

30 days. Any unhealthy weight control behaviour was defined as any of: self-reported fasting for 24 hours or more; taking diet pills, powders, or liquids without a doctor's advice; or inducing vomiting or taking laxatives during the past 30 days. Data were also collected on perceived overweight and having ever used drugs. Multiple logistic regression models were fitted to assess the association between daily smoking and several behaviours commonly used among adolescents to lose weight, controlling for age, gender, race/ethnicity, drug use and perceived overweight.

**Results:** Adolescents who smoked daily had higher odds of engaging in any unhealthy behaviours to lose weight (OR=1.92, 95% CI: 1.47-2.50). The association was especially significant for fasting, as adolescents who smoked daily had 2.22-fold increased odds (95% CI: 1.71-2.88) of going without eating for 24 hours or more in order to lose weight or to keep from gaining weight. For vomiting or taking laxatives, smokers had an OR of 1.76 (95% CI: 1.25-2.46). However, the association between tobacco smoking and taking diet pills was not statistically significant (OR=1.32, 95% CI: 0.92-1.89).

**Conclusion:** Students who smoked daily were more likely to engage in unhealthy behaviours to lose weight. This might indicate a complex relationship between tobacco use and weight control in adolescence, which further complicates efforts to prevent smoking and obesity among adolescents.

### PD-1313-21 Parental pro-smoking practices and smoking susceptibility among children in Hong Kong

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**Background:** Parental influence on children smoking is well known, but most studies focused on general parenting and less on smoking-specific parental practices. We investigated the association between some parental pro-smoking practices (PPP) and children smoking susceptibility.

**Design/Methods:** Among 100 primary schools with students viewing an anti-smoking drama performance commissioned by the Hong Kong Council on Smoking and Health in 2012/13, 7 were randomly selected and 1255 primary 2-4 students (mean age 8.5±0.02, 42.8% boys) completed an anonymous self-administered questionnaire. Fifteen specific items of PPP in the past 30 days were grouped into 4 types: (1) hearing parents saying students could smoke, certain cigarettes tasted good, something against tobacco control, harms of smoking cessation or benefits of smoking; (2) seeing parents' cigarette packs at home, or seeing parents buying cigarettes or smoking; (3) helping parents buy/get cigarettes, get lighters/light cigarettes, or get/clean ashtrays; (4) having cigarettes from parents. Students unable to assert that they would not smoke in the next 12 months, when grown up or when cigarettes were offered by good friends were defined as susceptible to smoking. Logistic regression yielded adjusted odds ratios (AORs) of smoking susceptibility for the 4 types of PPP, adjusting for socio-demographic characteristics (sex, age and number of bedrooms), parental smoking and school clustering effect.

**Results:** Prevalence of smoking susceptibility and any PPP exposure was 17.9% and 50.2%, respectively. Having cigarettes from parents was reported by 1.2% of students and was associated with an AOR (95% CI) of 6.62 (3.02-14.48) for smoking susceptibility, compared to no cigarette from parents. The corresponding figures were 12.5% and 2.86 (2.08-3.93) for assistance to parental smoking, 21.4% and 1.64 (1.11-2.41) for hearing pro-smoking messages, and 34.6% and 1.02 (0.67-1.57) for seeing cigarette packs or smoking-related behaviours, compared to no exposure to the respective PPP. The AOR (95% CI) of any PPP exposure for smoking susceptibility was 1.82 (1.38-2.41), and increasing PPP exposure was associated with smoking susceptibility with a dose-response relationship (P for trend<0.001).

**Conclusion:** Smoking susceptibility in children was associated with the number of PPP with a dose-response relationship, and particularly for PPP of having cigarettes from parents, assistance to parents' smoking and hearing pro-smoking messages from parents. Parents should quit smoking and avoid exposing children to a pro-smoking environment.

## 62. EFFECTIVENESS OF MEDIA CAMPAIGNS

### PD-1314-21 Evaluation of a tobacco control media campaign in Bangladesh

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**Background:** Recently tobacco control act of Bangladesh has been amended. Three television spots (TVCs) were aired to inform public about newer aspects of amended law. Three TVCs were aired for consecutive 30 days in January 2014. TVCs were focused on three newer aspects of the amended act such as TVC-1 on ban on sale to and by minors, TVC-2 on ban on point-of-sale (POS) adver-