

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.camyo.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