

30. Mass media and advocacy strategies for target audiences
Friday, 20 March 2015, 12:45-13:45

Track: Education and mass media

Chair: Chen Winnie (USA)

Poster Area Hall 6

- PD-938-20 Mobilising organised media support in policy advocacy for tobacco control in Bangladesh**
A Shahedul, H Mehedi (*Bangladesh*)
- PD-939-20 Online dissemination strategies for tobacco control in global Chinese community – Taiwan’s Online Chinese Smoke-Cessation Network as a model**
T. Chen, C.L. Lin (*Taiwan*)
- PD-940-20 Strengthening tobacco control at the local level to improve health and reduce poverty in Ghana**
H Musah (*Ghana*)
- PD-941-20 Print media coverage of tobacco control activities undertaken by the Mizoram State Tobacco Control Society in Mizoram, India**
J Ralte, S Zote, H Renthlei, R J Singh, L Lalnuntluangi, L Chhakchhuak, L Rokhum, V Vantawl (*India*)
- PD-942-20 Media advocacy for the implementation of regulating smoking in films**
B Mathew (*India*)
- PD-943-20 Newspaper and online media coverage of tobacco control in Indonesia: a quantitative content analysis**
R Fauzi, Zakiyah (*Indonesia*)
- PD-944-20 Smoking-display-time-trend of favorite movie stars in Iranian movies**
A Ebn Ahmady, G Heydari (*Iran, Islamic Rep. of*)
- PD-945-20 Media coverage of tobacco control in Jordan: an analysis of newspaper reporting**
R Bader, A Shtaiwi, R Shihab, H Ayub, N Obeidat, I Ghonimat, F Hawari (*Jordan*)
- PD-946-20 Social media: strategy for the dissemination of campaigns for the tobacco control**
Y Ochoa Ortiz (*Mexico*)
- PD-947-20 Smoking prevention and cessation in Romanian women: a vulnerable population that needs a more personalised approach**
AC Trofor, C Radu Loghin, L Trofor, AM Albu, EM Bucur (*Romania, Belgium*)
- PD-948-20 Social media and tobacco messages: a randomised controlled pilot study in Brazil and China**
D Borzekowski, J Chen, P Pires, R Ribas, W Junqing (*United States of America, China*)
- PD-949-20 Master tobacco settlement funding of tobacco prevention for teens: a longitudinal study**
C Kraft (*United States of America*)