

*Ad Astra*



*Per Aspera*

## *Kansas Department of Health And Environment Kansas Newspaper Clips Report - September 2007*

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**Total Clips: 145**

### **Coverage Characteristics**

#### **Type**

Hard News	83	57.24%
Editorial	27	18.62%
Letter To Editor	19	13.10%
Editorial Cartoon	1	.71%
Advice	15	10.34%

#### **Origin Of Story**

National	22	15.17%
State	35	24.14%
Local	88	60.69%

#### **Prominence**

Front Page	30	19.29%
Editorial Page	41	31.43%
Other	74	49.29%

#### **Scope Of Story**

National	25	17.24%
State	45	31.03%
Local	75	51.72%

#### **Clean Indoor Air**

Primary	61	42.07%
Secondary	15	10.34%
No	69	47.59%

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

Pro Tobacco	6	9.68%
Anti Tobacco	43	69.35%
Neutral	13	20.97%

#### **Advertising Restrictions**

Primary	2	1.38%
Secondary	6	4.14%
No	137	94.48%

#### **Slant**

Pro Tobacco	6	4.14%
Anti Tobacco	81	55.86%
Neutral	58	40.00%

## Tobacco Control Policy

### Economic Disincentives

Primary	4	2.76%
Secondary	10	6.90%
No	131	90.34%

### ETS

Primary	4	2.76%
Secondary	20	13.79%
No	121	83.45%

### MSA Expenditures

Primary	0	0.00%
Secondary	1	0.69%
No	144	99.31%

### Prevalence

Primary	5	3.45%
Secondary	20	13.79%
No	120	82.76%

### Youth Access

Primary	3	2.07%
Secondary	16	11.03%
No	126	86.90%

### Coalition/Partner Activities

Primary	7	4.83%
Secondary	19	13.10%
No	119	82.07%

## Health Consequences Of Tobacco Use

### Health Consequences Of Smoking

Primary	30	20.69%
Secondary	43	29.66%
No	72	49.66%

### Cessation

Primary	13	8.97%
Secondary	23	15.86%
No	109	75.17%

### Health Care Costs

Primary	9	6.21%
Secondary	18	12.41%
No	118	81.38%

## Anti-Tobacco Activism

### Media Outreach Campaigns

Primary	27	18.62%
Secondary	52	35.86%
No	66	45.52%