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 Lainuntluangi, 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)