



Alcohol Healthwatch cordially invites you to a symposium:

## **“Alcohol marketing — beyond the glamour, fun and sex”**

Tena Koe, greetings.

Come and update yourself on **trends, issues and solutions** relevant to the current Review of the Regulation of Alcohol Advertising.

Guest speakers include:

**Dr David Jernigan** Research Associate Professor at Health Policy Institute, Georgetown University and Research Director of the Center on Alcohol Marketing and Youth, USA

**Associate Professor Sandra Jones** Director of the Centre for Health Behaviour and Communication Research, University of Wollongong, Australia

**Professor Sally Casswell** Director of the Centre for Social and Health Outcomes Research and Evaluation (SHORE) Massey University, New Zealand

**Dr Linda Hill** (Wellington only) Social Policy Researcher, New Zealand

*(see over for speaker profiles)*

The above keynote speakers will be joined by other local experts for a panel discussion. Join us for a stimulating and informative day at either of the Auckland or Wellington venues:

### **Auckland**

Thursday 21 September 2006  
9.00am - 4.00pm  
School of Population Health,  
The University of Auckland, Tamaki Campus  
Cnr Morrin and Merton Rds, Glen Innes

### **Wellington**

Friday 22 September 2006  
9.00am- 4.00 pm  
Terrace Convention Centre  
St John House  
114 The Terrace

Numbers are limited, so registration is essential. Registration will be at the discretion of the organisers.

## **Registration**

Name \_\_\_\_\_ Organisation \_\_\_\_\_

Postal Address \_\_\_\_\_

Phone \_\_\_\_\_

Auckland Thurs 21<sup>st</sup> Sept

Wellington Fri 22<sup>nd</sup> Sept

Registration Fee: \$45 gst inc

Cheque enclosed  or Please invoice

*(if this fee presents a problem please contact us)*

**RSVP by Friday 15 September 2006** to: Suzanne Lopes

Post: Alcohol Healthwatch, PO Box 99 407, Newmarket, Auckland

Fax: 09 520 7175 Phone: 09 520 7036 Email: [ahw@ahw.co.nz](mailto:ahw@ahw.co.nz)

## Speaker Profiles

### **Dr David Jernigan:**

Research Associate Professor at Georgetown University's Health Policy Institute and Executive Director of the Center on Alcohol Marketing and Youth ([www.camy.org](http://www.camy.org)). David has worked as an advisor to the World Health Organisation and the World Bank on alcohol issues. He was principal author of the World Health Organisation's recent *Global Status Report on Alcohol* and *Global Status Report on Alcohol and Youth*, and co-authored *Media Advocacy and Public Health: Power for Prevention*, and *Alcohol in the Developing World: A Public Health Perspective*, published by WHO and the Finnish Foundation for Alcohol Studies. He has also authored numerous peer-reviewed articles and trained thousands of public health advocates in media advocacy and alcohol problems prevention.

### **Associate Professor Sandra Jones:**

Director of the Centre for Health Behaviour and Communication Research, University of Wollongong. Sandra has authored several studies on the effectiveness of self-regulation of alcohol advertising in Australia. Sandra has expertise in health promotion, social marketing, alcohol advertising, health and media, mass media effects, health behaviour and risk communication.

### **Professor Sally Casswell:**

Professor of Social and Health Research and the Director of the Centre for Social and Health Outcome Research and Evaluation at Massey University. Sally is Chair of the World Health Organization's Alcohol Policy Strategy Advisory Committee. She has carried out research on the development and implementation of healthy public policy at the national and community level and in the evaluation of these initiatives. This has included work in the development and evaluation of mass media campaigns designed for health promotion purposes, and research on commercial marketing of alcohol products.

### **Dr Linda Hill:**

Social policy researcher. Linda has worked extensively in the alcohol field for organisations which include the New Zealand Drug Foundation and the Alcohol and Public Health Research Unit.

### **The following guests will be giving brief presentations and join in the panel discussion:**

**Iain Potter:** Chief Executive of the Health Sponsorship Council

**Dr Viola Palmer:** Chair of the Group Against Liquor Advertising

**Greg Doolan:** Coach, Arataki Rugby Club

**Dr Antonia Lyons:** Senior lecturer in health and social psychology at the School of Psychology at Massey University, Albany. Her research focuses primarily on health issues, particularly in relation to gender and identity.

**Dr Janet Hoek:** Janet Hoek is a Professor in Marketing at Massey University. Janet is particularly interested in how marketers shape and reinforce consumers' behaviour and has a strong interest in marketing regulation.

*(panel may vary between venues)*

Generously supported by:

**Health Sponsorship Council and**



**GALA**  
**Group Against Liquor Advertising**

[www.gala.org.nz](http://www.gala.org.nz)