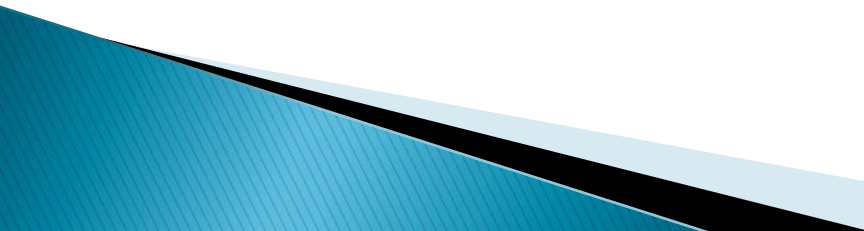


Accelerating the Social Unacceptability of Smoking in Asia

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Accelerating the Social Unacceptability of Smoking in Asia (1)

- ▶ Understand the process of social change in Asian countries and how it can be accelerated.
 - ▶ Provide country-specific and unambiguous scientific evidence of the harm of smoking.
 - ▶ Document the extent of the involuntary risk borne by women and children.
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Accelerating the Social Unacceptability of Smoking in Asia (2)

- ▶ Decrease smoking among physicians and other opinion leaders.
 - ▶ Understand gender differences across countries and how to keep female smoking rates low.
 - ▶ Engage civil society to demand social change and protection from involuntary risks.
 - ▶ Capitalize on momentum from Framework Convention on Tobacco Control
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