Exclusion of duplicates, n=141

Evaluation of Titles and abstracts, n=723

Exclusion criteria applied [n=671]
Not an evaluation of mass media on physical activity, n=607; Systematic Reviews, n=32; Duplicates, n=2; Studies in children, n=20; Reliable effect measures not reported, n=10

Whole article review, n=55

Exclusion criteria applied [n=32]
Not an evaluation of mass media campaigns on physical activity, n=8; Duplicates, n=1; Studies in children, n=3; Reliable effect measures not reported, n=20

Point estimates of interest not reported, n=5
Uncertainty measures not reported, n=9

Included in meta-analyses, n=9

Medline Search n=393 EMBASE Search n=63
CINAHL Search n=95 PsychInfo Search n=117
Google Scholar n=37 Web of Science n=159
Total: 864

Review of reference list of identified systematic reviews, n=3

Exclusion criteria applied [n=32]
Not an evaluation of mass media campaigns on physical activity, n=8; Duplicates, n=1; Studies in children, n=3; Reliable effect measures not reported, n=20

Point estimates of interest not reported, n=5
Uncertainty measures not reported, n=9