

*Ad Astra*



*Per Aspera*

## ***Kansas Department of Health And Environment Kansas Newspaper Clips Report - January 2008***

**Total Tobacco Clips:421**

**Total PAN Clips: 7**

### **Coverage Characteristics**

#### **Type**

Hard News	277	65.80%
Editorial	74	17.58%
Letter To Editor	47	11.16%
Editorial Cartoon	0	0.00%
Advice	23	5.46%

#### **Origin Of Story**

National	18	4.28%
State	194	46.08%
Local	209	49.64%

#### **Prominence**

Front Page	113	26.84%
Editorial Page	108	25.65%
Other	200	47.51%

#### **Scope Of Story**

National	7	1.66%
State	106	25.18%
Local	308	73.16%

#### **Clean Indoor Air**

Primary	151	35.87%
Secondary	95	22.57%
No	175	41.57%

#### **Opinion Slant of Editorials, Letters**

Pro Tobacco	11	10.38%
Anti Tobacco	62	58.49%
Neutral	33	31.13%

#### **Advertising Restrictions**

Primary	1	0.24%
Secondary	2	0.475%
No	418	99.29%

#### **Slant**

Pro Tobacco	12	2.85%
Anti Tobacco	153	36.34%
Neutral	256	60.81%

## Tobacco Control Policy

### Economic Disincentives

Primary	75	17.81%
Secondary	108	25.65%
No	238	56.53%

### ETS

Primary	2	0.48%
Secondary	10	2.38%
No	409	97.15%

### MSA Expenditures

Primary	0	0.00%
Secondary	5	1.19%
No	416	98.81%

### Prevalence

Primary	2	0.48%
Secondary	42	9.98%
No	377	89.55%

### Youth Access

Primary	14	3.33%
Secondary	7	1.66%
No	400	95.01%

### Coalition/Partner Activities

Primary	22	5.23%
Secondary	59	14.01%
No	340	80.76%

## Health Consequences Of Tobacco Use

### Health Consequences Of Smoking

Primary	11	2.61%
Secondary	40	9.50%
No	370	87.89%

### Cessation

Primary	36	8.55%
Secondary	26	6.18%
No	359	85.27%

### Health Care Costs

Primary	6	1.43%
Secondary	25	5.94%
No	390	92.64%

## Anti-Tobacco Activism

### Media Outreach Campaigns

Primary	2	0.48%
Secondary	5	1.19%
No	414	98.34%

## PAN - Physical Activity and Nutrition Clips

Total PAN articles:7

<b>Type</b>		<b>Prominence</b>	
Hard News:4	57.14%	Front Page:2	28.57%
Editorial:2	28.57%	Editorial Page:2	28.57%
Letter to Editor:0	0.00%	Other:3	42.86%
Editorial Cartoon:0	0.00%		
Advice:1	14.29%		

<b>Origin of Story</b>		<b>Scope of Story</b>	
National :0	0.00%	National:0	0.00%
State:2	28.57%	State:3	42.86%
Local:5	71.43%	Local:4	57.14%