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ANTI-SMOKING MEDIA CAMPAIGNS AND DISPARITIES IN SMOKING CESSATION IN THE UNITED STATES, 2001-2015

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Significance: Our study evaluated sociodemographic differences in the relationship between state and national anti-smoking media campaigns and cessation behaviors among adult smokers in the U.S., to shed light on how recent media campaigns impact cessation and tobacco-related health disparities. **Methods:** This repeated cross-sectional analysis utilized a nationally representative sample of 76,278 year-ago smokers, ages 18 and older, from the 2001-2015 Tobacco Use Supplement to the Current Population Survey. Area-level exposure to both State-sponsored and "Tips" anti-tobacco media campaigns was the primary predictor of this study. Outcome variables included: quit attempt in the past 12 months, past 30-day smoking cessation, and past 90-day smoking cessation among year-ago smokers. We conducted modified Poisson regression models to examine the association between media campaign exposure and cessation behaviors. We also examined effect modification on the additive scale by sex, race/ethnicity, income, and education using average marginal effects. **Results:** Year-ago smokers with greater exposure to anti-smoking media campaigns (4800+ Gross Rating Points) were more likely to report 30-day (Prevalence Ratio [PR]: 1.18, 95% CI: 1.03, 1.36) and 90-day cessation (PR: 1.18, CI: 1.00, 1.41) compared to respondents with less campaign exposure. We found no evidence of effect modification for any of the relationships for any of the sociodemographic variables. **Conclusion:** Exposure to anti-smoking media campaigns was associated with cessation among year-ago adult smokers between 2001-2015. However, there were no differences in the association by sex, race/ethnicity, income or education, indicating that broadly focused media campaigns may be insufficient to reduce smoking cessation disparities.

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