

Melanie A Wakefield

List of Publications by Year in descending order

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Version: 2024-02-01

194
papers

10,641
citations

41339

49
h-index

39667

94
g-index

195
all docs

195
docs citations

195
times ranked

8371
citing authors

#	ARTICLE	IF	CITATIONS
1	Use of mass media campaigns to change health behaviour. <i>Lancet, The</i> , 2010, 376, 1261-1271.	13.7	1,750
2	Mass media campaigns to promote smoking cessation among adults: an integrative review. <i>Tobacco Control</i> , 2012, 21, 127-138.	3.2	426
3	Effect of restrictions on smoking at home, at school, and in public places on teenage smoking: cross sectional study. <i>BMJ: British Medical Journal</i> , 2000, 321, 333-337.	2.3	409
4	Impact of Tobacco Control Policies and Mass Media Campaigns on Monthly Adult Smoking Prevalence. <i>American Journal of Public Health</i> , 2008, 98, 1443-1450.	2.7	275
5	The effects of television advertisements for junk food versus nutritious food on children's food attitudes and preferences. <i>Social Science and Medicine</i> , 2007, 65, 1311-1323.	3.8	265
6	Role of the media in influencing trajectories of youth smoking. <i>Addiction</i> , 2003, 98, 79-103.	3.3	228
7	Effects of Different Types of Antismoking Ads on Reducing Disparities in Smoking Cessation Among Socioeconomic Subgroups. <i>American Journal of Public Health</i> , 2009, 99, 2217-2223.	2.7	186
8	Pathways to Persuasion: Cognitive and Experiential Responses to Health-Promoting Mass Media Messages. <i>Communication Research</i> , 2010, 37, 133-164.	5.9	180
9	Effects of Anti-Smoking Advertising on Youth Smoking: A Review. <i>Journal of Health Communication</i> , 2003, 8, 229-247.	2.4	178
10	The effect of retail cigarette pack displays on impulse purchase. <i>Addiction</i> , 2008, 103, 322-328.	3.3	167
11	The Impact of Retail Cigarette Marketing Practices on Youth Smoking Uptake. <i>JAMA Pediatrics</i> , 2007, 161, 440.	3.0	162
12	Effect of Televised, Tobacco Company-Funded Smoking Prevention Advertising on Youth Smoking-Related Beliefs, Intentions, and Behavior. <i>American Journal of Public Health</i> , 2006, 96, 2154-2160.	2.7	159
13	Do graphic health warning labels have an impact on adolescents' smoking-related beliefs and behaviours?. <i>Addiction</i> , 2008, 103, 1562-1571.	3.3	158
14	Adolescents' Perceptions of Cigarette Brand Image: Does Plain Packaging Make a Difference?. <i>Journal of Adolescent Health</i> , 2010, 46, 385-392.	2.5	145
15	Weekend Sun Protection and Sunburn in Australia. <i>American Journal of Preventive Medicine</i> , 2008, 34, 94-101.	3.0	132
16	Can You Feel It? Negative Emotion, Risk, and Narrative in Health Communication. <i>Media Psychology</i> , 2008, 11, 52-75.	3.6	128
17	How does increasingly plainer cigarette packaging influence adult smokers' perceptions about brand image? An experimental study. <i>Tobacco Control</i> , 2008, 17, 416-421.	3.2	127
18	Association between food marketing exposure and adolescents' food choices and eating behaviors. <i>Appetite</i> , 2012, 58, 1-5.	3.7	120

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19	Tobacco Control Advocacy in Australia: Reflections on 30 Years of Progress. <i>Health Education and Behavior</i> , 2001, 28, 274-289.	2.5	113
20	Introduction effects of the Australian plain packaging policy on adult smokers: a cross-sectional study. <i>BMJ Open</i> , 2013, 3, e003175.	1.9	111
21	Effects of mass media campaign exposure intensity and durability on quit attempts in a population-based cohort study. <i>Health Education Research</i> , 2011, 26, 988-997.	1.9	110
22	State Tobacco Control Spending and Youth Smoking. <i>American Journal of Public Health</i> , 2005, 95, 338-344.	2.7	109
23	Australian adult smokers'™ responses to plain packaging with larger graphic health warnings 1 year after implementation: results from a national cross-sectional tracking survey. <i>Tobacco Control</i> , 2015, 24, ii17-ii25.	3.2	103
24	An experimental study of effects on schoolchildren of exposure to point-of-sale cigarette advertising and pack displays. <i>Health Education Research</i> , 2006, 21, 338-347.	1.9	99
25	Televised State-Sponsored Antitobacco Advertising and Youth Smoking Beliefs and Behavior in the United States, 1999-2000. <i>JAMA Pediatrics</i> , 2005, 159, 639.	3.0	96
26	The Effect of Antismoking Advertisement Executional Characteristics on Youth Comprehension, Appraisal, Recall, and Engagement. <i>Journal of Health Communication</i> , 2005, 10, 127-143.	2.4	95
27	Tobacco Industry Marketing at Point of Purchase After the 1998 MSA Billboard Advertising Ban. <i>American Journal of Public Health</i> , 2002, 92, 937-940.	2.7	90
28	Teen Smokers Reach Their Mid Twenties. <i>Journal of Adolescent Health</i> , 2006, 39, 214-220.	2.5	81
29	The role of smoking intentions in predicting future smoking among youth: findings from Monitoring the Future data. <i>Addiction</i> , 2004, 99, 914-922.	3.3	80
30	Impact of Smoking Cessation Aids and Mass Media Among Recent Quitters. <i>American Journal of Preventive Medicine</i> , 2006, 30, 217-224.	3.0	77
31	Mass media campaigns designed to support new pictorial health warnings on cigarette packets: evidence of a complementary relationship. <i>Tobacco Control</i> , 2011, 20, 412-418.	3.2	75
32	Smoker sensitivity to retail tobacco displays and quitting: a cohort study. <i>Addiction</i> , 2010, 105, 159-163.	3.3	73
33	Taxation Reduces Social Disparities in Adult Smoking Prevalence. <i>American Journal of Preventive Medicine</i> , 2009, 36, 285-291.	3.0	72
34	The Effects of Smoking-Related Television Advertising on Smoking and Intentions to Quit Among Adults in the United States: 1999-2007. <i>American Journal of Public Health</i> , 2012, 102, 751-757.	2.7	72
35	Assessing the effectiveness of antismoking television advertisements: do audience ratings of perceived effectiveness predict changes in quitting intentions and smoking behaviours?. <i>Tobacco Control</i> , 2014, 23, 412-418.	3.2	71
36	Predictors and Consequences of Conversations About Health Promoting Media Messages. <i>Communication Monographs</i> , 2010, 77, 518-539.	2.7	65

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37	Do larger pictorial health warnings diminish the need for plain packaging of cigarettes?. <i>Addiction</i> , 2012, 107, 1159-1167.	3.3	65
38	Results of a national mass media campaign in India to warn against the dangers of smokeless tobacco consumption. <i>Tobacco Control</i> , 2012, 21, 12-17.	3.2	63
39	Factors associated with high consumption of soft drinks among Australian secondary-school students. <i>Public Health Nutrition</i> , 2017, 20, 2340-2348.	2.2	62
40	The Contribution of Antismoking Advertising to Quitting: Intra- and Interpersonal Processes. <i>Journal of Health Communication</i> , 2008, 13, 250-266.	2.4	61
41	What impact have tobacco control policies, cigarette price and tobacco control programme funding had on Australian adolescents' smoking? Findings over a 15-year period. <i>Addiction</i> , 2011, 106, 1493-1502.	3.3	60
42	Time series analysis of the impact of tobacco control policies on smoking prevalence among Australian adults, 2001-2011. <i>Bulletin of the World Health Organization</i> , 2014, 92, 413-422.	3.3	59
43	How Broadcast Volume and Emotional Content Affect Youth Recall of Anti-Tobacco Advertising. <i>American Journal of Preventive Medicine</i> , 2008, 35, 14-19.	3.0	58
44	Smokers' responses to television advertisements about the serious harms of tobacco use: pre-testing results from 10 low- to middle-income countries. <i>Tobacco Control</i> , 2013, 22, 24-31.	3.2	58
45	Association of Point-of-Purchase Tobacco Advertising and Promotions with Choice of Usual Brand among Teenage Smokers. <i>Journal of Health Communication</i> , 2002, 7, 113-121.	2.4	56
46	Health Public Policy Public opinion on food-related obesity prevention policy initiatives. <i>Health Promotion Journal of Australia</i> , 2012, 23, 86-91.	1.2	54
47	Consumption of Sugar-Sweetened Beverages, Juice, Artificially-Sweetened Soda and Bottled Water: An Australian Population Study. <i>Nutrients</i> , 2020, 12, 817.	4.1	53
48	The Good News About Smoking: How do US Newspapers Cover Tobacco Issues?. <i>Journal of Public Health Policy</i> , 2006, 27, 166-181.	2.0	52
49	Short-term changes in quitting-related cognitions and behaviours after the implementation of plain packaging with larger health warnings: findings from a national cohort study with Australian adult smokers. <i>Tobacco Control</i> , 2015, 24, ii26-ii32.	3.2	52
50	The effect of packaging, branding and labeling on the experience of unhealthy food and drink: A review. <i>Appetite</i> , 2016, 99, 219-234.	3.7	52
51	Tobacco Packaging and Mass Media Campaigns: Research Needs for Articles 11 and 12 of the WHO Framework Convention on Tobacco Control. <i>Nicotine and Tobacco Research</i> , 2013, 15, 817-831.	2.6	51
52	State Anti-Tobacco Advertising and Smoking Outcomes by Gender and Race/Ethnicity. <i>Ethnicity and Health</i> , 2007, 12, 339-362.	2.5	48
53	Personal tobacco pack display before and after the introduction of plain packaging with larger pictorial health warnings in Australia: an observational study of outdoor café strips. <i>Addiction</i> , 2014, 109, 653-662.	3.3	48
54	Media advocacy and newspaper coverage of tobacco issues: A comparative analysis of 1 year's print news in the United States and Australia. <i>Nicotine and Tobacco Research</i> , 2005, 7, 289-299.	2.6	47

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55	Which types of televised anti-tobacco campaigns prompt more quitline calls from disadvantaged groups?. Health Education Research, 2011, 26, 998-1009.	1.9	47
56	Televised Antismoking Advertising: Effects of Level and Duration of Exposure. American Journal of Public Health, 2013, 103, e66-e73.	2.7	47
57	Mass media campaign improves cervical screening across all socio-economic groups. Health Education Research, 2009, 24, 867-875.	1.9	44
58	Tobacco product developments in the Australian market in the 4 years following plain packaging. Tobacco Control, 2018, 27, 580-584.	3.2	43
59	â€˜Something's Brewingâ€™™: The Changing Trends in Alcohol Coverage in Australian Newspapers 2000â€“2011. Alcohol and Alcoholism, 2014, 49, 336-342.	1.6	42
60	Mixed messages on tobacco: comparative exposure to public health, tobacco company- and pharmaceutical company-sponsored tobacco-related television campaigns in the United States, 1999-2003. Addiction, 2005, 100, 1875-1883.	3.3	41
61	Health warnings promote healthier dietary decision making: Effects of positive versus negative message framing and graphic versus text-based warnings. Appetite, 2018, 127, 280-288.	3.7	41
62	Who drinks sugar sweetened beverages and juice? An Australian population study of behaviour, awareness and attitudes. BMC Obesity, 2019, 6, 1.	3.1	41
63	The effect of cancer warning statements on alcohol consumption intentions. Health Education Research, 2016, 31, 60-69.	1.9	40
64	Controlled cohort evaluation of the <i>LiveLighter</i> mass media campaignâ€™™s impact on adultsâ€™™ reported consumption of sugar-sweetened beverages. BMJ Open, 2018, 8, e019574.	1.9	40
65	Textual Analysis of Tobacco Editorials: How are Key Media Gatekeepers Framing the Issues?. American Journal of Health Promotion, 2005, 19, 361-368.	1.7	38
66	Prevalence and socio-demographic distribution of eating, physical activity and sedentary behaviours among Australian adolescents. Health Promotion Journal of Australia, 2012, 23, 213-218.	1.2	38
67	Smoking prevalence following tobacco tax increases in Australia between 2001 and 2017: an interrupted time-series analysis. Lancet Public Health, The, 2019, 4, e618-e627.	10.0	38
68	The effect of a smoke-free law on restaurant business in South Australia. Australian and New Zealand Journal of Public Health, 2002, 26, 375-382.	1.8	36
69	Standardised packaging and new enlarged graphic health warnings for tobacco products in Australiaâ€™™ legislative requirements and implementation of the <i>Tobacco Plain Packaging Act 2011</i> and the <i>Competition and Consumer (Tobacco) Information Standard</i>, <i>2011</i>. Tobacco Control, 2015, 24, ii9-ii16.	3.2	36
70	Tobacco product developments coinciding with the implementation of plain packaging in Australia. Tobacco Control, 2015, 24, e116-e122.	3.2	36
71	What is the role of tobacco control advertising intensity and duration in reducing adolescent smoking prevalence? Findings from 16â€™™years of tobacco control mass media advertising in Australia. Tobacco Control, 2015, 24, 198-204.	3.2	36
72	Are Australians ready for warning labels, marketing bans and sugary drink taxes? Two cross-sectional surveys measuring support for policy responses to sugar-sweetened beverages. BMJ Open, 2019, 9, e027962.	1.9	36

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73	Australian Letters to the Editor on Tobacco: Triggers, Rhetoric, and Claims of Legitimate Voice. <i>Qualitative Health Research</i> , 2005, 15, 1180-1198.	2.1	35
74	The association between alcohol outlet density and alcohol use among urban and regional Australian adolescents. <i>Addiction</i> , 2016, 111, 65-72.	3.3	35
75	Secondhand Smoke Exposure and Respiratory Symptoms Among Casino, Club, and Office Workers in Victoria, Australia. <i>Journal of Occupational and Environmental Medicine</i> , 2005, 47, 698-703.	1.7	34
76	Fear, Sadness and Hope: Which Emotions Maximize Impact of Anti-Tobacco Mass Media Advertisements among Lower and Higher SES Groups?. <i>Journal of Health Communication</i> , 2018, 23, 445-461.	2.4	34
77	Interrupting a Narrative Transportation Experience: Program Placement Effects on Responses to Antismoking Advertising. <i>Journal of Health Communication</i> , 2008, 13, 667-680.	2.4	33
78	Effects of tobacco-related media campaigns on smoking among 20-30-year-old adults: longitudinal data from the USA. <i>Tobacco Control</i> , 2013, 22, 38-45.	3.2	33
79	Changes in use of types of tobacco products by pack sizes and price segments, prices paid and consumption following the introduction of plain packaging in Australia. <i>Tobacco Control</i> , 2015, 24, ii66-ii75.	3.2	33
80	The Association of Exposure to Point-of-Sale Tobacco Marketing with Quit Attempt and Quit Success: Results from a Prospective Study of Smokers in the United States. <i>International Journal of Environmental Research and Public Health</i> , 2016, 13, 203.	2.6	33
81	Individual versus corporate responsibility for smoking-related illness: Australian press coverage of the Rolah McCabe trial. <i>Health Promotion International</i> , 2003, 18, 297-305.	1.8	32
82	Trends in news coverage about skin cancer prevention, 1993-2006: increasingly mixed messages for the public. <i>Australian and New Zealand Journal of Public Health</i> , 2008, 32, 461-466.	1.8	32
83	Encouraging the right women to attend for cervical cancer screening: results from a targeted television campaign in Victoria, Australia. <i>Health Education Research</i> , 2008, 23, 477-486.	1.9	32
84	Does the Portrayal of Tanning in Australian Women's Magazines Relate to Real Women's Tanning Beliefs and Behavior?. <i>Health Education and Behavior</i> , 2011, 38, 132-142.	2.5	32
85	Anti-smoking social norms are associated with increased cessation behaviours among lower and higher socioeconomic status smokers: A population-based cohort study. <i>PLoS ONE</i> , 2018, 13, e0208950.	2.5	31
86	Real People, Real Stories: A New Mass Media Campaign That Could Help Smokers Quit. <i>Annals of Internal Medicine</i> , 2012, 157, 907.	3.9	30
87	Large-scale unassisted smoking cessation over 50+ years: lessons from history for endgame planning in tobacco control. <i>Tobacco Control</i> , 2013, 22, i33-i35.	3.2	30
88	Finding the keys to successful adult-targeted advertisements on obesity prevention: an experimental audience testing study. <i>BMC Public Health</i> , 2015, 15, 804.	2.9	29
89	Alcohol harm reduction advertisements: a content analysis of topic, objective, emotional tone, execution and target audience. <i>BMC Public Health</i> , 2017, 17, 312.	2.9	29
90	Potential effectiveness of specific anti-smoking mass media advertisements among Australian Indigenous smokers. <i>Health Education Research</i> , 2011, 26, 961-975.	1.9	28

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91	Association Between Exposure to Workplace Secondhand Smoke and Reported Respiratory and Sensory Symptoms: Cross-Sectional Study. <i>Journal of Occupational and Environmental Medicine</i> , 2003, 45, 622-627.	1.7	27
92	What factors are associated with excess body weight in Australian secondary school students?. <i>Medical Journal of Australia</i> , 2012, 196, 189-192.	1.7	27
93	Can counter-advertising reduce pre-adolescent children's susceptibility to front-of-package promotions on unhealthy foods?: Experimental research. <i>Social Science and Medicine</i> , 2014, 116, 211-219.	3.8	27
94	Are quitting-related cognitions and behaviours predicted by proximal responses to plain packaging with larger health warnings? Findings from a national cohort study with Australian adult smokers. <i>Tobacco Control</i> , 2015, 24, ii33-ii41.	3.2	27
95	The Air We Breathe: Evaluation of smoke-free dining in South Australia: support and compliance among the community and restaurateurs. <i>Australian and New Zealand Journal of Public Health</i> , 2002, 26, 38-44.	1.8	26
96	Density of tobacco retail outlets near schools and smoking behaviour among secondary school students. <i>Australian and New Zealand Journal of Public Health</i> , 2013, 37, 574-578.	1.8	26
97	Early evidence about the predicted unintended consequences of standardised packaging of tobacco products in Australia: a cross-sectional study of the place of purchase, regular brands and use of illicit tobacco. <i>BMJ Open</i> , 2014, 4, e005873-e005873.	1.9	26
98	Impact of a mass media campaign on participation rates in a National Bowel Cancer Screening Program: a field experiment. <i>BMJ Open</i> , 2019, 9, e024267.	1.9	26
99	Comparative responses to radio and television anti-smoking advertisements to encourage smoking cessation. <i>Health Promotion International</i> , 2010, 25, 5-13.	1.8	25
100	The association between exposure to point-of-sale anti-smoking warnings and smokers' interest in quitting and quit attempts: findings from the International Tobacco Control Four Country Survey. <i>Addiction</i> , 2012, 107, 425-433.	3.3	25
101	Does Tobacco-Control Mass Media Campaign Exposure Prevent Relapse Among Recent Quitters?. <i>Nicotine and Tobacco Research</i> , 2013, 15, 385-392.	2.6	25
102	Use of illicit tobacco following introduction of standardised packaging of tobacco products in Australia: results from a national cross-sectional survey. <i>Tobacco Control</i> , 2015, 24, ii76-ii81.	3.2	25
103	Food marketing with movie character toys: Effects on young children's preferences for unhealthy and healthier fast food meals. <i>Appetite</i> , 2017, 117, 342-350.	3.7	25
104	Impact of a mass media campaign linking abdominal obesity and cancer: a natural exposure evaluation. <i>Health Education Research</i> , 2009, 24, 1069-1079.	1.9	24
105	Continued Impact of SunSmart Advertising on Youth and Adults' Behaviors. <i>American Journal of Preventive Medicine</i> , 2015, 49, 20-28.	3.0	24
106	Point-of-Sale Cigarette Marketing, Urge to Buy Cigarettes, and Impulse Purchases of Cigarettes: Results From a Population-Based Survey. <i>Nicotine and Tobacco Research</i> , 2016, 18, 1357-1362.	2.6	24
107	Working to make an image: an analysis of three Philip Morris corporate image media campaigns. <i>Tobacco Control</i> , 2007, 16, 344-350.	3.2	23
108	Still a burning issue: trends in the volume, content and population reach of newspaper coverage about tobacco issues. <i>Critical Public Health</i> , 2011, 21, 313-325.	2.4	23

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109	Potential effectiveness of anti-smoking advertisement types in ten low and middle income countries: Do demographics, smoking characteristics and cultural differences matter?. <i>Social Science and Medicine</i> , 2013, 98, 204-213.	3.8	23
110	"Stay away from them until you're old enough to make a decision": tobacco company testimony about youth smoking initiation. <i>Tobacco Control</i> , 2006, 15, iv44-iv53.	3.2	22
111	A Store Cohort Study of Compliance With a Point-of-Sale Cigarette Display Ban in Melbourne, Australia. <i>Nicotine and Tobacco Research</i> , 2013, 15, 444-449.	2.6	22
112	Plain packaging: a logical progression for tobacco control in one of the world's "darkest markets". <i>Tobacco Control</i> , 2015, 24, ii3-ii8.	3.2	22
113	Association of the LiveLighter mass media campaign with consumption of sugar-sweetened beverages: Cohort study. <i>Health Promotion Journal of Australia</i> , 2019, 30, 34-42.	1.2	22
114	Food and drink marketing on social media and dietary intake in Australian adolescents: Findings from a cross-sectional survey. <i>Appetite</i> , 2021, 166, 105431.	3.7	22
115	Trends in Recall and Appraisal of Anti-Smoking Advertising Among American Youth: National Survey Results, 1997-2001. <i>Prevention Science</i> , 2005, 6, 1-19.	2.6	21
116	Counter-Advertising May Reduce Parent's Susceptibility to Front-of-Package Promotions on Unhealthy Foods. <i>Journal of Nutrition Education and Behavior</i> , 2014, 46, 467-474.	0.7	21
117	Adolescents' exposure to paid alcohol advertising on television and their alcohol use: exploring associations during a 13-year period. <i>Addiction</i> , 2017, 112, 1742-1751.	3.3	21
118	Features of alcohol harm reduction advertisements that most motivate reduced drinking among adults: an advertisement response study. <i>BMJ Open</i> , 2017, 7, e014193.	1.9	21
119	Food product health warnings promote dietary self-control through reductions in neural signals indexing food cue reactivity. <i>NeuroImage: Clinical</i> , 2018, 18, 702-712.	2.7	21
120	Evaluating the influence of message framing and graphic imagery on perceptions of food product health warnings. <i>Food Quality and Preference</i> , 2019, 77, 32-42.	4.6	21
121	Framing of Australian newspaper coverage of a secondhand smoke injury claim: Lessons for media advocacy. <i>Critical Public Health</i> , 2005, 15, 53-63.	2.4	20
122	Talking About Antismoking Campaigns: What Do Smokers Talk About, and How Does Talk Influence Campaign Effectiveness?. <i>Journal of Health Communication</i> , 2016, 21, 33-45.	2.4	20
123	Price discounting of cigarettes in milk bars near secondary schools occurs more frequently in areas with greater socioeconomic disadvantage. <i>Australian and New Zealand Journal of Public Health</i> , 2011, 35, 71-74.	1.8	19
124	How has alcohol advertising in traditional and online media in Australia changed? Trends in advertising expenditure 1997-2011. <i>Drug and Alcohol Review</i> , 2015, 34, 521-530.	2.1	19
125	Healthy weight and lifestyle advertisements: an assessment of their persuasive potential. <i>Health Education Research</i> , 2015, 30, 569-579.	1.9	19
126	The association of point-of-sale cigarette marketing with cravings to smoke: results from a cross-sectional population-based study. <i>Tobacco Control</i> , 2016, 25, 402-405.	3.2	19

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127	Influence of premium versus value brand names on the smoking experience in a plain packaging environment: an experimental study. <i>BMJ Open</i> , 2017, 7, e014099.	1.9	19
128	The impact of unhealthy food sponsorship vs. pro-health sponsorship models on young adults's food preferences: a randomised controlled trial. <i>BMC Public Health</i> , 2018, 18, 1399.	2.9	19
129	Who uses rollies? Trends in product offerings, price and use of roll-your-own tobacco in Australia. <i>Tobacco Control</i> , 2019, 28, 317-324.	3.2	19
130	Non-smokers' responses when smokers light up: A population-based study. <i>Preventive Medicine</i> , 2007, 45, 21-25.	3.4	18
131	What factors are associated with frequent unhealthy snack-food consumption among Australian secondary-school students?. <i>Public Health Nutrition</i> , 2015, 18, 2153-2160.	2.2	18
132	Youth Responses to Anti-Smoking Advertisements From Tobacco-Control Agencies, Tobacco Companies, and Pharmaceutical Companies. <i>Journal of Applied Social Psychology</i> , 2005, 35, 1894-1910.	2.0	17
133	Brand placement on price boards after tobacco display bans: a point-of-sale audit in Melbourne, Australia. <i>Tobacco Control</i> , 2012, 21, 589-592.	3.2	17
134	The long-term decline of adult tobacco use in Victoria: changes in smoking initiation and quitting over a quarter of a century of tobacco control. <i>Australian and New Zealand Journal of Public Health</i> , 2012, 36, 17-23.	1.8	17
135	Public opinion about ending the sale of tobacco in Australia: Table 1. <i>Tobacco Control</i> , 2014, 23, 183-184.	3.2	17
136	The advertised price of cigarette packs in retail outlets across Australia before and after the implementation of plain packaging: a repeated measures observational study. <i>Tobacco Control</i> , 2015, 24, ii82-ii89.	3.2	17
137	Hardening or softening? An observational study of changes to the prevalence of hardening indicators in Victoria, Australia, 2001-2016. <i>Tobacco Control</i> , 2019, , tobaccocontrol-2019-054937.	3.2	17
138	Male smoker and non-smoker responses to television advertisements on the harms of secondhand smoke in China, India and Russia. <i>Health Education Research</i> , 2015, 30, 24-34.	1.9	15
139	Why Do Smokers Talk About Antismoking Campaigns? Predictors of the Occurrence and Content of Campaign-Generated Conversations. <i>Health Communication</i> , 2017, 32, 1539-1556.	3.1	15
140	A longitudinal examination of protective behavioral strategies and alcohol consumption among adult drinkers. <i>Addictive Behaviors</i> , 2018, 87, 1-7.	3.0	15
141	Optimising tobacco control campaigns within a changing media landscape and among priority populations. <i>Tobacco Control</i> , 2022, 31, 284-290.	3.2	15
142	Why we need tobacco sales data for good tobacco control. <i>Medical Journal of Australia</i> , 2010, 192, 3-4.	1.7	14
143	Making News: The Appearance of Tobacco Control Organizations in Newspaper Coverage of Tobacco Control Issues. <i>American Journal of Health Promotion</i> , 2012, 26, 166-171.	1.7	14
144	Commentary on Sims et al. (2014) and Langley et al. (2014): Mass media campaigns require adequate and sustained funding to change population health behaviours. <i>Addiction</i> , 2014, 109, 1003-1004.	3.3	14

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145	Adolescents' alcohol use and strength of policy relating to youth access, trading hours and driving under the influence: findings from Australia. <i>Addiction</i> , 2018, 113, 1030-1042.	3.3	14
146	Smoke-free São Paulo: a campaign evaluation and the case for sustained mass media investment. <i>Salud Publica De Mexico</i> , 2010, 52, S216-S225.	0.4	14
147	Effects of Exposure of Youths at Risk for Smoking to Television Advertising for Nicotine Replacement Therapy and Zyban®: An Experimental Study. <i>Health Communication</i> , 2006, 19, 253-258.	3.1	13
148	The Role of Overweight and Obesity in Perceived Risk Factors for Cancer: Implications for Education. <i>Journal of Cancer Education</i> , 2010, 25, 506-511.	1.3	13
149	Product retrieval time in small tobacco retail outlets before and after the Australian plain packaging policy: real-world study. <i>Tobacco Control</i> , 2014, 23, 70-76.	3.2	13
150	Immediate effects on adult drinkers of exposure to alcohol harm reduction advertisements with and without drinking guideline messages: experimental study. <i>Addiction</i> , 2018, 113, 1019-1029.	3.3	13
151	Influence of premium vs masked cigarette brand names on the experienced taste of a cigarette after tobacco plain packaging in Australia: an experimental study. <i>BMC Public Health</i> , 2018, 18, 295.	2.9	13
152	"When we were young, it really was a treat; now sugar is just the norm every day" A qualitative study of parents' and young adults' perceptions and consumption of sugary drinks. <i>Health Promotion Journal of Australia</i> , 2020, 31, 47-57.	1.2	13
153	Impact of a mass media campaign on participation in the Australian bowel cancer screening program. <i>Journal of Medical Screening</i> , 2020, 27, 18-24.	2.3	13
154	Adult smokers' use of point-of-sale displays to select cigarette brands. <i>Australian and New Zealand Journal of Public Health</i> , 2006, 30, 483-484.	1.8	12
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