

## ITC Project/Roswell TTURC Presentations at WCTOH: Thursday, July 13, 2006

	Date and Time	Location	Paper #	Presentation Type	Session Name	Authors	Title
37	1030–1200 <b>(1050)</b>	Room 207 Convention Center	9-2	Oral Presentation (Policy Plenary)	Tobacco Product Regulation	McNeill	Developing Meaningful Tobacco Product Regulation in the UK
4	1200–1330	Exhibit Hall D Convention Center	14-64	Poster	(policy)	Haw, Hastings, Pell, Ritchie	Smoke-Free Legislation in Scotland: How Will We Evaluate the Impact?
5	1200–1330	Exhibit Hall D Convention Center	14-99	Poster	(policy)	Ross, Polprasert, Driezen, Yong	Cigarette Prices and Purchasing Behaviour in Monopolistic and Competitive Markets: Evidence from Thailand and Malaysia
1	1200–1330	Exhibit Hall D Convention Center	13-31	Poster	(people)	Siahpush, Borland, Yong	Socio-Demographic and Psychosocial Correlates of Smoking-Induced Deprivation and Its Effect on Quitting: Findings from the International Tobacco Control Policy Evaluation Survey
2	1200–1330	Exhibit Hall D Convention Center	13-333	Poster	(people)	Awang, Omar, Foong, Sethaput, Borland, Fong, Hammond, Driezen, Elton-Marshall, Zain	Perception About “Light and Mild” Brands in Thailand and Malaysia: Findings from the ITC Southeast Asia Project
3	1200–1330	Exhibit Hall D Convention Center	14-114 <b>14-120</b>	Poster	(policy)	Foong, Omar, Awang, Sirirassamee, Sethaput, Borland, Fong, Yong, Hammond, Thompson, Elton-Marshall	Smoking Attitudes, Beliefs and Behaviours Among Adolescents in Malaysia and Thailand: Findings from the ITC Southeast Asia Survey
6	1330–1500 <b>(1430)</b>	Ballroom B Convention Center	48-4	Oral Presentation	Assessing Products for Harm	Hammond	Product Toxicity vs. Product Harm: Considerations for Product Regulation
39	1530–1700 <b>(1530)</b>	Room 207B Convention Center	68-1	Oral Presentation	Are Cigarettes Safer?...	Pauly	Comparative analysis of the efficacy of filters from different brands of cigarettes
7	1530–1700 <b>(1615)</b>	Room 207B Convention Center	68-4	Oral Presentation	Are Cigarettes Safer?...	O'Connor, Hammond, King, McNeill, Giovino, Cummings	What Makes ‘Light’ Cigarettes Light? Examining Physical Properties
8	1530–1700 <b>(1645)</b>	Meeting Room 12 Renaissance Hotel	62-6	Oral Presentation	Tools and Methods for Measurement	Polzin, McGraw, Yan, Giovino, Cummings, Borland, King, Fong, Hammond, O'Connor, McNeill, West, Hatsukami, Bernert, Ashley, Watson, Shahab	Analysis of solanesol in cigarette butts to examine cigarette smoking patterns

**Date and Time Column: the range of times is for the entire session. The bolded time is the scheduled time of the specific presentation. 1**

## ITC Project/Roswell TTURC Presentations at WCTOH: Friday, July 14, 2006

	Date and Time	Location	Paper #	Presentation Type	Session Name	Authors	Title
38	0830–1000 <b>(0910)</b>	Hall E Convention Center	96-3	Oral Presentation (General Plenary)	Evolution of the Tobacco Industry: Will the Game Ever Be Over?	Borland	What Are Possible Futures for Tobacco, and How Can We Get the One We Want?
16	1030–1200 <b>(1110)</b>	Room 202 Convention Center	98-3	Oral Presentation (Policy Plenary)	The WHO Framework Convention on Tobacco Control	Fong, Cummings, Borland, Hastings, Hyland, Giovino, Hammond, Thompson	The International Tobacco Control Policy Evaluation Project: Evaluating the Impact of the Framework Convention On Tobacco Control
10	1200-1330	Exhibit Hall D Convention Center	103-62	Poster	(policy)	Polprasert, Siririassamee, Sthaput, Guest, Prommoh, Gainroj, Borland, Yong, Fong, Ross	Adolescent Smoking in Thailand: Results from the Baseline Wave of the ITC Thailand Survey
11	1200-1330	Exhibit Hall D Convention Center	103-66	Poster	(policy)	Cummings, Fong, Borland, Hastings, Giovino	Policies to Reduce Tobacco Harm: How Do We Really Know What Works?
12	1200-1330	Exhibit Hall D Convention Center	103-74	Poster	(policy)	Omar, Baba, Zain, Awang, Foong, Borland, Fong, Tan	Evaluation of a Nationwide Media Campaign in Malaysia: Findings from the International Tobacco Control Policy ( <b>Evaluation Project</b> )
13	1200-1330	Exhibit Hall D Convention Center	103-125	Poster	(policy)	Borland, Yong, Hyland, Cummings, Fong, Hastings	Determinants and Consequences of Smoke-Free Homes: Findings from the ITC Project
14	1200-1330	Exhibit Hall D Convention Center	102-55	Poster	(people)	Yong, Borland, Fong, Hall	Time perspective and quitting activity among adult smokers across six countries of the International Tobacco Control (ITC) Policy Evaluation Project
15	1200-1330	Exhibit Hall D Convention Center	102-272	Poster	(people)	Lee, Fong, Zanna, Borland, Sirirassamee, Omar, Kin	Regret, Rationalization and Intentions to Quit among Smokers in Malaysia and Thailand: Findings from the ITC Southeast Asia Survey
9	1330–1500 <b>(1330)</b>	Room 201 Convention Center	113-1	Oral Presentation	The Future of Multi-Country Protocols for Tobacco Control	Foong, Omar, Sirirassamee, Awang, Borland, Hammond, Fong	Developing Evidence for the FCTC: Findings from the ITC Southeast Asia Survey in Malaysia and Thailand

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	Date and Time	Location	Paper #	Presentation Type	Session Name	Authors	Title
17	1330–1500 <b>(1330)</b>	Room 205 Convention Center	117-1	Oral Presentation	Measuring Tobacco Emissions and the Impact of Tobacco Use: Cigarettes and Waterpipe	Hammond	Developing new machine testing standards for cigarette emissions: Implications for adopting the "Canadian Intensive" smoking regime for product regulation
18	1330–1500 <b>(1430)</b>	Room 205 Convention Center	117-5	Oral Presentation	Measuring Tobacco Emissions and the Impact of Tobacco Use: Cigarettes and Waterpipe	Shahab, McNeill, Hammond, O'Connor, Fong, Giovino, Ashley, Cummings, West	The validity of self-reported smoking behaviour in UK, Canadian and US smokers
19	1530–1700 <b>(1530)</b>	Room 301 Convention Center	164-1	Oral Presentation	Using International Tobacco Control Research for Media and Policy Advocacy	Fong, Cummings	Making Evidence Matter: The Dissemination Plan for the International Tobacco Control Policy Evaluation Project (ITC Project)
20	1530–1700 <b>(1530)</b>	Room 302 Convention Center	154-1	Oral Presentation	Findings from the International Tobacco Control Policy Surveys	Yong, Borland, Fong, Cummings, Hyland, Hammond, O'Connor, Hassan, McNeill, Hastings	Evaluating the impact of banning "light/mild" cigarette brand descriptors in UK and Australia: Findings from the International Tobacco Control Policy Evaluation Survey (ITCPES)
21	1530–1700 <b>(1545)</b>	Room 302 Convention Center	154-2	Oral Presentation	Findings from the International Tobacco Control Policy Surveys	Sirassamee, Sethaput, Guest, Prommoh, Polprasert, Gainroj, Borland, Yong, Fong, Ross	Evaluating the Effects of Warning Labels on Adult Smokers in Thailand: Findings from the ITC Thailand Survey
22	1530–1700 <b>(1600)</b>	Room 302 Convention Center	154-3	Oral Presentation	Findings from the International Tobacco Control Policy Surveys	Foong, Omar, Awang, Sirassamee, Sethaput, Borland, Fong, Yong, Hammond, Thompson, Elton-Marshall	Cigarette Advertising Presence and Effects on Adolescents in Malaysia and Thailand: Findings from the ITC Southeast Asia Survey
23	1530–1700 <b>(1615)</b>	Room 302 Convention Center	154-4	Oral Presentation	Findings from the International Tobacco Control Policy Surveys	Hyland, Higbee, Borland, Hastings, Fong, Travers, Cummings	Attitudes and Beliefs about Tobacco Smoke Pollution and Smoke-Free Policies in Four Countries: Findings from the ITC Four-Country Collaboration

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	Date and Time	Location	Paper #	Presentation Type	Session Name	Authors	Title
24	1530–1700 <b>(1630)</b>	Room 302 Convention Center	154-5	Oral Presentation	Findings from the International Tobacco Control Policy Surveys	Hassan, Harris, MacKintosh, Hastings, Borland, Fong, Hammond, Cummings, McNeill	Assessing the Impact of the UK Tobacco Marketing Ban: Findings from the ITC Four Country Survey
25	1530–1700 <b>(1645)</b>	Room 302 Convention Center	154-6	Oral Presentation	Findings from the International Tobacco Control Policy Surveys	Jiang, Yang, Feng, Wei, Fong, Wu, Thompson, Elton-Marshall, Hammond, Kennedy, Sendzik, Yang, Boudreau, Li, Giovino, Foong, O'Connor, Hyland, Cummings, Borland	Surveillance and Evaluation of the Framework Convention on Tobacco Control in China: Description and Initial Results from the ITC China Project

## ITC Project/Roswell TTURC Presentations at WCTOH: Saturday, July 15, 2006

	Date and Time	Location	Paper #	Presentation Type	Session Name	Authors	Title
<p><b>NOTE: At 0830 to 1000, there will be four ITC oral presentation sessions in different places:</b></p> <ol style="list-style-type: none"> <li><b>1. Meeting Room 3, Renaissance Hotel: “Results from the ITC Four Country Survey” (5 ITC presentations)</b></li> <li><b>2. Room 204A, Convention Center: “Effectiveness of Warning Labels Across Countries: Findings from The ITC Project.” (4 ITC presentations)</b></li> <li><b>3. Room 208B, Convention Center: “Tobacco Product Composition: Implications for Regulatory Strategies.” (2 ITC presentations)</b></li> <li><b>4. Ballroom C, Convention Center: “Scanning the Horizon: The Tobacco Market in 2026” (Gerard’s product plenary talk)</b></li> </ol> <p><b>Tough decisions for all!</b></p>							
26	0830–1000 <b>(0830)</b>	Meeting Room 3 Renaissance Hotel	186-1	Oral Presentation	Results from the ITC Four Country Survey	Charoenca, Hamann, Yong, Khan, Sahadevan, Muthusamy	Importance of Religion in Smoking Behaviour in Thailand and Malaysia: Findings from the ITC Southeast Asia Project
31	0830–1000 <b>(0830)</b>	Room 204A Convention Center	191-1	Oral Presentation	Effectiveness of Warning Labels Across Countries: findings from the ITC Project	Sirirassame	<b>Evaluation</b> the effect of Warning Labels on Adult Smokers in Thailand: Findings from the International Tobacco Control Policy Evaluation Project
27	0830–1000 <b>(0845)</b>	Meeting Room 3 Renaissance Hotel	186-2	Oral Presentation	Results from the ITC Four Country Survey	Awang, Omar, Buppha, Borland, Fong, Driezen, Thompson, Zain	Predictors of Quitting and Relapse in Thailand and Malaysia: Findings from International Tobacco Control Policy - Southeast Asia Survey
32	0830–1000 <b>(0845)</b>	Room 204A Convention Center	191-2	Oral Presentation	Effectiveness of Warning Labels Across Countries: findings from the ITC Project	Omar, Lajis, Foong, Sirirassamee, Sethaput, Borland, Fong, Hammond, Thompson, Driezen, Elton-Marshall	The Greater Impact of Warning Labels in Southeast Asia Compared to Four High Income Countries: Findings from the International Tobacco Control Policy Evaluation Project
35	0830–1000 <b>(0845)</b>	Room208B Convention Center	206-2	Oral Presentation	Tobacco Product Composition: Implications for Regulatory Strategies	Hearn, Polzin, Vaughan, Tavakoli, Zhang, Johnson, Giovino, Cummings, O’connor, Hammond, Fong, McNeill, King, Borland, Sirirassamee, Kin, Watson, Ashley	Analysis of Physical Characteristics and Smoke Chemistry of Popular Brand Cigarettes from Selected Countries Before and After Changes in Regulation

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	Date and Time	Location	Paper #	Presentation Type	Session Name	Authors	Title
39	0830–1000 <b>(0850)</b>	Ballroom C Convention Center	216-1	Oral Presentation (Product Plenary)	Scanning the Horizon: The Tobacco Market in 2026	Hastings	2020 Vision for Tobacco Control
28	0830–1000 <b>(0900)</b>	Meeting Room 3 Renaissance Hotel	186-3	Oral Presentation	Results from the ITC Four Country Survey	Brown, Thrasher, Hastings, MacKintosh, Hassan	What Hope Does Denormalisation Offer? The impact of Tobacco Control Policy on smoker's normative beliefs using data from the ITC Collaboration study.
33	0830–1000 <b>(0900)</b>	Room 204A Convention Center	191-3	Oral Presentation	Effectiveness of Warning Labels Across Countries: findings from the ITC Project	Hammond, Hassan, Hastings, Driezen, Fong	Effectiveness of Cigarette Warning Labels After Implementation of the FCTC Minimal Standard in the United Kingdom: Findings from the ITC Four Country Survey
29	0830–1000 <b>(0915)</b>	Meeting Room 3 Renaissance Hotel	186-4	Oral Presentation	Results from the ITC Four Country Survey	Costello, Fong, McDonald, Zanna	A Prospective Cohort Study Investigating Factors That Predict Perceived Risk: Findings from the ITC
34	0830–1000 <b>(0915)</b>	Room 204A Convention Center	191-4	Oral Presentation	Effectiveness of Warning Labels Across Countries: findings from the ITC Project	Fong, Hammond	What We Know About the Impact of Warning Labels: Review of Findings from the ITC Project and Recommendations for Designing Effective Warning Labels
30	0830–1000 <b>(0930)</b>	Meeting Room 3 Renaissance Hotel	186-5	Oral Presentation	Results from the ITC Four Country Survey	Elton-Marshall, Fong, Zanna, Yong, Borland, Hyland, Cummings	The Complex Relationship Between "Light" Cigarettes, Quit Intentions and Quitting Behaviour: Findings from the ITC Four Country Survey
36	0830–1000 <b>(0930)</b>	Room208B Convention Center	206-5	Oral Presentation	Tobacco Product Composition: Implications for Regulatory Strategies	Hammond	Communicating constituent and emission information to smokers: implications for product labelling and risk communication