Messages reach the public through mass media; signs and posters in households (N=983). A domiciliary sample of respondents (18
dom sample of respondents (18
smoke.

Anti-smoking campaigns have been effective in reducing smoking-related behavioral changes.

Objective: We assessed exposure to anti-smoking messages and individuals' smoking-related behavioral changes.

Method: We conducted a population survey in a city of a tobacco producing region of Argentina. We developed a quota sampling strategy to obtain a random sample of respondents (18-59 years) from high, middle and low-income households (N=983).

Result: Messages reach the public through mass media; signs and posters in households (N=983). A domiciliary sample of respondents (18-59 years) from high, middle and low-income households (N=983).

Conclusion: Anti-smoking campaigns have been effective in reducing smoking-related behavioral changes.

OP026

ANTI-SMOKING MESSAGES AS BEHAVIORAL CUES TO ACTION IN A MIDDLE-INCOME COUNTRY

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Background: Anti-smoking campaigns have been effective in reducing smoking in high income countries, consistently reaching large audiences by using significant budgetary allotments, often financed by tobacco industry settlements in high income countries, consistently reaching large audiences by using significant budgetary allotments, often financed by tobacco industry settlements in high income countries.

Method: We used the Intersectorial Feminist Framework and conducted qualitative interviews (N=17) with tobacco control and women's (gender rights, immigration, sex workers, beverage) advocates.

Result: To examine gender perspectives we asked “What is your understanding of gender issues?” Women's advocates provided elaborate conceptualizations: “Gender has been emptied of content; it should have a feminist perspective. The feminism that we propose is a struggle to eliminate, reduce inequalities, so sexual differences are not operationalized as social inequalities, to end the subjection and unfairness of the conditions of life of women.” “We the women, have a way of looking at the world that often collides with the authorized discourses, authorized by the law, by theology, by science, by politics.” Tobacco control advocates provided narrower responses with comments about the relevance of a gendered approach. “How women construct the issues of health, to conduct an analysis based on a gender perspective.” “It is a concept that I associate with women. But I lean more towards tobacco issues because I never focused on women organizations.” To examine differences in priority setting we asked “What are the main concerns of women?” The following is a summary of women's advocates perspectives: “Access to a life free from violence; sexual and reproductive rights, free sexuality; overcoming social and political inequalities; equality in terms of employment, occupation and use of free time.” Tobacco control advocates tapped superficially into economic aspects and their analysis leaned towards health issues. “In the labor market there have been few changes. There is a participation [of women], but there is no access to decision making; the salaries continue to be less than for men.” “First [they worry about] making ends meet, their work, then they care about their health.” “Among most women I know taking care of their health is not their main concern. Cholesterol, sugar, and exercise that are not their agenda.” “Aesthetics, this is one issue that mobilizes women. There is a group more of aesthetic type. There is another group worried about aesthetics, like being fat.”

Conclusion: Significant gaps exist between advocacy movements involved with prominent public health issues. We identified potentially unifying themes (e.g. women's death toll due to femicide, tobacco consumption, and illegal abortion) and key players who could advocate for a common action agenda. Tobacco control strategies need adjournments to be inclusive of all population groups. Incorporation of gender perspectives is a high priority.

OP034

BREAKING THROUGH THE SMOKESCREEN: A QUALITATIVE STUDY OF TOBACCO CONTROL IN THE INDIAN ARMED FORCES

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Background: The Indian Armed Forces akin to militaries the world over, have a legacy of a pro-tobacco culture. Anecdotal evidence however suggests that the prevalence rates of tobacco use are declining as service personnel become more aware of the deleterious effects of tobacco. There is a paucity of studies on tobacco control in the Indian Armed Forces context.

Objective: To examine the factors affecting tobacco use by service personnel and recommend policy initiatives for tobacco cessation and control in the Armed Forces.

Method: Analysis of Health Policy documents and practices of all three services; Focused Group Discussions with current and former smokers and Key Informant Interviews

Result: No standalone tobacco control policy exists in the Armed Forces but remedial actions for tobacco control are being taken within the broader framework of overall health directives. Tobacco control legislation of the GoI is being implemented in letter and spirit leading to a drop in the prevalence of tobacco use. Peer pressure, length of service duties, increased consumption with alcohol and easy availability of tobacco products were cited by study participants as the major factors associated with tobacco use. Awareness of harmful health effects of tobacco, pictorial warnings on tobacco packaging, knowing of someone in the social circle with cancer and unnecessary expenditure on tobacco products were cited as the main reasons to quit by former smokers.

Major policy initiatives suggested to reduce tobacco use are: 1) Designated smoking areas. 2) Smoking ban within Armed Forces workplaces (including vehicles, aircraft, naval vessels). 3) Complete ban on smoking during Basic Military Training 4) Discouraging the availability of tobacco products at Officers Messes, service institutions, during regimental functions. 5) Peer counselors and 6) Access to smoking cessation programs.

Conclusion: Due to the unique characteristic of being a population that has to follow orders in the form of regulations and instructions, the military is an ideal group for effective tobacco control policy interventions which will have substantial impact on reducing tobacco use and safeguarding health.

Multi-sectoral coordination at national and global levels

OP004

CROSS-COMPARISON OF TAX POLICIES AND PRICES IN WEST AFRICA: LESSONS FOR WAEMU & ECOWAS POLICYMAKERS

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Background: As far as tobacco taxation is concerned, the situation in West
Africa is very diverse. This has been identified as a major obstacle to the use of taxation as a tool for tobacco control in this region. It was therefore important to have an overview of the policies and practices of tobacco taxation. The results of research on tobacco taxation will help regional decision making regarding tobacco policies in WANA and ECONWAS.

Objective: This research aims to allow policy makers and researchers to have for the first time an overview of tobacco tax policies and practices in West Africa, and to assess the compliance of these policies to regional guidelines and FCTC recommendations, in order to facilitate decision making at a national and regional levels.

Method: The research was conducted using secondary data that were obtained as part of the first phase of the Regional Project on Tobacco Taxation in West Africa, which took place from November 2011 to September 2012, and based on a data collection form used by a pluraldisciplinary research team in each of 15 ECONWAS countries. These data were collected from the records of tax administrations, customs and statistics and allowed to make 15 country profiles and a regional synthesis on tobacco taxation.

Result: The results allow a comparison between the member countries of the Economic and Monetary Union of West Africa and a comparison between those countries and other countries of ECONWAS. Among the main results, we note the existence of disparities in the countries of West Africa, even within the Economic Union of West Africa. The research also reveals that some countries are limited by regional directives in their willingness to adopt more stringent taxation. Furthermore, research in some countries shows a lack of enforcement of sub-regional or regional guidelines. Concern was also raised on the “good students” in the region. It identifies the barriers that prevent those countries to adopt a more restrictive tobacco tax policy that would comply with international standards. It also allows countries that have to upgrade in taxation to identify factors that could facilitate the process. These results will be used to inform decision-making at the level of ECONWAS and WAEMU and raise awareness of the need for a change in tobacco tax policies at national levels. They also serve as basis for future research that will aim to determine the optimal level of tobacco taxation in West African countries.

DAILY TAMBOKOO KILLS NEWS BULLETINS INCREASING MONITORING AND ACCOUNTABILITY

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Background: Limited information sharing on daily basis between different stakeholders on health and development (tobacco control, cancer, diabetes, tuberculosis, health systems advocate) on a range of health issues.

Objective: To create an electronic platform for information exchange and dialogue between health and development advocates for open dialogue on a range of health issues.

Method: TAMBOKOO KILLS electronic discussion forum (eForum) uses freely available tools for:

- Networking with youth, media and other health and development advocates for open dialogue on a range of health issues.
- Documenting key issues around tobacco control, engaging non-tobacco control advocates with tobacco control advocacy, and promoting open dialogue with different perspectives and opinions.
- Engaging youth on tobacco control issues, by encouraging youth to build their capacities and take ownership by managing the TAMBOKOO KILLS electronic forum.

We translate every posting on TAMBOKOO KILLS in Hindi language, type in Unicode (users don’t require a Hindi font to read) and this ever-growing archive of Hindi language documentation is a rich resource with timelines chronicling different stages and developments on tobacco control in India. It is an initiative that is essentially led by youth of Vote for Health Campaign (formerly known as Indian Society Against Smoking) who undertake an in-house training on eForum moderation, tobacco control issues, Hindi/English translation and social media.

Result: More than 6000 youth, health advocate and tobacco control activist have jointed the electronic e-group for exchange of dialogue and information sharing. Daily tobacco news monitoring report is being shared every day on the e-group for advancing informed advocacy on tobacco control.

Conclusion: There is a need for this type of a platform. The openness and immediacy of this interaction generates higher levels of participation, and provides a forum to incorporate different perceptions and opinions on a range of issues impeding tobacco control in India.