

03. Mass media targets and messages
Thursday, 19 March 2015, 12:45-13:45

Track: Education and mass media

Chair: Mullin Sandra (USA)

Poster Area Hall 6

- PD-623-19** **Exposure of Aboriginal and Torres Strait Islander smokers to anti-tobacco information and its association with attitudes, beliefs and quit-intentions**
A Nicholson, R Borland, P Bennet, S Wallace, J Sarin, A Van Der Sterren, M Stevens, D Thomas (*Australia*)
- PD-624-19** **Impact of capacity building in generating greater media attention on tobacco control: recent trends in tobacco-related media coverage in Bangladesh**
H Shahriar, A Shahedul (*Bangladesh*)
- PD-625-19** **How media monitoring helps in tobacco control advocacy in Bangladesh**
I Rasul, M Hossein (*Bangladesh*)
- PD-626-19** **Knowledge regarding the six most effective tobacco control measures: a study with medical students from the University of São Paulo, Brazil**
S Martins, R B Paceli (*Brazil*)
- PD-627-19** **Investigating tobacco use in top Hollywood movies, 2008-2011**
J M Castaldelli-Maia (*Brazil*)
- PD-628-19** **Household response to cigarette gifting and sharing in Zhejiang, China: a repeat cross-sectional study**
Y Xu (*China*)
- PD-629-19** **Impact of curriculum change on knowledge, attitude and practice of tobacco use among dental students in Chennai, India**
P Saravanan, M K Parangimalai Diwakar (*India*)
- PD-630-19** **Innovative mass media campaign for tobacco control in India**
D Chadha, J Tambe, R Kadam, M Rose (*India*)
- PD-631-19** **Integration of tobacco control in Masters of Public Health curricula of India**
S Goel, A Yadav, V L Sharma (*India*)
- PD-632-19** **Impact of anti-smoking campaigns to discourage Malaysian adolescents from smoking: findings from the ITC Malaysia Survey**
M N Mtahir, M Omar, H Hashim, G Fong, R Borland, A S Mohd Samin, N A Abd Rani, N H Jasni (*Malaysia, Canada, Australia*)
- PD-633-19** **Male smokers' and non-smokers' responses to television advertisements on the harms of second-hand smoke in China, India, and Russia**
N Murukutla, T Cotter, M Bayly, S Mullin, M Wakefield (*United States of America, Australia, United States of America*)
- PD-634-19** **Initial development of a multilingual distance learning curriculum: lessons learnt**
K Kemper, T Hays (*United States of America*)
- PD-635-19** **Intended and unintended effects of a national mass media second-hand smoke campaign: socioeconomically disadvantaged parents' accounts**
N Rowa-Dewar, A Amos (*United Kingdom*)