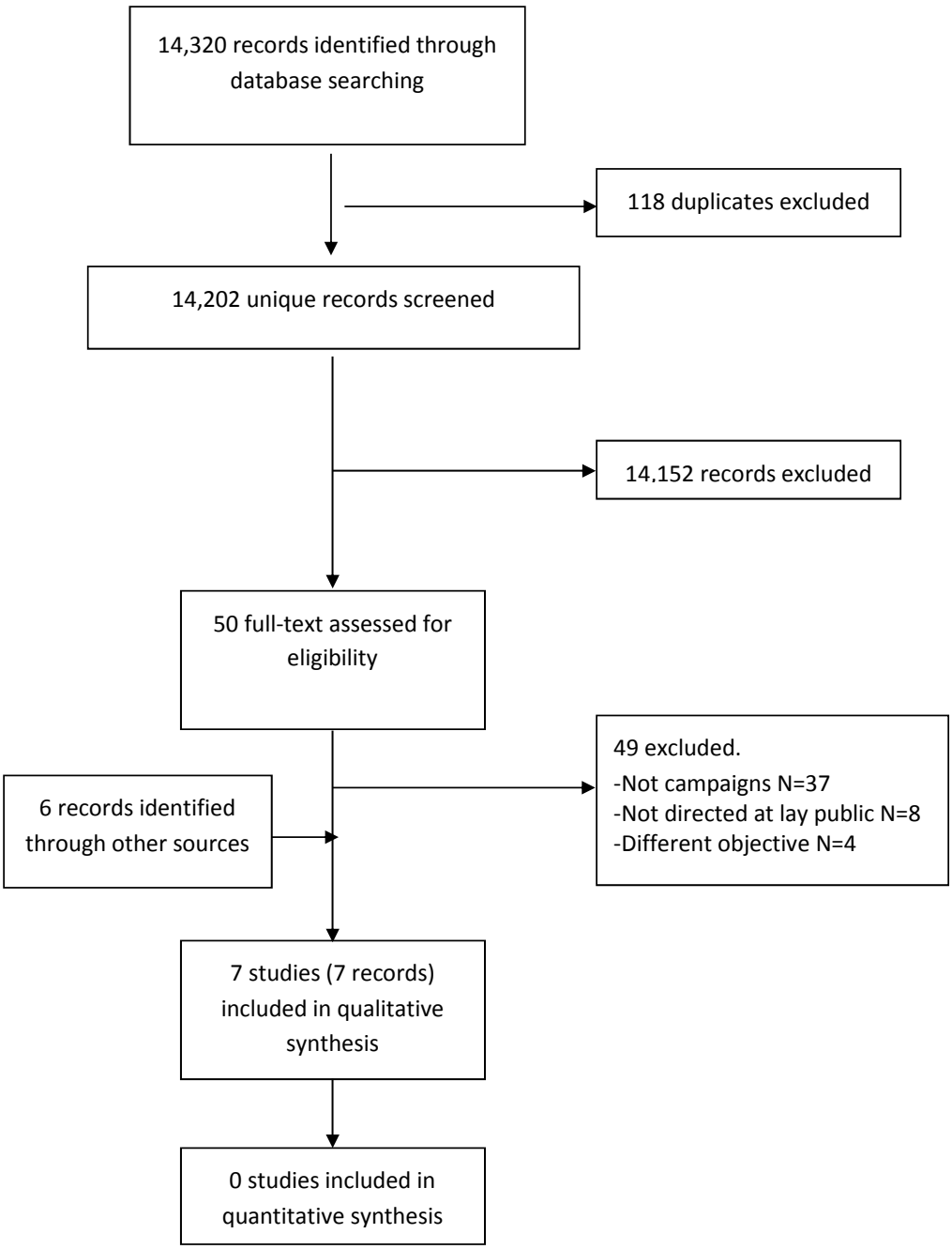
14,320 records identified through database searching
118 duplicates excluded
14,202 unique records screened
14,152 records excluded
50 full-text assessed for eligibility
49 excluded.
-Not campaigns N=37
-Not directed at lay public N=8
-Different objective N=4
6 records identified through other sources
7 studies (7 records) included in qualitative synthesis
0 studies included in quantitative synthesis