

Kevin C Davis

List of Publications by Year in descending order

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Version: 2024-02-01

50
papers

2,856
citations

218677

26
h-index

182427

51
g-index

51
all docs

51
docs citations

51
times ranked

2212
citing authors

#	ARTICLE	IF	CITATIONS
1	Getting to the Truth: Evaluating National Tobacco Countermarketing Campaigns. American Journal of Public Health, 2002, 92, 901-907.	2.7	469
2	Evidence of a Dose-Response Relationship Between Antismoking Ads and Youth Smoking Prevalence. American Journal of Public Health, 2005, 95, 425-431.	2.7	410
3	Effect of the first federally funded US antismoking national media campaign. Lancet, The, 2013, 382, 2003-2011.	13.7	232
4	The Influence of the National Truth Campaign on Smoking Initiation. American Journal of Preventive Medicine, 2009, 36, 379-384.	3.0	193
5	Perceived Effectiveness of Cessation Advertisements: The Importance of Audience Reactions and Practical Implications for Media Campaign Planning. Health Communication, 2013, 28, 461-472.	3.1	107
6	Promotion of Smoking Cessation with Emotional and/or Graphic Antismoking Advertising. American Journal of Preventive Medicine, 2012, 43, 475-482.	3.0	97
7	Exploring differences in smokers' perceptions of the effectiveness of cessation media messages. Tobacco Control, 2011, 20, 26-33.	3.2	94
8	Sustaining 'truth': changes in youth tobacco attitudes and smoking intentions after 3 years of a national antismoking campaign. Health Education Research, 2008, 24, 42-48.	1.9	91
9	A Cost-Effectiveness Analysis of the First Federally Funded Antismoking Campaign. American Journal of Preventive Medicine, 2015, 48, 318-325.	3.0	87
10	Using Mass Media Campaigns to Reduce Youth Tobacco Use: A Review. American Journal of Health Promotion, 2015, 30, e71-e82.	1.7	78
11	Socioeconomic variation in recall and perceived effectiveness of campaign advertisements to promote smoking cessation. Social Science and Medicine, 2011, 72, 773-780.	3.8	70
12	Perceived Effectiveness of Antismoking Ads and Association with Quit Attempts Among Smokers: Evidence from the Tips From Former Smokers Campaign. Health Communication, 2017, 32, 931-938.	3.1	69
13	Promoting calls to a quitline: quantifying the influence of message theme, strong negative emotions and graphic images in television advertisements. Tobacco Control, 2011, 20, 279-284.	3.2	46
14	Correlates of Marijuana Drugged Driving and Openness to Driving While High: Evidence from Colorado and Washington. PLoS ONE, 2016, 11, e0146853.	2.5	43
15	Stylistic Features, Need for Sensation, and Confirmed Recall of National Smoking Prevention Advertisements. Journal of Communication, 2007, 57, 272-292.	3.7	41
16	Increasing the dose of television advertising in a national antismoking media campaign: results from a randomised field trial. Tobacco Control, 2017, 26, 19-28.	3.2	40
17	The Impact of National Smoking Prevention Campaigns on Tobacco-Related Beliefs, Intentions to Smoke and Smoking Initiation: Results from a Longitudinal Survey of Youth in the United States. International Journal of Environmental Research and Public Health, 2009, 6, 722-740.	2.6	39
18	Impact of a U.S. antismoking national media campaign on beliefs, cognitions and quit intentions. Health Education Research, 2015, 30, 466-483.	1.9	37

#	ARTICLE	IF	CITATIONS
19	Association Between Media Doses of the <i>Tips From Former Smokers</i> Campaign and Cessation Behaviors and Intentions to Quit Among Cigarette Smokers, 2012-2015. <i>Health Education and Behavior</i> , 2018, 45, 52-60.	2.5	37
20	Association Between National Smoking Prevention Campaigns and Perceived Smoking Prevalence Among Youth in the United States. <i>Journal of Adolescent Health</i> , 2007, 41, 430-436.	2.5	35
21	Efficacy Methods to Evaluate Health Communication and Marketing Campaigns. <i>Journal of Health Communication</i> , 2009, 14, 315-330.	2.4	35
22	Evaluation of the National Tips From Former Smokers Campaign: the 2014 Longitudinal Cohort. <i>Preventing Chronic Disease</i> , 2016, 13, E42.	3.4	34
23	Does Digital Video Advertising Increase Population-Level Reach of Multimedia Campaigns? Evidence From the 2013 Tips From Former Smokers Campaign. <i>Journal of Medical Internet Research</i> , 2016, 18, e235.	4.3	33
24	Reactions to graphic health warnings in the United States. <i>Health Education Research</i> , 2015, 30, 46-56.	1.9	32
25	Impact of the Tips From Former Smokers Campaign on Population-Level Smoking Cessation, 2012â€“2015. <i>Preventing Chronic Disease</i> , 2018, 15, E71.	3.4	32
26	The Influence of Antismoking Television Advertisements on Cessation by Race/Ethnicity, Socioeconomic Status, and Mental Health Status. <i>PLoS ONE</i> , 2014, 9, e102943.	2.5	28
27	The Doseâ€“Response Relationship Between Tobacco Education Advertising and Calls to Quitlines in the United States, Marchâ€“June, 2012. <i>Preventing Chronic Disease</i> , 2015, 12, E191.	3.4	28
28	Does Digital Ad Exposure Influence Information-Seeking Behavior Online? Evidence From the 2012 Tips From Former Smokers National Tobacco Prevention Campaign. <i>Journal of Medical Internet Research</i> , 2016, 18, e64.	4.3	24
29	Impact of a parent-child sexual communication campaign: results from a controlled efficacy trial of parents. <i>Reproductive Health</i> , 2010, 7, 17.	3.1	22
30	Effectiveness of a National Media Campaign to Promote Parentâ€“Child Communication About Sex. <i>Health Education and Behavior</i> , 2013, 40, 97-106.	2.5	21
31	Effectiveness of a Mass Media Campaign in Promoting HIV Testing Information Seeking Among African American Women. <i>Journal of Health Communication</i> , 2011, 16, 1024-1039.	2.4	20
32	Association Between the <i>Tips From Former Smokers</i> Campaign and Smoking Cessation Among Adults, United States, 2012â€“2018. <i>Preventing Chronic Disease</i> , 2020, 17, E97.	3.4	20
33	Antismoking media campaign and smoking cessation outcomes, New York State, 2003-2009. <i>Preventing Chronic Disease</i> , 2012, 9, E40.	3.4	20
34	Efficacy of Abstinence Promotion Media Messages: Findings from an Online Randomized Trial. <i>Journal of Adolescent Health</i> , 2009, 45, 409-416.	2.5	19
35	Evaluation of a federally funded mass media campaign and smoking cessation in pregnant women: a population-based study in three states. <i>BMJ Open</i> , 2017, 7, e016826.	1.9	19
36	The Impact of Cessation Media Messages on Cessation-Related Outcomes: Results from a National Experiment of Smokers. <i>American Journal of Health Promotion</i> , 2014, 28, 242-250.	1.7	18

#	ARTICLE	IF	CITATIONS
37	The 2016 Tips From Former Smokers® Campaign: Associations With Quit Intentions and Quit Attempts Among Smokers With and Without Mental Health Conditions. <i>Nicotine and Tobacco Research</i> , 2019, 21, 576-583.	2.6	18
38	Evaluation of Sexual Communication Message Strategies. <i>Reproductive Health</i> , 2011, 8, 15.	3.1	12
39	A longitudinal study of the relationship between receptivity to e-cigarette advertisements and e-cigarette use among baseline non-users of cigarettes and e-cigarettes, United States. <i>Tobacco Induced Diseases</i> , 2017, 15, 42.	0.6	11
40	Racial/Ethnic Differences in Perceived Smoking Prevalence: Evidence from a National Survey of Teens. <i>International Journal of Environmental Research and Public Health</i> , 2010, 7, 4152-4168.	2.6	10
41	Efficacy of an HIV Testing Campaign's Messages for African American Women. <i>Health Marketing Quarterly</i> , 2012, 29, 117-129.	1.0	10
42	Social Cognitive Mediators of Parent-Child Sexual Communication. <i>American Journal of Health Behavior</i> , 2011, 35, 428-37.	1.4	9
43	The Impact of a National Tobacco Education Campaign on State-Specific Quitline Calls. <i>American Journal of Health Promotion</i> , 2016, 30, 374-381.	1.7	9
44	Evidence of the Impact of the <i>Tips From Former Smokers</i> Campaign: Results From the Behavioral Risk Factor Surveillance System. <i>Preventing Chronic Disease</i> , 2019, 16, E137.	3.4	9
45	Association Between Media Dose, Ad Tagging, and Changes in Web Traffic for a National Tobacco Education Campaign: A Market-Level Longitudinal Study. <i>Journal of Medical Internet Research</i> , 2016, 18, e39.	4.3	9
46	The Impact of State Tobacco Control Program Funding Cuts on Teens' Exposure to Tobacco Control Interventions: Evidence from Florida. <i>American Journal of Health Promotion</i> , 2011, 25, 176-185.	1.7	8
47	The Influence of State-Specific Quitline Numbers on Call Volume During a National Tobacco Education Campaign Promoting 1-800-QUIT-NOW. <i>Nicotine and Tobacco Research</i> , 2016, 18, 1780-1785.	2.6	6
48	Repeated Exposure to Media Messages Encouraging Parent-Child Communication about Sex: Differential Trajectories for Mothers and Fathers. <i>American Journal of Health Promotion</i> , 2012, 27, 43-51.	1.7	4
49	The Potential Impact of the New York State Smokersâ€™ Quitline on Population-Level Smoking Rates in New York. <i>International Journal of Environmental Research and Public Health</i> , 2019, 16, 4477.	2.6	3
50	Differences in Quitline Registrantsâ€™ Characteristics During National Radio Versus Television Antismoking Campaigns. <i>American Journal of Preventive Medicine</i> , 2021, 60, S107-S112.	3.0	2