

32. Recent Achievements and Developments of Tobacco Control Mass Media Campaigns

Friday, 20 March 2015, 09:00 - 10:30



Type	Symposium
Track	Demand side: FCTC Art. 6 14, Art. 20
Topic	Education and mass media
Description	Effective NCD prevention relies on consistent monitoring of policy implementation. Since 2009 the WHO Report on the Global Tobacco Control Epidemic has tracked global tobacco control policy change according to the MPOWER framework, including implementation of mass media campaigns supporting behavior change and policy enforcement around the world. This session will outline principles of strategic tobacco control communication and present an overview of mass media public education globally. Presentations will include examples of best practice campaigns using traditional mass media and new media.
Target audience	Health professionals interested in health promotion, advocacy, policy, population behavior change and strategic communications.
Objectives	1. To review the status of tobacco control mass media and public education globally 2. To demonstrate the use of communications to achieve program and policy outcomes
Keywords	Public health communication and education; mass media; social marketing; tobacco control; NCD prevention
Coordinator(s)	Rebecca PERL (USA)
Chair(s)	Kerstin Schotte (Switzerland), Tara Singh Bam (Singapore)
Presentations	09:00 - 09:15» Strategic Communication: mass media campaigns for policy and behavior change campaigns Sandra Mullin (USA) 09:15 - 09:30» Principles of effective communication campaigns Tom Carroll (Australia) 09:30 - 09:45» Tobacco control global media environment: overview of the global tobacco epidemic report 2009-2015 Nandita Murukutla (USA) 09:45 - 10:00» Integrating new media Hai Phan Thi (Viet Nam) 10:00 - 10:15» Steps forward/sustainability: from NCDs goals and strategy to local policy approaches Katie Dain (UK) 10:15 - 10:30» Audience Q&A