

Tobacco in Australia

Facts & Issues

Relevant news and research

14.5 Targeting of public education campaigns and different types of media channels

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14.5.1 Targeting and demographic sub-groups

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14.5.2 Reaching Australians from culturally and linguistically diverse backgrounds

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14.5.4 Media channels (including new media)

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14.5.4.2 Radio and cinema

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14.5.4 Media channels (including new media)

14.5.4.1 Television

14.5.4.2 Radio and cinema

14.5.4.3 Social media

14.5.5 Pharmaceutical advertising

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