

11. Innovative communicational strategies to promote tobacco control policies

Thursday, 19 March 2015, 14:00 - 15:30



Type	Symposium
Track	Civil Society
Topic	Other
Description	This session seeks to strengthen the capacity of communicators, activists and researchers to develop and implement communicational strategies for tobacco control through the discussion and exchange of experiences. Communications experts from Latin American NGOs will present diverse communicational strategies and tools as central elements for promoting legislation, countering tobacco industry’s strategies, disseminating research results and sensitizing and educating the population about tobacco epidemic.
Target audience	Communicators from civil society organizations around the world and tobacco control activists, researchers and referents working for policy promotion and who wish to improve their capacity in terms of communicational strategies and tools.
Objectives	1. To present innovative communicational strategies implemented by LA NGOs replicable by others around the world 2. To build capacity in communication to strengthen actions to promote tobacco control policies
Keywords	Communication; Social Media; Press; Advocacy
Coordinator(s)	Patricia Gutkowski (Argentina)
Chair(s)	Claudia Cedillo (Mexico), Ricardo Cruz (Mexico)
Presentations	14:00 - 14:15» Tobacco control policy promotion in Argentina: innovative tools for developing communicational strategies Patricia Gutkowski (Argentina) 14:15 - 14:30» Earned media and low cost strategies to increase the scope of tobacco control campaigns: experience in Brazil Daniela Guedes (Brazil) 14:30 - 14:45» Communicational advocacy strategies for the enforcement and implementation of the Chilean tobacco control law Sonia Covarrubias (Chile) 14:45 - 15:00» Communication as a key tool to promote the enforcement of tobacco taxes in Mexico Yahaira Ochoa Ortiz (Mexico) 15:00 - 15:30» Discussion