

# Martine Stead

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3863904/publications.pdf>

Version: 2024-02-01

106  
papers

4,317  
citations

172457

29  
h-index

123424

61  
g-index

117  
all docs

117  
docs citations

117  
times ranked

4950  
citing authors

#	ARTICLE	IF	CITATIONS
1	Fear appeals in social marketing: Strategic and ethical reasons for concern. <i>Psychology and Marketing</i> , 2004, 21, 961-986.	8.2	423
2	The effectiveness of social marketing interventions for health improvement: What's the evidence?. <i>Public Health</i> , 2006, 120, 1133-1139.	2.9	302
3	A systematic review of social marketing effectiveness. <i>Health Education</i> , 2007, 107, 126-191.	0.9	301
4	“It's as if you're locked in”: qualitative explanations for area effects on smoking in disadvantaged communities. <i>Health and Place</i> , 2001, 7, 333-343.	3.3	236
5	Why healthy eating is bad for young people's health: Identity, belonging and food. <i>Social Science and Medicine</i> , 2011, 72, 1131-1139.	3.8	195
6	The impact of a community-based food skills intervention on cooking confidence, food preparation methods and dietary choices – an exploratory trial. <i>Public Health Nutrition</i> , 2007, 10, 203-211.	2.2	148
7	Development and evaluation of a mass media Theory of Planned Behaviour intervention to reduce speeding. <i>Health Education Research</i> , 2004, 20, 36-50.	1.9	142
8	International food advertising, pester power and its effects. <i>International Journal of Advertising</i> , 2006, 25, 513-539.	6.7	112
9	Relationship between trying an electronic cigarette and subsequent cigarette experimentation in Scottish adolescents: a cohort study. <i>Tobacco Control</i> , 2018, 27, 373-378.	3.2	97
10	What Is and What Is Not Social Marketing: The Challenge of Reviewing the Evidence. <i>Journal of Marketing Management</i> , 2005, 21, 545-553.	2.3	94
11	Mass media to communicate public health messages in six health topic areas: a systematic review and other reviews of the evidence. <i>Public Health Research</i> , 2019, 7, 1-206.	1.3	92
12	Factors influencing European GPs' engagement in smoking cessation: a multi-country literature review. <i>British Journal of General Practice</i> , 2009, 59, 682-690.	1.4	89
13	Effectiveness of Mass Media Campaigns to Reduce Alcohol Consumption and Harm: A Systematic Review. <i>Alcohol and Alcoholism</i> , 2018, 53, 302-316.	1.6	88
14	The impact of a bodyweight and physical activity intervention (BeWEL) initiated through a national colorectal cancer screening programme: randomised controlled trial. <i>BMJ</i> , 2014, 348, g1823-g1823.	6.0	87
15	Is Consumer Response to Plain/Standardised Tobacco Packaging Consistent with Framework Convention on Tobacco Control Guidelines? A Systematic Review of Quantitative Studies. <i>PLoS ONE</i> , 2013, 8, e75919.	2.5	87
16	Failure of self regulation of UK alcohol advertising. <i>BMJ: British Medical Journal</i> , 2010, 340, b5650-b5650.	2.3	84
17	Gambling Marketing from 2014 to 2018: a Literature Review. <i>Current Addiction Reports</i> , 2019, 6, 49-56.	3.4	75
18	Confident, fearful and hopeless cooks. <i>British Food Journal</i> , 2004, 106, 274-287.	2.9	73

#	ARTICLE	IF	CITATIONS
19	Preventing adolescent smoking: a review of options. <i>Health Education Journal</i> , 1996, 55, 31-54.	1.2	69
20	"Hello, hello—it's English I speak!": a qualitative exploration of patients' understanding of the science of clinical trials. <i>Journal of Medical Ethics</i> , 2005, 31, 664-669.	1.8	64
21	Prevalence and socio-demographic correlates of cooking skills in UK adults: cross-sectional analysis of data from the UK National Diet and Nutrition Survey. <i>International Journal of Behavioral Nutrition and Physical Activity</i> , 2015, 12, 99.	4.6	63
22	"We're still the same people": developing a mass media campaign to raise awareness and challenge the stigma of dementia. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2007, 12, 47-58.	0.8	59
23	Supermarket policies on less-healthy food at checkouts: Natural experimental evaluation using interrupted time series analyses of purchases. <i>PLoS Medicine</i> , 2018, 15, e1002712.	8.4	47
24	The challenge of evaluating complex interventions: a framework for evaluating media advocacy. <i>Health Education Research</i> , 2002, 17, 351-364.	1.9	46
25	A qualitative study of older people's perceptions of ageing and exercise: the implications for health promotion. <i>Health Education Journal</i> , 1997, 56, 3-16.	1.2	44
26	Comparative study of young people's response to anti-smoking messages. <i>International Journal of Advertising</i> , 2007, 26, 99-128.	6.7	38
27	Understanding the potential and challenges of adenoma treatment as a prevention opportunity: Insights from the BeWEL formative study. <i>Preventive Medicine</i> , 2012, 54, 97-103.	3.4	33
28	National survey of attitudes towards and intentions to vaccinate against COVID-19: implications for communications. <i>BMJ Open</i> , 2021, 11, e055085.	1.9	33
29	The impact of the initial Covid-19 lockdown upon regular sports bettors in Britain: Findings from a cross-sectional online study. <i>Addictive Behaviors</i> , 2021, 118, 106876.	3.0	31
30	Home food preparation practices, experiences and perceptions: A qualitative interview study with photo-elicitation. <i>PLoS ONE</i> , 2017, 12, e0182842.	2.5	31
31	Implementation evaluation of the Blueprint multi-component drug prevention programme: fidelity of school component delivery. <i>Drug and Alcohol Review</i> , 2007, 26, 653-664.	2.1	29
32	Healthy Heroes, Magic Meals, and a Visiting Alien. <i>Social Marketing Quarterly</i> , 2013, 19, 26-39.	1.7	29
33	Young people's exposure to point-of-sale tobacco products and promotions. <i>Public Health</i> , 2016, 136, 48-56.	2.9	29
34	Relationship between e-cigarette point of sale recall and e-cigarette use in secondary school children: a cross-sectional study. <i>BMC Public Health</i> , 2016, 16, 310.	2.9	29
35	Study protocol for BeWEL: The impact of a BodyWEight and physical activity intervention on adults at risk of developing colorectal adenomas. <i>BMC Public Health</i> , 2011, 11, 184.	2.9	27
36	Feasibility study to assess the impact of a lifestyle intervention ("LivingWELL") in people having an assessment of their family history of colorectal or breast cancer. <i>BMJ Open</i> , 2018, 8, e019410.	1.9	27

#	ARTICLE	IF	CITATIONS
37	“I Was Smoking a Lot More during Lockdown Because I Can”: A Qualitative Study of How UK Smokers Responded to the Covid-19 Lockdown. <i>International Journal of Environmental Research and Public Health</i> , 2021, 18, 5816.	2.6	26
38	Tobacco companies’ use of retailer incentives after a ban on point-of-sale tobacco displays in Scotland. <i>Tobacco Control</i> , 2018, 27, 414-419.	3.2	25
39	Recruiting the “Heavy-Using Loyalists of Tomorrow”: An Analysis of the Aims, Effects and Mechanisms of Alcohol Advertising, Based on Advertising Industry Evaluations. <i>International Journal of Environmental Research and Public Health</i> , 2019, 16, 4092.	2.6	25
40	Physical activity in paid work time for desk-based employees: a qualitative study of employers’ and employees’ perspectives. <i>BMC Public Health</i> , 2020, 20, 460.	2.9	23
41	The nature of UK supermarkets’ policies on checkout food and associations with healthfulness and type of food displayed: cross-sectional study. <i>International Journal of Behavioral Nutrition and Physical Activity</i> , 2018, 15, 52.	4.6	22
42	Alcohol Marketing during the UEFA EURO 2016 Football Tournament: A Frequency Analysis. <i>International Journal of Environmental Research and Public Health</i> , 2017, 14, 704.	2.6	21
43	Meeting the challenges of recruitment to multicentre, community-based, lifestyle-change trials: a case study of the BeWEL trial. <i>Trials</i> , 2013, 14, 436.	1.6	20
44	Determining the impact of smoking point of sale legislation among youth (Display) study: a protocol for an evaluation of public health policy. <i>BMC Public Health</i> , 2014, 14, 251.	2.9	20
45	Awareness of Lifestyle and Colorectal Cancer Risk: Findings from the BeWEL Study. <i>BioMed Research International</i> , 2015, 2015, 1-5.	1.9	19
46	Health Behaviors and their Relationship with Disease Control in People Attending Genetic Clinics with a Family History of Breast or Colorectal Cancer. <i>Journal of Genetic Counseling</i> , 2017, 26, 40-51.	1.6	19
47	Exploring the links between unhealthy eating behaviour and heavy alcohol use in the social, emotional and cultural lives of young adults (aged 18–25): A qualitative research study. <i>Appetite</i> , 2020, 144, 104449.	3.7	19
48	“No-one actually goes to a shop and buys them do they?”: attitudes and behaviours regarding illicit tobacco in a multiply disadvantaged community in England. <i>Addiction</i> , 2013, 108, 2212-2219.	3.3	18
49	Looking into the Glass: Glassware as an Alcohol Marketing Tool, and the Implications for Policy. <i>Alcohol and Alcoholism</i> , 2014, 49, 317-320.	1.6	18
50	Improving uptake of seasonal influenza vaccination by healthcare workers: Implementation differences between higher and lower uptake NHS trusts in England. <i>Infection, Disease and Health</i> , 2019, 24, 3-12.	1.1	18
51	Why are some people more successful at lifestyle change than others? Factors associated with successful weight loss in the BeWEL randomised controlled trial of adults at risk of colorectal cancer. <i>International Journal of Behavioral Nutrition and Physical Activity</i> , 2015, 12, 87.	4.6	17
52	Are Retail Outlets Complying with National Legislation to Protect Children from Exposure to Tobacco Displays at Point of Sale? Results from the First Compliance Study in the UK. <i>PLoS ONE</i> , 2016, 11, e0152178.	2.5	17
53	Randomised controlled trial to assess the impact of a lifestyle intervention (ActWELL) in women invited to NHS breast screening. <i>BMJ Open</i> , 2018, 8, e024136.	1.9	17
54	Rethinking drugs prevention: Radical thoughts from social marketing. <i>Health Education Journal</i> , 2002, 61, 347-364.	1.2	16

#	ARTICLE	IF	CITATIONS
55	Session 5: Nutrition communication Obesity and social marketing: works in progress. Proceedings of the Nutrition Society, 2009, 68, 11-16.	1.0	16
56	“It Looks Like an Adult Sweetie Shop”: Point-of-Sale Tobacco Display Exposure and Brand Awareness in Scottish Secondary School Students. Nicotine and Tobacco Research, 2016, 18, 1981-1988.	2.6	16
57	“I Wouldn’t Be Friends with Someone If They Were Liking Too Much Rubbish”: A Qualitative Study of Alcohol Brands, Youth Identity and Social Media. International Journal of Environmental Research and Public Health, 2018, 15, 349.	2.6	16
58	Mandatory policies for influenza vaccination: Views of managers and healthcare workers in England. Vaccine, 2019, 37, 69-75.	3.8	16
59	Managing COVID-19 Transmission Risks in Bars: An Interview and Observation Study. Journal of Studies on Alcohol and Drugs, 2021, 82, 42-54.	1.0	16
60	The impact of the point-of-sale tobacco display ban on young people in Scotland: before-and-after study. Public Health Research, 2020, 8, 1-118.	1.3	16
61	Parents' and carers' awareness and perceptions of UK supermarket policies on less healthy food at checkouts: A qualitative study. Appetite, 2020, 147, 104541.	3.7	15
62	E-Cigarette Advertising in the UK: A Content Analysis of Traditional and Social Media Advertising to Observe Compliance with Current Regulations. Nicotine and Tobacco Research, 2021, 23, 1839-1847.	2.6	15
63	Barriers to bystander CPR in deprived communities: Findings from a qualitative study. PLoS ONE, 2020, 15, e0233675.	2.5	14
64	Lockdown and licensed premises: COVID-19 lessons for alcohol policy. Drug and Alcohol Review, 2022, 41, 533-545.	2.1	14
65	A “step too far” or “perfect sense”? A qualitative study of British adults’ views on mandating COVID-19 vaccination and vaccine passports. Vaccine, 2022, 40, 7389-7396.	3.8	14
66	Examining Associations between Body Mass Index in 18–25 Year-Olds and Energy Intake from Alcohol: Findings from the Health Survey for England and the Scottish Health Survey. Nutrients, 2018, 10, 1477.	4.1	13
67	Delivery of alcohol brief interventions in community-based youth work settings: exploring feasibility and acceptability in a qualitative study. BMC Public Health, 2017, 17, 357.	2.9	12
68	Introduction of Standardized Tobacco Packaging During a 12-Month Transition Period: Findings From Small Retailers in the United Kingdom. Nicotine and Tobacco Research, 2019, 21, 871-878.	2.6	12
69	Smoking, self-regulation and moral positioning: A focus group study with British smokers from a disadvantaged community. Psychology and Health, 2013, 28, 1171-1191.	2.2	11
70	A novel approach to increasing community capacity for weight management a volunteer-delivered programme (ActWELL) initiated within breast screening clinics: a randomised controlled trial. International Journal of Behavioral Nutrition and Physical Activity, 2021, 18, 34.	4.6	11
71	Should covid vaccination be mandatory for health and care staff?. BMJ, The, 2021, 374, n1903.	6.0	11
72	Feasibility study to assess the delivery of a lifestyle intervention (TreatWELL) for patients with colorectal cancer undergoing potentially curative treatment. BMJ Open, 2018, 8, e021117.	1.9	10

#	ARTICLE	IF	CITATIONS
73	Bridging the gap between evidence and practice: A multi-perspective examination of real-world drug education. <i>Drugs: Education, Prevention and Policy</i> , 2010, 17, 1-20.	1.3	9
74	The Online Bingo Boom in the UK: A Qualitative Examination of Its Appeal. <i>PLoS ONE</i> , 2016, 11, e0154763.	2.5	9
75	Impact of a targeted direct marketing price promotion intervention (Buywell) on food purchasing behaviour by low income consumers: a randomised controlled trial. <i>Journal of Human Nutrition and Dietetics</i> , 2017, 30, 524-533.	2.5	9
76	Socio-economic and age variations in response to supermarket-led checkout food policies: a repeated measures analysis. <i>International Journal of Behavioral Nutrition and Physical Activity</i> , 2018, 15, 125.	4.6	9
77	The Response of Retailers in Scotland to the Standardised Packaging of Tobacco Products Regulations and Tobacco Products Directive. <i>Nicotine and Tobacco Research</i> , 2019, 21, 309-313.	2.6	9
78	‘It’s like sludge green’: young people’s perceptions of standardized tobacco packaging in the UK. <i>Addiction</i> , 2020, 115, 1736-1744.	3.3	9
79	Making hospital shops healthier: evaluating the implementation of a mandatory standard for limiting food products and promotions in hospital retail outlets. <i>BMC Public Health</i> , 2020, 20, 132.	2.9	9
80	Consumer Response to Standardized Tobacco Packaging in the United Kingdom: A Synthesis of Evidence from Two Systematic Reviews. <i>Risk Management and Healthcare Policy</i> , 2021, Volume 14, 1465-1480.	2.5	9
81	How has the introduction of point-of-sale legislation affected the presence and visibility of tobacco retailing in Scotland? A longitudinal study. <i>Tobacco Control</i> , 2020, 29, tobaccocontrol-2018-054543.	3.2	9
82	How to Measure Client Satisfaction With Stop Smoking Services: A Pilot Project in the UK National Health Service. <i>Journal of Smoking Cessation</i> , 2009, 4, 52-58.	1.0	7
83	Detailed protocol for the lifestyle intervention in the BeWEL randomised controlled trial of weight loss in adults who have had a colorectal adenoma. <i>BMJ Open</i> , 2012, 2, e001276.	1.9	7
84	Adolescents’ perceptions of tobacco accessibility and smoking norms and attitudes in response to the tobacco point-of-sale display ban in Scotland: results from the DISPLAY Study. <i>Tobacco Control</i> , 2019, 29, tobaccocontrol-2018-054702.	3.2	7
85	Protocol for a Mixed-Method Investigation of the Impact of the COVID-19 Pandemic and Gambling Practices, Experiences and Marketing in the UK: The ‘Betting and Gaming COVID-19 Impact Study’. <i>International Journal of Environmental Research and Public Health</i> , 2020, 17, 8449.	2.6	7
86	The Response of Smokers to Health Warnings on Packs in the United Kingdom and Norway Following the Introduction of Standardized Packaging. <i>Nicotine and Tobacco Research</i> , 2021, 23, 1551-1558.	2.6	7
87	Managing COVID-19 Transmission Risks in Bars: An Interview and Observation Study. <i>Journal of Studies on Alcohol and Drugs</i> , 2021, 82, 42-54.	1.0	7
88	Evaluating possible intended and unintended consequences of the implementation of alcohol minimum unit pricing (MUP) in Scotland: a natural experiment protocol. <i>BMJ Open</i> , 2019, 9, e028482.	1.9	6
89	The importance of loose tobacco when considering capping pack size. <i>Addiction</i> , 2020, 115, 812-814.	3.3	6
90	Intended and unintended consequences of the implementation of minimum unit pricing of alcohol in Scotland: a natural experiment. <i>Public Health Research</i> , 2021, 9, 1-210.	1.3	6

#	ARTICLE	IF	CITATIONS
91	Non-pharmacological interventions designed to reduce health risks due to unhealthy eating behaviour and linked risky or excessive drinking in adults aged 18â€“25 years: a systematic review protocol. <i>Systematic Reviews</i> , 2017, 6, 42.	5.3	5
92	Did independent and convenience (small) retailers comply with standardised tobacco packaging in the UK?. <i>Tobacco Control</i> , 2018, 27, 696-697.	3.2	5
93	Pricing of tobacco products during, and after, the introduction of standardized packaging: an observational study of retail price data from independent and convenience (small) retailers in the United Kingdom. <i>Addiction</i> , 2018, 114, 523-533.	3.3	5
94	Optimisation of the ActWELL lifestyle intervention programme for women attending routine NHS breast screening clinics. <i>Trials</i> , 2020, 21, 484.	1.6	5
95	Anticipated responses to a hypothetical minimum price for cigarettes and roll-your-own tobacco: an online cross-sectional survey with cigarette smokers and ex-smokers in the UK. <i>BMJ Open</i> , 2021, 11, e042724.	1.9	5
96	Assessing Change in Tobacco Visibility at Point-of-Sale Following a Display Ban. <i>Tobacco Regulatory Science (discontinued)</i> , 2018, 4, 10-28.	0.2	5
97	Difference between recommended retail price and sales price for tobacco products in independent and convenience (small) retailers before and after the introduction of standardised tobacco packaging in the UK. <i>Tobacco Control</i> , 2019, 28, 449-456.	3.2	4
98	Non-Pharmacological Interventions to Reduce Unhealthy Eating and Risky Drinking in Young Adults Aged 18â€“25 Years: A Systematic Review and Meta-Analysis. <i>Nutrients</i> , 2018, 10, 1538.	4.1	3
99	The Impact of Including Cessation Resource Information on Health Warnings on Standardized Tobacco Packaging on Awareness and Use: A Longitudinal Online Survey in the United Kingdom. <i>Nicotine and Tobacco Research</i> , 2021, 23, 1068-1073.	2.6	3
100	Local AIDS prevention and the use of television advertising. <i>Journal of the Institute of Health Education</i> , 1993, 31, 6-16.	0.1	2
101	Impact of standardised packaging in the UK on warning salience, appeal, harm perceptions and cessation-related behaviours: a longitudinal online survey. <i>Tobacco Control</i> , 2021, , tobaccocontrol-2021-056634.	3.2	2
102	The impacts of including information about the number of carcinogens in smoke on standardized cigarette packs in the UK. <i>European Journal of Public Health</i> , 2021, 31, 1031-1037.	0.3	2
103	Response to a novel, weight self-awareness plan used in a multi-component lifestyle intervention programme to reduce breast cancer risk factors in older womenâ€”Secondary analysis from the ActWELL trial. <i>Journal of Human Nutrition and Dietetics</i> , 2023, 36, 266-276.	2.5	2
104	Tobacco packaging design for preventing tobacco uptake. <i>The Cochrane Library</i> , 0, , .	2.8	1
105	Changes in Personal Exposure to Fine Particulate Matter (PM2.5) during the Spring 2020 COVID-19 Lockdown in the UK: Results of a Simulation Model. <i>Atmosphere</i> , 2022, 13, 273.	2.3	1
106	Implementation of alcohol minimum unit pricing (MUP): a qualitative study with small retailers. <i>Drugs: Education, Prevention and Policy</i> , 2023, 30, 453-460.	1.3	0