Increasing Tobacco Use Cessation: Mass Media Education—Cessation Series

Task Force Finding

Intervention Definition
Cessation series are mass media interventions using recurring instructional segments to recruit, inform, and motivate tobacco product users to initiate and to maintain cessation efforts. Cessation series can be coordinated with pre-series broadcast or print promotion, community education such as distribution of self-help cessation materials, and organization of cessation groups in the community. The series can extend for a period of several weeks to several months, and can be delivered as nightly or weekly segments on news or informational broadcasts, which provide expert advice or peer group experiences on a variety of cessation issues (e.g., dealing with the symptoms of withdrawal).

Task Force Finding (May 2000)
Based on available scientific evidence, the Task Force found insufficient evidence to assess the effectiveness of cessation series. The available evidence was deemed insufficient on the basis of (1) inadequate comparison populations or groups, and (2) inconsistent results.

Publications


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The findings and conclusions on this page are those of the Community Preventive Services Task Force and do not necessarily represent those of CDC. Task Force evidence-based recommendations are not mandates for compliance or spending. Instead, they provide information and options for decision makers and stakeholders to consider when determining which programs, services, and policies best meet the needs, preferences, available resources, and constraints of their constituents.

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