



Public Health Impacts of Exposure to Tobacco, Alcohol, and Other Substances Content on Social Media

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Message from the Guest Editors

Harmful products, like tobacco, e-cigarettes, alcohol, and other substances, are increasingly promoted and portrayed on social media platforms. In doing so, not only are industries subverting many existing legislations that ban the advertising of these products in a number of countries, but they are also largely targeting vulnerable populations, including children and adolescents, exposed to this contents on social media.

This Special Issue will explore how industries, like the tobacco industry, promote their products online, and will aim to better understand the strategies that are employed. It will also explore how tobacco, e-cigarettes, alcohol, and other substances are portrayed online, and the implications of how this content may have an impact on the populations exposed to it. The Special Issue will also examine possible regulation models to limit exposure to this form of marketing and influence. Opportunities to use social media to develop innovative interventions and to advance public health measures that aim to control harmful products, and the impact of commercial interests are also discussed, and future research possibilities will be proposed.





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Message from the Editor-in-Chief

Addressing the environmental and public health challenges requires engagement and collaboration among clinicians and public health researchers. Scientific discoveries and advances in this research field play a critical role in providing a rational basis for informed decision-making toward control and prevention of human diseases, especially the illnesses that are induced from environmental exposure to health hazards.

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