

*Ad Astra*



*Per Aspera*

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

**Total Tobacco Clips: 231**

**Total PAN Clips: 89**

### **Coverage Characteristics**

#### **Type**

Hard News	182	78.79%
Editorial	21	9.09%
Letter To Editor	28	12.12%
Editorial Cartoon	0	0.00%
Advice	0	0.00%

#### **Origin Of Story**

National	9	3.90%
State	117	50.65%
Local	105	45.45%

#### **Prominence**

Front Page	55	23.81%
Editorial Page	56	24.24%
Other	120	51.95%

#### **Scope Of Story**

National	19	8.23%
State	125	54.11%
Local	87	37.66%

#### **Clean Indoor Air**

Primary	137	59.31%
Secondary	20	8.66%
No	74	32.03%

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

Pro Tobacco	27	55.10%
Anti Tobacco	14	28.57%
Neutral	8	16.32%

#### **Advertising Restrictions**

Primary	0	0.00%
Secondary	3	1.30%
No	228	98.70%

#### **Slant**

Pro Tobacco	27	11.69%
Anti Tobacco	14	6.06%
Neutral	190	82.25%

## Tobacco Control Policy

### Economic Disincentives

Primary	12	5.19%
Secondary	51	22.08%
No	168	72.72%

### ETS

Primary	8	3.46%
Secondary	35	15.15%
No	196	84.84%

### MSA Expenditures

Primary	2	0.87%
Secondary	1	0.43%
No	228	98.70%

### Prevalence

Primary	12	5.19%
Secondary	8	3.46%
No	211	91.34%

### Youth Access

Primary	19	8.23%
Secondary	6	2.60%
No	206	89.18%

### Coalition/Partner Activities

Primary	1	9.52%
Secondary	104	41.27%
No	126	49.21%

## Health Consequences Of Tobacco Use

### Health Consequences Of Smoking

Primary	19	8.23%
Secondary	77	33.33%
No	135	58.44%

### Cessation

Primary	8	3.46%
Secondary	14	6.06%
No	209	90.48%

### Health Care Costs

Primary	0	0.00%
Secondary	24	23.33%
No	207	76.67%

## Anti-Tobacco Activism

### Media Outreach Campaigns

Primary	2	0.87%
Secondary	118	51.08%
No	111	48.05%

## PAN - Physical Activity and Nutrition Clips

Total PAN articles:89

<b>Type</b>		<b>Prominence</b>	
Hard News:85	95.51%	Front Page:10	11.24%
Editorial:1	1.12%	Editorial Page:1	1.12%
Letter to Editor:0	0.00%	Other:78	87.64%
Editorial Cartoon:0	0.00%		
Advice:3	3.37%		

<b>Origin of Story</b>		<b>Scope of Story</b>	
National :10	11.24%	National:23	25.84%
State:9	10.11%	State:13	14.61%
Local:70	78.65%	Local:53	59.55%