

62. Effectiveness of media campaigns
Saturday, 21 March 2015, 12:45-13:45

Track: Education and mass media

Chair: Murukutla Nandita (USA)

Poster Area Hall 6

- PD-1314-21** **Evaluation of a tobacco control media campaign in Bangladesh**
ABM Kamruzzaman, SR Choudhury, MA Al Mamun, T Rahman (*Bangladesh*)
- PD-1315-21** **Campaign: narghile smoking and smoking initiation.**
V Cunha Oliveira, A Cardoso, V Borges, Alin Carvalho (*Brazil*)
- PD-1316-21** **Effect of seeing tobacco use in media on trying and actual tobacco use among adolescents in India**
S Goel, V Mittal, V L Sharma (*India*)
- PD-1317-21** **Effects of the World Lung Foundation's "Sponge" media campaign on smokers' behaviour in Mauritius**
I Moussa, O.A. Ayo-yusuf, J Thrasher, G Fong (*Mauritius, United States of America*)
- PD-1318-21** **Effect of tobacco control policies on information seeking for smoking cessation in the Netherlands: a Google Trends study**
S Troelstra, J Bosdriesz, M De Boer, A Kunst (*Netherlands*)
- PD-1319-21** **Evaluation of a TV campaign showing testimonials of patients with smoking-related diseases**
J Etter (*Switzerland*)
- PD-1320-21** **Development and expansion of the local media network to reduce smoking in Thai communities**
W Kaewsri (*Thailand*)
- PD-1321-21** **Community-based interventions for tobacco control in developing countries could be effective: The case of Sousse, Tunisia**
J Maatoug, Sana Bhiri, Nawe Zammit, I Harrabi, Soni Hmad, H Ghannem (*Tunisia*)
- PD-1322-21** **Effect Of The first National Tobacco Control Campaign in Senegal, Africa**
N Murukutla, R Perl, J Miao, S Mullin (*United States of America*)
- PD-1323-21** **Cost-effectiveness of tobacco control mass media campaigns in low- and middle-income countries (LMICs): Examples from Senegal, India, China, Vietnam**
N Murukutla, T Turk, J Miao, S Mullin (*United States of America*)
- PD-1324-21** **An exploratory study of generational differences in health information seeking and smoking behaviours in Bulgaria.**
I Stoyneva (*United States of America*)
- PD-1325-21** **"Be there tomorrow": a campaign that changed the behaviour of 125,000 smokers in the South West of England**
F Andrews, A Dickens (*United Kingdom*)
- PD-1326-21** **Eliciting negative emotions from media campaigns: the positive experience from England**
A Rutter, A Lloyd, J Mckendrick, M Willmore, C Taylor, L Surtees, L Gardiner (*United Kingdom*)