



**TOBACCO AND
NON-COMMUNICABLE DISEASES**

Abu Dhabi United Arab Emirates
17-21 March 2015 **WCTOH.org**

18. Indirect marketing tactics
Thursday, 19 March 2015, 12:45-13:45

Track: TAPS

Chair: Assunta Mary (Malaysia)

Poster Area Hall 6

- PD-798-19 Indirect tobacco advertising in Armenia**
A Harutyunyan, N Movsisyan, V Petrosyan (Armenia)
- PD-799-19 A Study on indirect advertising of smoking scenes in TV dramas in Bangladesh**
M E H Bhuiyan, F Ovi (Bangladesh)
- PD-800-19 Incidence of tobacco images in Brazilian free-to-air television channels: a pilot study**
H Carvalho, V Figueiredo, S Turci, M Moreno Dos Reis¹ L A Camacho,¹ S Aguinaga-Bialous, V L Costa E Silva (Brazil)
- PD-801-19 Six-year investigation into smoking scenes in Chinese movies and television dramas**
J Ni, G Xu, N Zhao (China)
- PD-802-19 An analysis of indirect advertisements of tobacco products in two major leading newspapers of Madhya Pradesh**
B Sharma, M Sinha (India)
- PD-803-19 Pan masala and mouth freshener serve surrogate for tobacco product advertisements in India**
A Mangla, R Thakur (India)
- PD-804-19 Curbing surrogate tobacco advertisements? Mumbai Busses Case Study**
D Chadha, R Kadam, N Lad, M Rose (India)
- PD-805-19 Advocacy impedes tobacco surrogate advertisements in Tamil Nadu, India**
A Rathinam, A Savariyar (India)
- PD-806-19 Strategic intervention ensures regulation on smoking in movies**
A Rathinam, A Savariyar (India)
- PD-807-19 Tobacco advertisement promotion and sponsorship violations in Indian television channels: a metacentric study from India**
R Thakur, P Lal, R J Singh, S Goel (India)
- PD-808-19 Tobacco and alcohol portrayals in nationally-produced films from Europe and Latin America, from 2004-2009**
E Arillo, I Barrientos, R Perez-Hernandez, C Kollath-Cattano, R Hanewinkel, M Raul, J Sargent, J Thrasher (Mexico, United States of America, Germany, Argentina, Lebanon)