

How is Tobacco Control Reported in New Zealand Newspapers?

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18 NZ newspapers

- **1st Nov 2011 – 31st Oct 2012**
- **Examined articles (n=537) including:**
 - **News (60%)**
 - **Editorials & opinion pieces (15%)**
 - **Letters to editor (23%)**
- **Keywords: *smoking, tobacco, cigarettes***
- **Coded for:**
 - **Descriptors**
 - **Content *theme***
 - **Tobacco initiative *impact and opinion***

Article themes:

- **Smokefree/2025** 27%
- **Smokefree areas** 11%
- **Pricing** 11%
- **Tobacco industry** 9%
- **Plain packaging** 9%
- **Cessation** 6%
- **< 5% health effects, youth, point of sale, economic issues, prevalence, advertising, addiction, SHS, health warnings, education, “endgame”, product issues**