

Melanie A Wakefield

List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

186
papers

8,300
citations

46
h-index

84
g-index

195
ext. papers

9,489
ext. citations

4
avg, IF

6.22
L-index

| # | Paper | IF | Citations |
|-----|---|-----|-----------|
| 186 | Use of mass media campaigns to change health behaviour. <i>Lancet, The</i> , 2010 , 376, 1261-71 | 4.0 | 1272 |
| 185 | Mass media campaigns to promote smoking cessation among adults: an integrative review. <i>Tobacco Control</i> , 2012 , 21, 127-38 | 5.3 | 347 |
| 184 | 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, 333-7 | | 326 |
| 183 | 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, 1311-23 | 5.1 | 214 |
| 182 | Impact of tobacco control policies and mass media campaigns on monthly adult smoking prevalence. <i>American Journal of Public Health</i> , 2008 , 98, 1443-50 | 5.1 | 213 |
| 181 | Role of the media in influencing trajectories of youth smoking. <i>Addiction</i> , 2003 , 98 Suppl 1, 79-103 | 4.6 | 178 |
| 180 | Effects of anti-smoking advertising on youth smoking: a review. <i>Journal of Health Communication</i> , 2003 , 8, 229-47 | 2.5 | 164 |
| 179 | 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, 2217-23 | 5.1 | 153 |
| 178 | Pathways to Persuasion: Cognitive and Experiential Responses to Health-Promoting Mass Media Messages. <i>Communication Research</i> , 2010 , 37, 133-164 | 3.8 | 143 |
| 177 | The impact of retail cigarette marketing practices on youth smoking uptake. <i>JAMA Pediatrics</i> , 2007 , 161, 440-5 | | 142 |
| 176 | Do graphic health warning labels have an impact on adolescents' smoking-related beliefs and behaviours?. <i>Addiction</i> , 2008 , 103, 1562-71 | 4.6 | 138 |
| 175 | The effect of retail cigarette pack displays on impulse purchase. <i>Addiction</i> , 2008 , 103, 322-8 | 4.6 | 137 |
| 174 | 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, 2154-60 | 5.1 | 127 |
| 173 | Adolescents' perceptions of cigarette brand image: does plain packaging make a difference?. <i>Journal of Adolescent Health</i> , 2010 , 46, 385-92 | 5.8 | 123 |
| 172 | Weekend sun protection and sunburn in Australia trends (1987-2002) and association with SunSmart television advertising. <i>American Journal of Preventive Medicine</i> , 2008 , 34, 94-101 | 6.1 | 117 |
| 171 | Can You Feel It? Negative Emotion, Risk, and Narrative in Health Communication. <i>Media Psychology</i> , 2008 , 11, 52-75 | 2.9 | 102 |
| 170 | How does increasingly plainer cigarette packaging influence adult smokers' perceptions about brand image? An experimental study. <i>Tobacco Control</i> , 2008 , 17, 416-21 | 5.3 | 97 |

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| 169 | Tobacco control advocacy in Australia: reflections on 30 years of progress. <i>Health Education and Behavior</i> , 2001 , 28, 274-89 | 4.2 | 97 |
| 168 | Association between food marketing exposure and adolescents' food choices and eating behaviors. <i>Appetite</i> , 2012 , 58, 1-5 | 4.5 | 93 |
| 167 | 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, 988-97 | 1.8 | 92 |
| 166 | State tobacco control spending and youth smoking. <i>American Journal of Public Health</i> , 2005 , 95, 338-44 | 5.1 | 90 |
| 165 | Introduction effects of the Australian plain packaging policy on adult smokers: a cross-sectional study. <i>BMJ Open</i> , 2013 , 3, | 3 | 88 |
| 164 | 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 | 5.3 | 85 |
| 163 | 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, 338-47 | 1.8 | 85 |
| 162 | The effect of antismoking advertisement executional characteristics on youth comprehension, appraisal, recall, and engagement. <i>Journal of Health Communication</i> , 2005 , 10, 127-43 | 2.5 | 81 |
| 161 | Televised state-sponsored antitobacco advertising and youth smoking beliefs and behavior in the United States, 1999-2000. <i>JAMA Pediatrics</i> , 2005 , 159, 639-45 | | 78 |
| 160 | The role of smoking intentions in predicting future smoking among youth: findings from Monitoring the Future data. <i>Addiction</i> , 2004 , 99, 914-22 | 4.6 | 74 |
| 159 | Tobacco industry marketing at point of purchase after the 1998 MSA billboard advertising ban. <i>American Journal of Public Health</i> , 2002 , 92, 937-40 | 5.1 | 74 |
| 158 | Teen smokers reach their mid twenties. <i>Journal of Adolescent Health</i> , 2006 , 39, 214-20 | 5.8 | 70 |
| 157 | Impact of smoking cessation aids and mass media among recent quitters. <i>American Journal of Preventive Medicine</i> , 2006 , 30, 217-24 | 6.1 | 68 |
| 156 | Mass media campaigns designed to support new pictorial health warnings on cigarette packets: evidence of a complementary relationship. <i>Tobacco Control</i> , 2011 , 20, 412-8 | 5.3 | 66 |
| 155 | Taxation reduces social disparities in adult smoking prevalence. <i>American Journal of Preventive Medicine</i> , 2009 , 36, 285-91 | 6.1 | 66 |
| 154 | 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, 751-7 | 5.1 | 61 |
| 153 | Smoker sensitivity to retail tobacco displays and quitting: a cohort study. <i>Addiction</i> , 2010 , 105, 159-63 | 4.6 | 60 |
| 152 | Do larger pictorial health warnings diminish the need for plain packaging of cigarettes?. <i>Addiction</i> , 2012 , 107, 1159-67 | 4.6 | 57 |

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| 151 | Predictors and Consequences of Conversations About Health Promoting Media Messages. <i>Communication Monographs</i> , 2010 , 77, 518-539 | 1.7 | 57 |
| 150 | Results of a national mass media campaign in India to warn against the dangers of smokeless tobacco consumption. <i>Tobacco Control</i> , 2012 , 21, 12-7 | 5.3 | 54 |
| 149 | How broadcast volume and emotional content affect youth recall of anti-tobacco advertising. <i>American Journal of Preventive Medicine</i> , 2008 , 35, 14-9 | 6.1 | 54 |
| 148 | The contribution of antismoking advertising to quitting: intra- and interpersonal processes. <i>Journal of Health Communication</i> , 2008 , 13, 250-66 | 2.5 | 54 |
| 147 | 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, 412-8 | 5.3 | 52 |
| 146 | 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, 817-31 | 4.9 | 48 |
| 145 | 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, 413-22 | 8.2 | 47 |
| 144 | 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 | 5.3 | 47 |
| 143 | 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 | 5.3 | 46 |
| 142 | Public opinion on food-related obesity prevention policy initiatives. <i>Health Promotion Journal of Australia</i> , 2012 , 23, 86-91 | 1.7 | 46 |
| 141 | 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, 1493-502 | 4.6 | 46 |
| 140 | The effect of packaging, branding and labeling on the experience of unhealthy food and drink: A review. <i>Appetite</i> , 2016 , 99, 219-234 | 4.5 | 44 |
| 139 | The good news about smoking: how do U.S. newspapers cover tobacco issues?. <i>Journal of Public Health Policy</i> , 2006 , 27, 166-81 | 2.9 | 42 |
| 138 | Personal tobacco pack display before and after the introduction of plain packaging with larger pictorial health warnings in Australia: an observational study of outdoor caf   strips. <i>Addiction</i> , 2014 , 109, 653-62 | 4.6 | 41 |
| 137 | Which types of televised anti-tobacco campaigns prompt more quitline calls from disadvantaged groups?. <i>Health Education Research</i> , 2011 , 26, 998-1009 | 1.8 | 41 |
| 136 | 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, 113-21 | 2.5 | 41 |
| 135 | State anti-tobacco advertising and smoking outcomes by gender and race/ethnicity. <i>Ethnicity and Health</i> , 2007 , 12, 339-62 | 2.2 | 40 |
| 134 | Televised antismoking advertising: effects of level and duration of exposure. <i>American Journal of Public Health</i> , 2013 , 103, e66-73 | 5.1 | 38 |

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| 133 | Factors associated with high consumption of soft drinks among Australian secondary-school students. <i>Public Health Nutrition</i> , 2017 , 20, 2340-2348 | 3.3 | 37 |
| 132 | Media advocacy and newspaper coverage of tobacco issues: a comparative analysis of 1 year of print news in the United States and Australia. <i>Nicotine and Tobacco Research</i> , 2005 , 7, 289-99 | 4.9 | 36 |
| 131 | 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. <i>Addiction</i> , 2005 , 100, 1875-83 | 4.6 | 35 |
| 130 | Mass media campaign improves cervical screening across all socio-economic groups. <i>Health Education Research</i> , 2009 , 24, 867-75 | 1.8 | 33 |
| 129 | Prevalence and socio-demographic distribution of eating, physical activity and sedentary behaviours among Australian adolescents. <i>Health Promotion Journal of Australia</i> , 2012 , 23, 213-8 | 1.7 | 33 |
| 128 | Textual analysis of tobacco editorials: how are Key media gatekeepers framing the issues?. <i>American Journal of Health Promotion</i> , 2005 , 19, 361-8 | 2.5 | 33 |
| 127 | Tobacco product developments coinciding with the implementation of plain packaging in Australia. <i>Tobacco Control</i> , 2015 , 24, e116-22 | 5.3 | 31 |
| 126 | The effect of cancer warning statements on alcohol consumption intentions. <i>Health Education Research</i> , 2016 , 31, 60-9 | 1.8 | 31 |
| 125 | Something brewing? The changing trends in alcohol coverage in Australian newspapers 2000-2011. <i>Alcohol and Alcoholism</i> , 2014 , 49, 336-42 | 3.5 | 31 |
| 124 | Australian letters to the editor on tobacco: triggers, rhetoric, and claims of legitimate voice. <i>Qualitative Health Research</i> , 2005 , 15, 1180-98 | 3.9 | 31 |
| 123 | Tobacco product developments in the Australian market in the 4 years following plain packaging. <i>Tobacco Control</i> , 2018 , 27, 580-584 | 5.3 | 30 |
| 122 | Health warnings promote healthier dietary decision making: Effects of positive versus negative message framing and graphic versus text-based warnings. <i>Appetite</i> , 2018 , 127, 280-288 | 4.5 | 30 |
| 121 | Standardised packaging and new enlarged graphic health warnings for tobacco products in Australia-legislative requirements and implementation of the and the .. <i>Tobacco Control</i> , 2015 , 24, ii9-ii16 | 5.3 | 30 |
| 120 | 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, 132-42 | 4.2 | 30 |
| 119 | The effect of a smoke-free law on restaurant business in South Australia. <i>Australian and New Zealand Journal of Public Health</i> , 2002 , 26, 375-82 | 2.3 | 30 |
| 118 | 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 | 5.3 | 29 |
| 117 | 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 | 2 | 28 |
| 116 | What is the role of tobacco control advertising intensity and duration in reducing adolescent smoking prevalence? Findings from 16 years of tobacco control mass media advertising in Australia. <i>Tobacco Control</i> , 2015 , 24, 198-204 | 5.3 | 27 |

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| 115 | What factors are associated with excess body weight in Australian secondary school students?. <i>Medical Journal of Australia</i> , 2012 , 196, 189-92 | 4 | 27 |
| 114 | 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, 461-6 | 2.3 | 27 |
| 113 | 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, 477-86 | 1.8 | 27 |
| 112 | Who drinks sugar sweetened beverages and juice? An Australian population study of behaviour, awareness and attitudes. <i>BMC Obesity</i> , 2019 , 6, 1 | 3.6 | 26 |
| 111 | Real people, real stories: a new mass media campaign that could help smokers quit. <i>Annals of Internal Medicine</i> , 2012 , 157, 907-9 | 8 | 26 |
| 110 | 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 | 5.3 | 25 |
| 109 | Potential effectiveness of specific anti-smoking mass media advertisements among Australian Indigenous smokers. <i>Health Education Research</i> , 2011 , 26, 961-75 | 1.8 | 25 |
| 108 | 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 | 3 | 25 |
| 107 | Controlled cohort evaluation of the mass media campaign's impact on adults' reported consumption of sugar-sweetened beverages. <i>BMJ Open</i> , 2018 , 8, e019574 | 3 | 25 |
| 106 | The association between alcohol outlet density and alcohol use among urban and regional Australian adolescents. <i>Addiction</i> , 2016 , 111, 65-72 | 4.6 | 24 |
| 105 | Interrupting a narrative transportation experience: program placement effects on responses to antismoking advertising. <i>Journal of Health Communication</i> , 2008 , 13, 667-80 | 2.5 | 24 |
| 104 | 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, 622-7 | 2 | 24 |
| 103 | Large-scale unassisted smoking cessation over 50 years: lessons from history for endgame planning in tobacco control. <i>Tobacco Control</i> , 2013 , 22 Suppl 1, i33-5 | 5.3 | 23 |
| 102 | Does tobacco-control mass media campaign exposure prevent relapse among recent quitters?. <i>Nicotine and Tobacco Research</i> , 2013 , 15, 385-92 | 4.9 | 23 |
| 101 | Impact of a mass media campaign linking abdominal obesity and cancer: a natural exposure evaluation. <i>Health Education Research</i> , 2009 , 24, 1069-79 | 1.8 | 23 |
| 100 | Continued Impact of SunSmart Advertising on Youth and Adults' Behaviors. <i>American Journal of Preventive Medicine</i> , 2015 , 49, 20-8 | 6.1 | 21 |
| 99 | Finding the keys to successful adult-targeted advertisements on obesity prevention: an experimental audience testing study. <i>BMC Public Health</i> , 2015 , 15, 804 | 4.1 | 21 |
| 98 | 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 | 5.3 | 21 |

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| 97 | 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 | 2.6 | 21 |
| 96 | Consumption of Sugar-Sweetened Beverages, Juice, Artificially-Sweetened Soda and Bottled Water: An Australian Population Study. <i>Nutrients</i> , 2020 , 12, | 6.7 | 20 |
| 95 | 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 | 3 | 20 |
| 94 | 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, 425-33 | 4.6 | 20 |
| 93 | Comparative responses to radio and television anti-smoking advertisements to encourage smoking cessation. <i>Health Promotion International</i> , 2010 , 25, 5-13 | 3 | 20 |
| 92 | 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 | 4.6 | 20 |
| 91 | Alcohol harm reduction advertisements: a content analysis of topic, objective, emotional tone, execution and target audience. <i>BMC Public Health</i> , 2017 , 17, 312 | 4.1 | 19 |
| 90 | 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 | 5.3 | 19 |
| 89 | 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, 71-4 | 2.3 | 19 |
| 88 | 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 | 2.3 | 19 |
| 87 | Framing of Australian newspaper coverage of a secondhand smoke injury claim: Lessons for media advocacy. <i>Critical Public Health</i> , 2005 , 15, 53-63 | 2.6 | 19 |
| 86 | 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 | 4.6 | 18 |
| 85 | 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 | 3 | 18 |
| 84 | 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, 574-8 | 2.3 | 18 |
| 83 | 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, 204-13 | 5.1 | 18 |
| 82 | 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 | 4.5 | 18 |
| 81 | 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, 211-9 | 5.1 | 18 |
| 80 | 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, 444-9 | 4.9 | 18 |

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| 79 | Working to make an image: an analysis of three Philip Morris corporate image media campaigns. <i>Tobacco Control</i> , 2007 , 16, 344-50 | 5.3 | 18 |
| 78 | 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 | 4 | 18 |
| 77 | Smoking prevalence following tobacco tax increases in Australia between 2001 and 2017: an interrupted time-series analysis. <i>Lancet Public Health, The</i> , 2019 , 4, e618-e627 | 22.4 | 18 |
| 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 | 2.5 | 17 |
| 75 | Plain packaging: a logical progression for tobacco control in one of the world's darkest markets? <i>Tobacco Control</i> , 2015 , 24, ii3-ii8 | 5.3 | 17 |
| 74 | Healthy weight and lifestyle advertisements: an assessment of their persuasive potential. <i>Health Education Research</i> , 2015 , 30, 569-79 | 1.8 | 16 |
| 73 | 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, 1357-62 | 4.9 | 16 |
| 72 | Youth Responses to Anti-Smoking Advertisements From Tobacco-Control Agencies, Tobacco Companies, and Pharmaceutical Companies ¹ . <i>Journal of Applied Social Psychology</i> , 2005 , 35, 1894-1910 | 2.1 | 16 |
| 71 | 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 | 3.7 | 16 |
| 70 | 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 | 5.3 | 15 |
| 69 | 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 | 2.5 | 15 |
| 68 | What factors are associated with frequent unhealthy snack-food consumption among Australian secondary-school students?. <i>Public Health Nutrition</i> , 2015 , 18, 2153-60 | 3.3 | 15 |
| 67 | 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 | 3.2 | 15 |
| 66 | "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 Suppl 4, iv44-53 | 5.3 | 15 |
| 65 | Non-smokers' responses when smokers light up: a population-based study. <i>Preventive Medicine</i> , 2007 , 45, 21-5 | 4.3 | 15 |
| 64 | 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. <i>BMJ Open</i> , 2019 , 9, e027962 | 3 | 15 |
| 63 | 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 | 5.3 | 14 |
| 62 | Brand placement on price boards after tobacco display bans: a point-of-sale audit in Melbourne, Australia. <i>Tobacco Control</i> , 2012 , 21, 589-92 | 5.3 | 14 |

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| 61 | 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 | 5.8 | 13 |
| 60 | 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, 402-5 | 5.3 | 13 |
| 59 | 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 | 1.8 | 12 |
| 58 | 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 | 5.3 | 12 |
| 57 | Counter-advertising may reduce parent susceptibility to front-of-package promotions on unhealthy foods. <i>Journal of Nutrition Education and Behavior</i> , 2014 , 46, 467-74 | 2 | 12 |
| 56 | 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 | 2.3 | 12 |
| 55 | Making news: the appearance of tobacco control organizations in newspaper coverage of tobacco control issues. <i>American Journal of Health Promotion</i> , 2012 , 26, 166-71 | 2.5 | 12 |
| 54 | Association of the LiveLighter mass media campaign with consumption of sugar-sweetened beverages: Cohort study. <i>Health Promotion Journal of Australia</i> , 2019 , 30 Suppl 1, 34-42 | 1.7 | 11 |
| 53 | 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 | 4.1 | 11 |
| 52 | Personal pack display and active smoking at outdoor caf strips: assessing the impact of plain packaging 1 year postimplementation. <i>Tobacco Control</i> , 2015 , 24, ii94-ii97 | 5.3 | 11 |
| 51 | The silent salesman: an observational study of personal tobacco pack display at outdoor caf strips in Australia. <i>Tobacco Control</i> , 2014 , 23, 339-44 | 5.3 | 11 |
| 50 | 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, 253-8 | 3.2 | 11 |
| 49 | Exposure to secondhand smoke at work: a survey of members of the Australian Liquor, Hospitality and Miscellaneous Workers Union. <i>Australian and New Zealand Journal of Public Health</i> , 2003 , 27, 496-501 | 2.3 | 11 |
| 48 | Smoke-free S  Paulo: a campaign evaluation and the case for sustained mass media investment. <i>Salud Publica De Mexico</i> , 2010 , 52 Suppl 2, S216-25 | 1.7 | 11 |
| 47 | 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 | 3 | 11 |
| 46 | A longitudinal examination of protective behavioral strategies and alcohol consumption among adult drinkers. <i>Addictive Behaviors</i> , 2018 , 87, 1-7 | 4.2 | 11 |
| 45 | Features of alcohol harm reduction advertisements that most motivate reduced drinking among adults: an advertisement response study. <i>BMJ Open</i> , 2017 , 7, e014193 | 3 | 10 |
| 44 | Public opinion about ending the sale of tobacco in Australia. <i>Tobacco Control</i> , 2014 , 23, 183-4 | 5.3 | 10 |

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| 43 | 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, 1003-4 | 4.6 | 10 |
| 42 | The role of overweight and obesity in perceived risk factors for cancer: implications for education. <i>Journal of Cancer Education</i> , 2010 , 25, 506-11 | 1.8 | 10 |
| 41 | Adult smokers' use of point-of-sale displays to select cigarette brands. <i>Australian and New Zealand Journal of Public Health</i> , 2006 , 30, 483-4 | 2.3 | 10 |
| 40 | Can E-cigarette Ads Undermine Former Smokers? An Experimental Study. <i>Tobacco Regulatory Science (discontinued)</i> , 2016 , 2, 263-277 | 2 | 10 |
| 39 | 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 | 3.2 | 9 |
| 38 | Hardening or softening? An observational study of changes to the prevalence of hardening indicators in Victoria, Australia, 2001-2016. <i>Tobacco Control</i> , 2019 , | 5.3 | 9 |
| 37 | 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, 70-6 | 5.3 | 9 |
| 36 | No lasting effects of plain packaging on cigarette pack retrieval time in small Australian retail outlets. <i>Tobacco Control</i> , 2015 , 24, e108-9 | 5.3 | 8 |
| 35 | "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 | 1.7 | 8 |
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| 30 | The impact of unhealthy food sponsorship vs. pro-health sponsorship models on young adults' food preferences: a randomised controlled trial. <i>BMC Public Health</i> , 2018 , 18, 1399 | 4.1 | 7 |
| 29 | Competing with big business: a randomised experiment testing the effects of messages to promote alcohol and sugary drink control policy. <i>BMC Public Health</i> , 2017 , 17, 945 | 4.1 | 6 |
| 28 | Observed smoking and tobacco pack display in Australian outdoor cafés 2 years after implementation of plain packaging. <i>European Journal of Public Health</i> , 2018 , 28, 702-707 | 2.1 | 6 |
| 27 | Public awareness and misunderstanding about DrinkWise Australia: a cross-sectional survey of Australian adults. <i>Australian and New Zealand Journal of Public Health</i> , 2017 , 41, 352-357 | 2.3 | 6 |
| 26 | 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 | 4.5 | 6 |

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| 25 | Nothing beats taste or convenience: a national survey of where and why people buy sugary drinks in Australia. <i>Australian and New Zealand Journal of Public Health</i> , 2020 , 44, 291-294 | 2.3 | 4 |
| 24 | Tobacco price boards as a promotional strategy-a longitudinal observational study in Australian retailers. <i>Tobacco Control</i> , 2018 , 27, 427-433 | 5.3 | 4 |
| 23 | Unhealthy sport sponsorship at the 2017 AFL Grand Final: a case study of its frequency, duration and nature. <i>Australian and New Zealand Journal of Public Health</i> , 2019 , 43, 366-372 | 2.3 | 4 |
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| 20 | Comparing responses to public health and industry-funded alcohol harm reduction advertisements: an experimental study. <i>BMJ Open</i> , 2020 , 10, e035569 | 3 | 4 |
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| 18 | 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 | 1.4 | 3 |
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| 16 | Population awareness of tobacco-related harms: implications for refreshing graphic health warnings in Australia. <i>Medical Journal of Australia</i> , 2018 , 209, 173-174 | 4 | 3 |
| 15 | Australian smokers' experiences and perceptions of recessed and firm filter cigarettes. <i>Tobacco Control</i> , 2021 , 30, 660-667 | 5.3 | 2 |
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| 13 | Investigating Single- Versus Multiple-Source Approaches to Communicating Health Messages Via an Online Simulation. <i>American Journal of Health Promotion</i> , 2018 , 32, 979-988 | 2.5 | 2 |
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| 7 | A randomized controlled trial of the effectiveness of combinations of why to reduce and how to reduce alcohol harm-reduction communications. <i>Addictive Behaviors</i> , 2021 , 121, 107004 | 4.2 | 2 |
| 6 | Pathways to a cancer-free future: a protocol for modelled evaluations to minimise the future burden of colorectal cancer in Australia. <i>BMJ Open</i> , 2020 , 10, e036475 | 3 | 1 |
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| 2 | Public support for introducing cigarette pack inserts in Australia. <i>Tobacco Control</i> , 2021 , 30, 117-118 | 5.3 | 0 |
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