

Appendix 1. Search Strategy

Note: search strategies have already been described in detail previously [5].

(a) PubMed (MEDLINE) Search Strategy

Search	Query	Items found
#16	Search (((#3) AND #4) AND #11) AND #15	5877
#15	Search ((#12) OR #13) OR #14	3,041,802
#14	Search adolescen*[tiab] OR preadolescen*[tiab] OR child*[tiab] OR teen*[tiab] OR youth*[tiab] OR young[tiab] OR kid*[tiab] OR juvenile*[tiab] OR minors[tiab] OR boy*[tiab] OR girl*[tiab]	1,662,519
#13	Search "Child"[Mesh]	1,457,004
#12	Search "Adolescent"[Mesh]	1,498,465
#11	Search (((#5) OR #7) OR #8) OR #9) OR #10	797,788
#10	Search media[tiab] OR Communication*[tiab] OR audiovisual[tw] OR telecommunication*[tw] OR Educat*[tiab] OR radio[tw] OR television[tw] OR TV[tiab] OR internet[tw] OR campaign*[tw] OR advert*[tw] OR twitter[tw] OR facebook[tw] OR "instant messaging"[tw]	751,996
#9	Search "Telecommunications"[Mesh]	54,815
#8	Search Videotape Recording[Mesh]	9970
#7	Search "Internet"[Mesh]	43,359
#5	Search "Mass Media"[Mesh]	37,325
#4	Search "heroin"[Mesh] OR heroin[tiab] OR "Street Drugs"[Mesh] OR "Designer Drugs"[Mesh] OR "Crack Cocaine"[Mesh] OR "Lysergic Acid Diethylamide"[Mesh] OR drug*[tiab] OR polydrug[tiab] OR substance[tiab] OR hallucinogen*[tw] OR cocaine[tw] OR amphetamine*[tw] OR "lysergic acid diethylamide"[tw] OR LSD [tiab] OR ketamine[tw] OR cannabis[tw] OR marihuana[tw] OR marijuana[tiab] OR hashish[tw] OR steroid*[tw] OR morphine[tiab] OR ecstasy[tw] OR MDMA[tw] OR benzodiazepine[tw]	1,136,251
#3	Search (#1) OR #2	1,812,638
#2	Search abus*[tiab] OR consumption[tiab] OR misus*[tiab] OR use*[tiab] OR addict*[tiab] OR disorder*[tiab]	1,570,344
#1	Search "Substance-Related disorders"[Mesh]	344,574

(b) EMBASE Search Strategy

ID	Query
#1	'substance abuse'/exp
#2	'drug abuse'/exp
#3	abus*:ab,ti OR consumption:ab,ti OR misus*:ab,ti OR use*:ab,ti OR addict*:ab,ti OR disorder*:ab,ti
#4	#1 OR #2 OR #3
#5	heroin:ab,ti OR drug*:ab,ti OR polydrug:ab,ti OR substance:ab,ti OR hallucinogen*:ab,ti OR cocaine:ab,ti OR amphetamine*:ab,ti OR 'lysergic acid diethylamide':ab,ti OR lsd:ab,ti OR ketamine:ab,ti OR cannabis:ab,ti OR marihuana:ab,ti OR marijuana:ab,ti OR hashish:ab,ti OR steroid*:ab,ti OR morphine:ab,ti OR ecstasy:ab,ti OR mdma:ab,ti OR benzodiazepine:ab,ti
#6	'diamorphine'/exp
#7	'designer drug'/exp
#8	'street drug'/exp
#9	'cocaine'/exp

#10	'cannabis smoking'/exp
#11	#5 OR #6 OR #7 OR #8 OR #9 OR #10
#12	'mass medium'/exp
#13	'internet'/exp
#14	'videorecording'/exp
#15	'telecommunication'/exp
#16	media:ab,ti OR communication*:ab,ti OR audiovisual:ab,ti OR telecommunication*:ab,ti OR educat*:ab,ti OR radio:ab,ti OR television:ab,ti OR tv:ab,ti OR internet:ab,ti OR campaign*:ab,ti OR advert*:ab,ti OR twitter:ab,ti OR facebook:ab,ti
#17	#12 OR #13 OR #14 OR #15 OR #16
#18	'adolescent'/exp
#19	'child'/exp
#20	adolescen*:ab,ti OR preadolescen*:ab,ti OR child*:ab,ti OR teen*:ab,ti OR youth*:ab,ti OR young:ab,ti OR kid*:ab,ti OR juvenile*:ab,ti OR minors:ab,ti OR boy*:ab,ti OR girl*:ab,ti
#21	#18 OR #19 OR #20
#22	#4 AND #11 AND #17 AND #21 AND [embase]/lim

(c) ProQuest Search Strategy

(media campaigns OR mass media) AND illicit drug* AND preventi*.

(d) CENTRAL Search Strategy

ID	Search	Hits
#1	MeSH descriptor: [Substance-Related Disorders] explode all trees	10,355
#2	((stimulant* or polydrug* or drug* or substance) near/3 (abuse* or abusing or consumption or addict* or disorder* or intoxicat* or misus* or use*)):ti,ab	14,750
#3	(abuse* or abusing or consumption or addict* or disorder* or intoxicat* or misus* or use*):ti,ab	198,966
#4	MeSH descriptor: [Narcotics] explode all trees	681
#5	heroin:ti,ab	762
#6	MeSH descriptor: [Street Drugs] explode all trees	196
#7	MeSH descriptor: [Amphetamine] explode all trees	632
#8	(amphetamine* or dextroamphetamine* or methamphetamine or Methylamphetamine*):ti,ab,kw (Word variations have been searched)	1442
#9	(ecstasy or MDMA or hallucinogen*):ti,ab,kw (Word variations have been searched)	234
#10	MeSH descriptor: [Cocaine] explode all trees	576
#11	(crack or cocaine):ti,ab,kw (Word variations have been searched)	1953
#12	MeSH descriptor: [Cannabis] explode all trees	245
#13	(cannabis or marijuana or marihuana or Hashish):ti,ab,kw (Word variations have been searched)	1158
#14	(Lysergic next Acid):ti,ab,kw	76
#15	LSD:ti,ab,kw (Word variations have been searched)	131
#16	(benzodiazepine* or barbiturate* or ketamine or solvent or inhalant):ti,ab,kw (Word variations have been searched)	6370
#17	(benzodiazepine* or barbiturate* or ketamine or solvent or inhalant):ti,ab,kw (Word variations have been searched)	6370
#18	#4 or #5 or #6 or #7 or #8 or #9 or #10 or #11 or #12 or #13 or #14 or #15 or #16 or #17	11,919
#19	#3 and #18	6547
#20	#1 or #2 or #19	26,077

#21	MeSH descriptor: [Mass Media] explode all trees	1337
#22	MeSH descriptor: [Internet] explode all trees	1248
#23	MeSH descriptor: [Videotape Recording] explode all trees	790
#24	"Tv":ti,ab,kw (Word variations have been searched)	386
#25	(media or communication* or audiovisual or telecommunication* or radio or television or internet or campaign* or advert* or twitter or facebook) (Word variations have been searched)	27,766
#26	#21 or #22 or #23 or #24 or #25	28,828
#27	MeSH descriptor: [Adolescent] explode all trees	68,885
#28	adolescen* or preadolescen* or child* or teen* or youth* or young or kid* or juvenile* or minors or boy* or girl*:ti,ab,kw (Word variations have been searched)	157,753
#29	#27 or #28	157,753
#30	#20 and #26 and #29	566