

**29. Strategies for countering tobacco industry interference**  
**Friday, 20 March 2015, 12:45-13:45**

Track: Social media

Chair: Roy Taposh (India)

Poster Area Hall 6

- PD-926-20**      **Ten years of control of tobacco in Argentina (2003-2013)**  
M Virgolini (*Argentina*)
- PD-927-20**      **How social media and formal media work together to expose ill tactics of Tobacco Industry in Bangladesh.**  
Mr. Mehedi, I Rasul (*Bangladesh*)
- PD-928-20**      **Strengthening development of law and implementation and lessons from Bangladesh**  
S Rafiqul Islam (*Bangladesh*)
- PD-929-20**      **The observatory of the strategies of tobacco industry in Brazil**  
S Turci, C Cordovil, D Carvalho, V Figueiredo, VL Costa E Silva (*Brazil*)
- PD-930-20**      **Maybe you're the target: anti-tobacco campaign on Marlboro global marketing focusing teens**  
A Monteiro, M Andreis, D Guedes (*Brazil*)
- PD-931-20**      **The 2014 FIFA World Cup Brazil: failure of being a smoke-free mega event**  
C Vianna, M Molinari, Rosa Vargas (*Brazil, Mexico*)
- PD-932-20**      **The effect of tobacco smoking during pregnancy on pre-term birth and low birth weight in Hungary**  
I Rakoczi, P Takacs, A Fogarasi-grenczer, P Balazs, K L. Foley (*Hungary*)
- PD-933-20**      **Worldwide response to the observance of the initial World No Tobacco Days: a tobacco industry document study**  
T Ahmad (*India*)
- PD-934-20**      **Exposing Tobacco Industry Interference Through Rapid-Response Social Media Campaigns: The Philippine Graphic Health Warning Experience**  
P Miranda (*Philippines*)
- PD-935-20**      **Awareness of policy-makers about FCTC article 5.3 in Turkey**  
T Gezer, E Evrengil, E Dagli, M Güner, S Akyildiz (*Turkey*)
- PD-937-20**      **Tobacco industry denormalisation campaigns in a UK context: findings from Cancer Research UK's pilot activity**  
G Butterworth, C Cerny (*United Kingdom*)