Sixth Annual Dartmouth Symposium on Substance Use

Media and Marketing Influences on Youth Substance Use

Friday, May 14th, 2010, 8:30 - 5:00
Alumni Hall, Hopkins Center, Dartmouth College, Hanover, New Hampshire
Free. Register at www.dartmouth.edu/~dcare
Questions: dcare@dartmouth.edu, 603-646-9215

For healthcare providers, counselors, teachers, legal and justice professionals, legislators, community members, students, youth activists and others who care about the health of young people

8:00-8:30 Arrivals and registration, continental breakfast, visiting
8:30-8:45 Welcome
***Video: New Alcohol Ad, Dover Y2Y***
8:45-9:45 A global view of industry marketing influences on youth substance use
David Jernigan, PhD; Assoc Professor, Johns Hopkins University Bloomberg School of Public Health; Director of Center on Alcohol Marketing & Youth (www.camy.org)
***Audio PSA: Killer. Dover Y2Y***
9:45-10:30 The relative impact of media exposure vs. advertising on youth tobacco and alcohol use
Anna Adachi-Mejia, PhD; Research Assistant Professor in Pediatrics, DMS
10:30-10:45 Break
***Audio PSA: Stupidest. Dover Y2Y***
10:45-11:30 Branded merchandise: tee shirts and baseballs caps, alcohol and tobacco use
Auden McClure, MD; Asst Prof of Pediatrics and of Community & Family Medicine, DMS
***Audio PSA: Addicted to Fud. Dover Y2Y***
11:30-12:15 Product placement and the influence of movies on adolescent substance use
Susanne Tanski, MD, MPH; Asst Professor of Pediatrics, Dartmouth Medical School (DMS)
12:15-1:15 Lunch break on your own
***Audio PSA: Lyndsey’s Story. Dover Y2Y***
1:15-2:00 Designing marketing messages that effectively promote healthy behavior
Punam Keller, PhD, MBA; Professor of Management, Tuck Business School
The Power of Peers
2:00-2:45 Guerilla Tactics and Countermarketing by Youth
Dover Youth to Youth (Y2Y)
2:45- 3:00 Break
3:00- 3:45 “Reducing Dangerous Overconsumption of Alcohol at Colleges” Campaigns by regional winners of the 2009 American Advertising Federation Student Marketing Competition
You know. Be there!— George Washington University student competitors
Less than U think – University of Alabama student competitors
3:45-4:00 Response panel of Dartmouth students, discussion and new directions.
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4:00-5:00 SPARHC presentation and discussion (all invited)
• Dartmouth Student and Presidential Alcohol Harm Reduction Committee (SPARHC) to present recommendations to reduce dangerous drinking at Dartmouth (30 min)
• Feedback and comments from attendees (30 minutes)

Sponsored by the Dartmouth Center on Addiction Recovery and Education (DCARE) with the Dartmouth-Hitchcock Medical Center, and the C. Everett Koop Institute at Dartmouth