



HAVE WE BOTTLED IT?

Alcohol Marketing
& Young People Conference

15th September 2010

Royal College of Physicians of Ireland, Dublin 2

For further information:

Email: admin@alcoholactionireland.ie

Tel: +353 (0)1 8780610

Web: www.alcoholireland.ie



alcohol action
ireland

the national charity for alcohol-related issues

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Alcohol is one of the most heavily marketed products on our shelves with a total market value of €6 billion in Ireland this year. Alcohol marketing targets young people and influences their drinking.

Alcohol Action Ireland's conference sets out to explore the question - have we abdicated responsibility when it comes to controlling alcohol marketing? The conference looks at what alcohol marketing actually is, how it works and what can be done to reduce its impact, particularly on young people.

Conference Programme

9.30am - 10.00am	Registration and coffee
10.00am - 10.30am	<p>Conference Opening: Have We Bottled It? Letting our teens drink, alcohol sponsorship of sports, ad bans – what do we really think about alcohol and marketing?</p> <p>Results of survey conducted by leading independent research firm Behaviour and Attitudes for Alcohol Action Ireland</p>
10.30am - 11.15am	<p>Learning the Four P's... what is alcohol marketing and how does it work? Professor Gerard Hastings, Director, Institute for Social Marketing and Centre for Tobacco Control Research at Stirling and Open University, Scotland</p> <p>Alcohol Marketing in the Digital Age: Twitters from the New Frontier Pat Kenny, Lecturer, Dublin Institute of Technology</p>
11.15am - 11.30am	Coffee Break
11.30am - 1.00pm	<p>Ultimate Hangover: the impact of alcohol marketing on young people</p> <ul style="list-style-type: none">• Professor Gerard Hastings on how alcohol marketing is designed to appeal to young people• Dr Bobby Smyth, consultant child and adolescent psychiatrist, on the realities of drinking in adolescence• James Doorley, Assistant Director, National Youth Council of Ireland, talks about the <i>Get 'Em Young</i> research mapping young people's exposure to alcohol marketing in Ireland <p>Discussion period from 12.30pm</p>
1.00pm - 2.00pm	Lunch
2.00pm - 3.30pm	<p>Glass Half Empty or Half Full – can we be optimistic about fighting alcohol marketing?</p> <p>Dr Evelyn Gillan, Chief Executive, Alcohol Focus Scotland, on the campaign for minimum pricing in Scotland</p> <p>Hugh Greaves, Co-ordinator, Ballymun Local Drugs Taskforce, on the local Ballymun Community Alcohol Strategy</p> <p><i>Third speaker to be finalised</i></p>
3.30pm - 4.00pm	Panel discussion and close to conference

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There are limited places available so register now to avoid disappointment.

Bookings received before 17 August can avail of our special price of €50 per person. Bookings placed after 17 August will be €70 per person. For further information on the conference, or to register online, please visit www.alcoholireland.ie and click on Alcohol Marketing and Young People Conference.

Booking Form

Name:

Job Title:

Organisation:

Address:

Telephone:

Email:

Please return your completed booking form with payment ASAP. We accept cash or cheque. Alternatively, you can register online and make payment using PayPal through our website, www.alcoholireland.ie. Cheques should be payable to Alcohol Action Ireland, and sent to:

Niamh Tierney
Alcohol Action Ireland
4th Floor Lenin House
Butler Court
Rear of 25 Great Strand Street
Dublin 1

Tel: 01 - 8780610
Fax: 01 - 8749934
E-mail: admin@alcoholactionireland.ie

Alcohol Action Ireland is unable to issue refunds, but in the event that you are unable to attend, a colleague may attend in your place

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Speaker Biographies

Professor Gerard Hastings OBE

Director, Institute for Social Marketing and Centre for Tobacco Control Research, Scotland

Gerard Hastings is the first UK Professor of Social Marketing and founder/director of the Institute for Social Marketing and Centre for Tobacco Control Research at Stirling and the Open University in Scotland. He researches the applicability of marketing principles such as consumer orientation, relationship building and strategic planning to the solution of health and social problems. He also conducts critical marketing research into the impact of potentially health damaging marketing, such as alcohol advertising, tobacco branding and fast food promotion.

Prof Hastings has acted as an expert witness in litigation against the tobacco industry, chairs the Advisory Board of the EC's HELP campaign, and is a regular advisor to the World Health Organisation, and the Scottish, UK and European Parliaments. He also led the team of academics who conducted the Review of Research on the Effects of Food Promotion to Children which underpins the UK Government's recent decision to restrict television advertising of energy dense foods to children. Prof Hastings teaches and writes about social and critical marketing both in the UK, where he has run Masters and Honours level programmes, and internationally in North America, South East Asia, the Middle East and Europe. He has published over a hundred refereed papers in major journals such as the European Journal of Marketing, the International Journal of Advertising, the Journal of Macromarketing, Psychology and Marketing, Social Marketing Quarterly, the British Medical Journal, the British Dental Journal. His book '*Social Marketing: Why Should the Devil have all the Best Tunes?*' was published by Butterworth Heinemann in May 2007. In 1997, Prof Hastings became the first Andreasen Scholar in Social Marketing and in 2009 was awarded the OBE for services to health care.

Patrick Kenny

Lecturer, Dublin Institute of Technology

Patrick Kenny lectures at the School of Marketing in Dublin Institute of Technology where he specialises in strategic management and marketing at both undergraduate final year and postgraduate levels. His doctoral research at the University of Stirling focuses on the influence of alcohol marketing on young people, and he is a regular media commentator on these issues. He has also given testimony in court as an expert witness on advertising regulation and ethics. He has been a visiting lecturer in marketing strategy in institutions across Europe and also delivers a wide range of executive training programmes in marketing to entrepreneurs and managers in the SME sector.

Dr Bobby Smyth

Consultant child and adolescent psychiatrist

Dr. Smyth is a consultant child and adolescent psychiatrist working with the Youth Drug & Alcohol (YoDA) Service in Tallaght, Dublin. He is also a clinical lecturer with the Department of Public Health and Primary Care in Trinity College Dublin. Dr Smyth has featured in the media speaking on the impact of alcohol marketing on young people and was lead author of a position paper prepared by The College of Psychiatry of Ireland, entitled '*Calling time on alcohol advertising and sponsorship in Ireland*', which called for a total ban on all alcohol advertising.

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Speaker Biographies

James Doorley, **Assistant Director, National Youth Council of Ireland**

James Doorley has been Assistant Director of the National Youth Council of Ireland with responsibility for Advocacy and Representation since 2006. James initially worked in the private sector, but for the last decade has worked in the youth and community sector. He initially served as a community development worker with groups in Meath and Louth and also worked as a regional support officer with the Disability Federation of Ireland.

James is a member of the National Economic and Social Council. He represents NYCI on the Steering Group for the National Substance Misuse Strategy and was also a member of the Department of Health and Children's Working Group on Sports Sponsorship. He is a delegate to the EU Health and Alcohol Forum and represents Ireland on the European Commission Consumer Consultative Group. He is currently Chairman of the Consumers' Association of Ireland and is a Trustee of the Carnegie UK Trust.

Dr Evelyn Gillan **Chief Executive, Alcohol Focus Scotland**

Dr Evelyn Gillan is the newly appointed Chief Executive of Alcohol Focus Scotland. Prior to joining Alcohol Focus Scotland, Dr. Gillan was the Director of SHAAP (Scottish Health Action on Alcohol Problems), an advocacy group established by the Scottish Medical Royal Colleges and Faculties. She is the co-author of two recent alcohol policy reports - Untold Damage (2009) and Alcohol, Price, Policy and Public Health (2007). Before joining SHAAP, Dr. Gillan was Head of Public Affairs at the Royal College of Nursing (Scotland), and prior to that, Co-Director of the Zero Tolerance Charitable Trust.

Hugh Greaves, **Co-ordinator, Ballymun Local Drugs Task Force**

Hugh Greaves has been the Co-ordinator of the Ballymun Local Drugs Task Force since it was set up in 1997. Before his involvement with the drugs task force, he was involved in community development and community drugs and youth work. In his time as LDTF Co-ordinator, he has been involved in a range of innovative initiatives responding to drug-related issues in the Ballymun area; some of which have been used as models of effective practice at national level, for example, the Ballymun Network for Children and Young People. He has been involved in a number of national policy developments in his role as LDTF Co-ordinator and more recently in his role as Chair of the LDTF Co-ordinators Network. Hugh has been the Chair of the Ballymun Development Group for the Young People's Facilities and Services Fund since the fund was announced in 1999 and has since been involved in building youth work infrastructure in the Ballymun area. Over the past two years, Hugh has been involved in developing a community-based alcohol strategy for Ballymun. This public health-based, community mobilisation plan was launched by the Minister for Community Equality and Gaeltacht Affairs Pat Carey in July 2010, at which he announced that Ballymun would be designated as a pilot area addressing alcohol concerns at community level within the forthcoming National Substance Misuse Strategy. Hugh has recently completed an MSc in Drug and Alcohol Policy at Trinity College Dublin and his dissertation was on the development of the Ballymun Community Alcohol Strategy.