

*Ad Astra*



*Per Aspera*

## *Kansas Department of Health And Environment*

### *Kansas Newspaper Clips Report - July 2007*

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**Total Clips: 278**

#### **Coverage Characteristics**

##### **Type**

Hard News	130	46.76%
Editorial	117	42.09%
Letter To Editor	24	8.63%
Editorial Cartoon	4	1.44%
Advice	3	1.08%

##### **Origin Of Story**

National	10	3.6%
State	155	55.76%
Local	113	40.65%

##### **Prominence**

Front Page	41	14.75%
Editorial Page	80	28.78%
Other	157	56.47%

##### **Scope Of Story**

National	29	10.43%
State	180	64.75%
Local	69	24.82%

##### **Clean Indoor Air**

Primary	124	44.6%
Secondary	16	5.76%
No	138	49.64%

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

Pro Tobacco	5	2.99%
Anti Tobacco	99	59.28%
Neutral	41	24.55%

##### **Advertising Restrictions**

Primary	0	0%
Secondary	1	.36%
No	277	99.64%

##### **Slant**

Pro Tobacco	5	2.74%
Anti Tobacco	131	54.11%
Neutral	142	43.15%

## Tobacco Control Policy

### Economic Disincentives

Primary	2	1.37%
Secondary	7	5.48%
No	269	93.15%

### ETS

Primary	2	12.33%
Secondary	8	14.38%
No	268	73.29%

### MSA Expenditures

Primary	1	.36%
Secondary	2	.72%
No	275	98.92%

### Prevalence

Primary	5	8.90%
Secondary	33	21.23%
No	240	69.83%

### Youth Access

Primary	51	19.18%
Secondary	22	5.48%
No	205	73.74%

### Coalition/Partner Activities

Primary	57	33.56%
Secondary	44	4.11%
No	177	62.33%

## Health Consequences Of Tobacco Use

### Health Consequences Of Smoking

Primary	30	10.79%
Secondary	64	23.02%
No	184	66.19%

### Cessation

Primary	14	5.04%
Secondary	13	4.67%
No	241	86.69%

### Health Care Costs

Primary	2	.72%
Secondary	6	2.16%
No	270	97.12%

## Anti-Tobacco Activism

### Media Outreach Campaigns

Primary	33	11.87%
Secondary	36	12.95%
No	209	75.18%