

23. Social media campaigns
Friday, 04 December 2015, 12:30-13:30

Chair: Wena MOELICH (South Africa)

Track: Tobacco control

- PC-889-04** **Using a social media tool to enhance formal media in exposing tobacco industries interference in Bangladesh**
Mr. Mehedi, I Rasul (*Bangladesh*)
- ~~**PC-890-04** **Media advocacy to raise tax in tobacco products in Bangladesh**~~ CANCELLED
- PC-891-04** **Education, communication and public awareness about tobacco control: findings from the ITC Brazil survey**
C Perez, F Mendes, T Cavalcante (*Brazil*)
- PC-892-04** **Media intervention as a tool to oppose tobacco industry interference**
B Sharma (*India*)
- PC-893-04** **Media advocacy for the implementation of regulating smoking in films**
B Mathew (*India*)
- PC-894-04** **#AnswerSunita: a social media advocacy campaign to protect new pack warning notification in India**
P Puri, S Hamill, D Svenson, P Chaturvedi, N Murukutla, S Mullin, V Mallik, T Johnston (*India, USA*)
- PC-895-04** **Media coverage of tobacco control activities in Mizoram, India, 2011-2014**
Jr Ralte, T Lalbiaksanga, L Rokhum, H Renthlei, L Lalnuntluangi, Zo Chhakchhuak, R J Singh (*India*)
- ~~**PC-896-04** **Rapid response social media campaigns and how it helped to create the first nationwide anti-smoking campaign made by the youth for the youth**~~ CANCELLED
- PC-897-04** **Social media workshop for tobacco control**
C Garcia (*Philippines*)