

**53. Game changers using mass media campaigns**  
**Saturday, 21 March 2015, 12:45-13:45**

Track: Education and mass media

Chair: Mallik Vaishakhi (USA)

Poster Area Hall 6

- PD-1205-21**      **Translating data into government action: the fall and rise of smoking rates and reinstatement of a terminated anti-tobacco mass media campaign**  
J Dono, C Miller, J Bowden, K Ettridge (*Australia*)
- PD-1206-21**      **Supporting passage and implementation of tobacco control legislation in Vietnam through mass media: educating, motivating, mobilising public engagement**  
T Carroll, M Lien, H Phan Thi, L Nguyen Tuan, S Hamill, K Kolinsky, N Murukutla, S Mullin (*Australia, United States of America, Viet Nam*)
- PD-1207-21**      **Using cinema rooms for the fulfillment of article 12 of WHO FCTC in Brazil**  
D Carvalho, C Cordovil, S Turci, V Figueiredo, VL Costa E Silva (*Brazil*)
- PD-1208-21**      **Tobacco advertising/promotions and adolescents smoking risk in low- and middle- income countries**  
S Veeranki, H Mamudu, R John, D Kioko, A Ogbwell (*United States of America, India, Congo*)
- PD-1209-21**      **The game changers: media in tobacco control a strategy for increasing news media coverage of tobacco and health in India**  
B Mathew (*India*)
- PD-1210-21**      **Tobacco awareness campaign through school-based prevention programmes**  
W Sebastian, Y Mayasari, L Rianaputi (*Indonesia*)
- PD-1211-21**      **Unplugged-smoking prevention programme among Polish teenagers-justification for the introduction in the schools based on a biomarker of tobacco smoking**  
E Florek, M. Kulza, M. Napierala, A. Wachowiak (*Poland*)
- PD-1212-21**      **The national profile and media habits of Saudi cigarette smokers**  
A Albedah (*Saudi Arabia*)
- PD-1213-21**      **The exposure of teenagers to anti-tobacco awareness: a cross-sectional study in schools of Sousse Tunisia**  
J Maatoug, Sana Bhiri, moun Safer, Nawe Zammit, I Harrabi, H Ghannem (*Tunisia*)
- PD-1214-21**      **Training healthcare professionals: building capacity online for key groups and encouraging completion**  
A Awopogba, R Shillenn, R Shillenn, J Cohen (*United States of America*)
- PD-1215-21**      **Tips from former smokers: a hard-hitting campaign that continues to motivate millions to quit**  
K Gutierrez, D Beistle, T McAfee (*United States of America*)
- PD-1216-21**      **Warning about the harms of tobacco in 22 countries: Global Adult Tobacco Survey, 2008-2013**