall

Language: Chinese

Year: 2010

RESULTS

Year	Frequency	Percent	Cumulative Percent
2009	21	1.89	1.89
2010	99	8.92	10.81
2011	535	48.20	59.01
2012	444	40.00	99.01
2013	11	0.99	100.00

A total number of 1110 media outlets related to tobacco control were coded and included in this study. Across the 5 time periods (physical year 2009 to first 2 months in 2013), an average of 222 media outlets were issued. Among the media coverage pieces, 98.01% (n= 1082) are in Chinese, only 1.99% (n= 22) are in English. Since the program initiated in year 2009, media outlet starts in early 2009, but the coverage number is not so large. The number gradually increased to 99 (8.92%), then the growth continues and reached to the high point in the year of 2011, when 535 media outlets were issued (48.2%). Then, in 2012, there was a small fall (n=444 40%). In the last time period, the first 2 months of 2013, 11 media outlets were issued, and the data updates stopped there because that was the timeline that the program is entering its final evaluation period, and further data collection is not necessary. (See Table 1).

Theme	Opinion			Total
	Positive	Negative	Neutral	
Monitor (%)	16	9	126	151
	10.6	5.96	83.44	
Protection (%)	53	5	587	645
	8.22	0.78	91.01	
Offering help (%)	13	0	109	122
	10.66	0	89.34	
Warning (%)	18	1	79	98
	18.37	1.02	80.61	
Enforcement (%)	1	0	2	3
	33.33	0	66.67	
Raising tax (%)	2	0	2	4
	50	0	50	
Youth Access (%)	4	0	48	52
	7.69	0	92.31	

Large scale activities (%)	1	1	2	4
	25	25	50	
Other (%)	1	0	30	31
	3.23	0	96.77	
Total (%)	109 (9.82)	16 (1.44)	985 (88.74)	1110

There were three kinds of opinion/ point of view coded in the study. Among the media outlets included in the study, 109 of them (9.82%) shows strong positive attitudes towards tobacco control, tobacco control policies and laws, and they intend to advocate restricting or opposing smoking. There are a small number of media outlets (n=16 1.44%) shows clear negative attitudes, and they regard tobacco control is not as important an issue than others, they show critical opinions towards tobacco control, tobacco control laws and regulations, and they don't regard tobacco control activities such as promoting smoke free hospitals and banning tobacco in public places is promising. Most media outlets are showing neutral attitude (n=985 88.74%). The tone used in the media outlets were practically neutral, or both positive and negative attitudes showed a clear balance in the media outlets (Table 2).

Theme	Frequency	Percent	Cumulative Percent
Monitoring	151	13.60	13.60
Protection	645	58.11	71.71
Offering help	122	10.99	82.70
Warning on tobacco harm	98	8.83	91.53
Enforcing ban on tobacco sponsorship, marketing and advertising	3	0.27	91.80
Raising tax	4	0.36	92.16
Youth access to tobacco products	52	4.68	96.85

Large scale activities on tobacco-free environment	4	0.36	97.21
Other tobacco control theme	31	2.79	100.00

Overall, 58.11% (n=645) media outlets focused on protecting people from tobacco smoke and tobacco harm. 13.6% (n=151) media outlets themed at monitoring the prevalence of tobacco consumption, policy intervention on tobacco use, and actions taken by tobacco industries. 10.99% (n=122) media outlets focused on offering help to current smokers or common citizens suffering from second-hand smoke, such as related health education, prevention and cessation programs and campaigns, quit lines and pharmacological therapy. 8.83% (n= 98) media outlets talk about health effect of smoking, and some other unintended smoking related damage such as fire. Another topic that caught media outlets was youth access and purchase, passion and use of tobacco products, 52 media outlets covered that topic and percentage was 4.68%. (Table 3)

Table 4 Media outlet type			
type	Frequency	Percent	Cumulative Percent
Paper based media	617	55.59	55.59
TV program	139	12.52	68.11
Radio broadcast	28	2.52	70.63
Websites	326	29.37	100.00

Most of the media outlets (55.59%) were covered by paper based media, including newspaper, newsletters and magazines (n=617). The other source that covers tobacco control issues from the 17 Tobacco-Free City – Gates Tobacco Control Project participating cities were websites (n=326 29.37%), among them there were blogs, websites constructed to provide platform for

education, help offering, legislation of tobacco control issues, and large scale web based public news platform(e.g. Sina.com, Sohu.com and Chinadaily.com). 139 (12.52%) television programs covered tobacco control issue, among them were popular national television programs that airs in golden time on China Central Television(Xiaocuishuoshi), there were also local TV programs talking in dialect during the program which embraced by local citizens. Radio broadcast also talked about tobacco control issue, there were 28 (2.52%) media outlets identified through data collection.

Table 5. The Opinion, Media coverage, theme, coverage type distribution from 2009 to 2010

Variable	Description	Year				
		2009	2010	2011	2012	2013
Opinion	Positive (%)	3(14.29)	14(14.14)	52(9.72)	39(8.78)	1(9.09)
	Negative (%)	0	5(5.05)	10 (1.87)	1(0.23)	0
	Neutral (%)	18(85.71)	80(80.81)	473 (88.41)	404(90.99)	10(90.91)
Coverage	Overall (%)	6(28.57)	22(22.22)	20 (3.74)	1(0.23)	0
	Local (%)	15(71.43)	77(77.78)	515 (96.26)	443(99.77)	11
Tobacco Control Theme	Monitor (%)	2(9.52)	49(49.49)	76 (14.21)	52 (11.71)	4 (36.36)
	Protection (%)	15(71.43)	12(12.12)	297 (55.51)	277 (62.39)	7 (63.64)
	Offering help (%)	2(9.52)	10(10.1)	60 (11.21)	48 (10.81)	0
	Warning (%)	0	1(1.01)	72 (13.46)	16 (3.6)	0
	Enforcement (%)	0	1(1.01)	2 (0.37)	0	0

	Raising tax (%)	0	1(1.01)	1 (0.19)	2 (0.45)	0
	Youth Access (%)	0	0	15 (2.8)	37 (8.33)	0
	Large scale actives (%)	1(4.76)	1(1.01)	1 (0.19)	1 (0.23)	0
	Other (%)	1(4.76)	8 (8.08)	11 (2.06)	11 (2.48)	0
Type of Outlets	Paper (%)	12 (57.14)	46 (46.46)	298 (55.7)	256 (57.66)	5 (45.45)
	TV program (%)	0	9 (9.09)	66 (12.34)	62 (13.96)	2 (18.18)
	Radio Broadcast (%)	0	2 (2.02)	12 (2.24)	14 (3.15)	0
	Website (%)	9 (42.86)	42 (42.42)	159 (29.72)	112 (25.23)	4 (36.36)
Total		21	99	535	44	11

From Table 5 we can see the annually distribution of opinion towards tobacco control, coverage scale of the media outlets, tobacco control them and type of media outlets. From the data we can know that, the trends of distribution of opinion towards tobacco control, coverage scale of the media outlets, tobacco control them and type of media outlets are consist with the annually distribution of the number of media outlet.

Table 6 Theme preference for each media outlet type

Theme	Media outlet type				Total
	Paper (%)	TV program (%)	Radio Broadcast (%)	Website (%)	
Monitor (%)	92	19	2	38	151
	60.93	12.58	1.32	25.17	
Protection (%)	338	88	13	206	645
	52.4	13.64	2.02	31.94	
Offering help (%)	74	14	4	30	122
	60.66	11.48	3.28	24.59	

Warning (%)	52	13	6	27	98
	53.06	13.27	6.12	27.55	
Enforcement (%)	2	0	0	1	3
	66.67	0	0	33.33	
Raising tax (%)	2	0	0	2	4
	50	0	0	50	
Youth Access (%)	34	3	1	14	52
	65.38	5.77	1.92	26.92	
Large scale actives (%)	4	0	0	0	4
	100	0	0	0	
Other (%)	19	2	2	8	31
	61.29	6.45	6.45	25.81	
Total	617	139	28	326	11

Table 6 shows the theme distribution among four different media outlet types. From the data we can discover that no matter, paper sources, television program, radio broadcast or website the theme they cover the most is about protecting people from tobacco harm, which consists with the distribution of tobacco control theme. Television program with its advantage on visualizing information in motion pictures, favors the protection and monitor topics. Website, as a new and more interactive media outlet platform, talks more about Protection, Monitoring, Offering help and Warning. Furthermore, most media advocacy on protection were from paper based outlets. And, although consider to be a powerful way to over-see the tobacco company, the topic of raising tax on tobacco company was rarely mentioned among all the media outlets.

Table 7 Comparison on local and overall media coverage theme preference

Theme	Media coverage		
	Overall	Local	Total
Monitor (%)	10	141	151
	6.62	93.38	
Protection (%)	29	616	645

	4.5	95.5	
Offering help (%)	5	117	122
	4.1	95.9	
Warning (%)	3	95	98
	3.06	96.94	
Enforcement (%)	0	3	3
	0	100	
Raising tax (%)	1	3	4
	25	75	
Youth Access (%)	0	52	52
	0	100	
Large scale activities (%)	1	3	4
	25	75	
Other (%)	0	31	31
	0	100	
Total	49	1061	1110

As shown in Table 7, most local and overall media coverage focused on the topic of protection. The topic of monitoring tobacco consumption were mentioned at the overall level several times. Yet enforcing bans on tobacco advertising, promoting and sponsorship and youth access and purchase, passion and use of tobacco products were never covered at a national/ overall level.

DISCUSSION

The study involved a systematic analysis of the content of 1100 tobacco issue related media outlets from 17 cities in China. We found that there is an increasing press attention to tobacco control these cities, the trend consist with the research result of Yu Liu²³ and Siwei He²⁴,

indicating more attention had been drawn on tobacco control issue and more tobacco control related activities being conducted in the past years.

As the number of media coverage on tobacco control issues increases, during 2009 to 2013, it is quite vibrant that the increase was closely related and strongly attribute to the increased number of tobacco control—related events. Those events can attract media attention, which can serve to increase media coverage on tobacco topics in the short term. For example the World No tobacco Day, and The World Expo 2010 held in Shanghai. Also, Tobacco-Free City – Gates Tobacco Control Project in different cities attracts certain amount media attention, from launching of the project in the participating cities, to further implementation process like completing baseline survey and conducting tobacco control knowledge competition the increased media coverage on the project increased the awareness of tobacco control issue, and therefore as a recommendation, more systematic events should be implemented in the future work of tobacco control.

Although, those special events such as World No Tobacco Day serves well on attracting media attention, Tobacco control report should not be just be a hot issue before and after World No Tobacco Day. The topic of media coverage on tobacco control cannot only be related to health. There are other topics like economy, policy and education can be related. As long as a good cutting point can be found, no matter when tobacco control topic can be tracked by the mass media. For example, Practices have proved that smoke-free legislation is the key measure to realize indoor smoke-free environment. The world health organization also recommends that the government should provide protection for all citizens through smoke-free legislation as soon as possible. Recently, the Tobacco-Free City – Gates Tobacco Control Project is promoting its participant city working on tobacco free environment legislation on a city level.

Many of the cities have already passed their own local law or regulation on banning smoking in public places, others are in their process of achieving this goal. Given the important significance of China's tobacco control legislation, we think that in the upcoming period of time, the cities and the Tobacco-Free City - Gates Tobacco Control Project should take this opportunity to firmly grasp "tobacco control legislation" ,this information key point, take advantage of this timeline, actively planning media participation, pay close attention to the effective, stable cross, implementation, enforcement, multi-sectorial cooperation of the regulations, provide more specific information, furthermore, actively promote smoke-free legislation at national level.

Unlike the research results of Liu²⁵ and He²⁶, the topic on events and opinion pieces on protecting people from tobacco harm, and smoke free policies are the main themes of the media coverage in the 17 cities in the past few years, accounting for 58.11% of the total coverage. Another focusing point of the overall media (13.60%) is monitoring the prevalence of tobacco consumption and policy intervention on tobacco use. We think that the media attention had been attract by the recent tobacco legislation among all the project participating cities, therefore more pieces were on the topic of decreasing prevalence of tobacco consumption and tobacco control regulation and policy.

Through statistical analysis, we found that media outlets emphasized on the government's position in tobacco control process, specific topics involve: promoting tobacco control legislation, supervision and law enforcement on tobacco control, tobacco system transformation, etc. On the one hand, emphasizing the role of government in the tobacco control movement, on the other hand reflecting that in current tobacco control movement the government is not playing very well, they are in need of improvement in various aspects.

Effective Tobacco control efforts require collaboration and coordination from multiple stakeholders, non-governmental tobacco control force and even the smokers can be indispensable driving force during the process of tobacco control. However, from the results of the study, over the years of smoking control reports tend to ignore the power of these groups. Other than that, enterprises associated with tobacco production and sales is another important factor for tobacco control activities. Improve their public responsibility, will definitely be beneficial to promoting tobacco control activities and events. In the meantime, since advertising and marketing activities of tobacco companies such sponsorship of social welfare activities is another great obstacle of tobacco control media advocacy, mass media can conduct some serial reports on these issues, in order to promote the public awareness of both the citizens and the enterprises.

Raising tax on tobacco industry has been arguable the most effective tobacco control strategies. However, this topic were barely covered by mass media in China. We can correlate this with the fact that a large population of Chinese smokers are from low income statues, therefore they are more sensitive to the price of the tobacco products. Future media advocacy can be target on raising media attention to promoting government's action on raising tax on tobacco industries and the positive economic effect of this intervention.

For current tobacco control work, media reports are mainly composed of information spreading, including all aspects of tobacco control, project implementation, smoking and knowledge as well as some tobacco control measures. In comparison, reports and attention on individual smokers are less, especially lack of involving smokers' personal stories in successful cessation experience which is proved to be effective in some western counties.

The information sharing pieces on tobacco control topics has a great similarities on the contents and structures. Mostly, these reports come from identical report background, information sources. They use similar tones, hold similar opinion or view points toward the reported issue or events, they promotes similar tobacco control measures to be taken. Many of them are just similar pieces being published or aired on different newspaper and TV programs.

Other than that, when reporting on specific measures to be taken on tobacco control, even though there were 10.99% media outlets covered the topic of offering help which included on tobacco use related health education, prevention and cessation programs and campaigns, the suggestion or recommendation mainly points to the formulation of a tobacco control environment, not many media coverage specifically talks about tips that help smokers for their cessation needs.

Tobacco control departments, while working on promoting media advocacy on tobacco control, should, at the same time, not only actively express the opinions from tobacco control experts, but should also recommend mass media delving into various related disciplines such as law and sociology, cover the tobacco industry, report the harm of tobacco use in a more thorough way, therefore benefits the media themselves by improve the professionalism of the mass media industry.

As the technical institution that works on tobacco control, for example the local CDC, timely news and events can be combined with propaganda for health education and quitting methods and tips, to make a change to the tobacco control policy propaganda work.

New media is an entertainment form and media form to provide customers with the spread of information using digital technology, network technology and mobile technology, through the Internet, wireless communication network, cable network channels.²⁷ In the study results, new types of media coverage such as blog, social network, forums and Weibo were taken into the media advocacy propaganda of tobacco control, the proportion is relatively high-- 29.37% of news media advocacy were covered by new media. New media represented by Weibo, blogs and Social networks are becoming important health information transmitting platform, especially for tobacco control programs.

LIMITATIONS

There were several limitations in the study. First the sample were collected from 17 cities between January 2009 and February 2013 in a self-report format. Though monitoring and quality control work had been conducted by the Tobacco-Free City – Gates Tobacco Control Project monitoring and evaluation team, however each cities holds miner difference on their standard of inclusion and exclusion. Also, since the data were collected over 5 physical years, and data from 10 Phase II cities entered the database by the time they participated in, which was 2010, we were not able to conduct study on tobacco control themes covered over the five year time period by city. Future research could us a wider sample range and collect a larger sample size when compare the media coverage in the project cities with other non-project implementing cities, to allow a more discriminating statistical analysis. Public opinion survey can be conducted in the project cities on their exposure toward media coverage in their city, to contribute to a more thorough evaluation framework.

CONCLUSION

Increasing attentions are paying towards tobacco control by mass media in China, but to promote a tobacco free environment, much measures are to be taken. "Smoking is harmful to health" has become something everyone knows, but no one attaches great importance to. Only when people's experience is hard to give direct advice, people are more willing to choose to accept the story or information from mass media, rely on the media to reduce their uncertainties on certain issues. Based on the initial role played by mass media in health promotion, to make a good use of the special features of media outlets, tobacco control workers should grasp or try to understand the new trend of media development. Take advantage all kinds of advanced communication means, exploit new media communication field, actively setting up tobacco control agenda, continuously improve the quality of media communication, promote the influence for tobacco control project in the public, so as to promote smoking control process.

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