

**27. Reducing demand by targeting risk groups**  
**Friday, 20 March 2015, 12:45-13:45**

Track: Education and mass media

Chair: Nazar Gaurang (India)

Poster Area Hall 6

- PD-903-20**      **Adolescence and psycho-social trench in the XXI Century**  
V Fallocca (*Argentina*)
- PD-904-20**      **An innovative and strong tool for increase awareness on health hazards of tobacco and law among poor-illiterates**  
M Billah, A Saifuddin, A I Sujon, A Bakul (*Bangladesh*)
- PD-905-20**      **Knowledge of harms of tobacco use among Zambian smokers and smokeless users: findings from the ITC Zambia Survey**  
S Kaai, F Goma, R Zulu, AC Quah, G Fong, L Craig, W Gomez (*Canada, Zambia*)
- PD-906-20**      **An analysis of earned media coverage of tobacco control in print media of Bhopal division of Madhya Pradesh.**  
B Sharma (*India*)
- PD-907-20**      **Awareness of and willingness to try E-Cigarettes among adolescent College students of Mangalore city.**  
E Aluckal (*India*)
- PD-908-20**      **Are smokers prone to TB? ?An assessment of knowledge levels among different groups in India**  
S Pandurangan, S Chadha (*India*)
- PD-909-20**      **Kick the Stick: The Need of Edutainment Education to Prevent Tobacco Use among Young Peoples of Rural Gujarat, India**  
A Arya, S Surabhi (*India*)
- PD-910-20**      **Awareness about anti-smoking related laws and legislation among general population in slums of Delhi, India**  
N Sharma, T Anand, N Bhagat, A K Kumar, D M Meghachandra Singh (*India*)
- PD-911-20**      **A Study of Tobacco-Attributable Cancer Burden in the Kazakhstan**  
A Zhylkaidarova, K Nurgaziyev, E Baimukhametov (*Kazakhstan*)
- PD-912-20**      **Development of Thailand's Youth Leaders Against Smoking**  
T Koboorn (*Thailand*)
- PD-913-20**      **ASEAN Tobacco Control Atlas: Resource Tool for Advocacy and Policy Change**  
Y Tan, U Dorotheo, B Ritthiphakdee (*Thailand, Philippines*)
- PD-914-20**      **A new approach to communicating tobacco prevention to school students: HEART2**  
C Vardavas, A Tzortzi, V Evangelopoulou, V Alexaki, K Vassileiou, P Misthos, P Behrakis (*United States of America*)