Sixth Annual Dartmouth Symposium on Substance Use

Media and Marketing Influences on Youth Substance Use

Friday, May 14th, 8:30 - 4:00, 2010 (Elective Non-CEU/CME session added at 4:00 pm)

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 Product placement and the influence of movies on adolescent substance use
Susanne Tanski, MD, MPH; Asst Professor of Pediatrics, Dartmouth Medical School (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 The relative impact of media exposure vs advertising on youth tobacco and alcohol use
Jim Sargent, MD; Professor of Pediatrics & of Community and Family Medicine, 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 Counter marketing 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) Will Spero ’10, Max Yoeli ’12, Molly Bode ’09
- Dartmouth Student and Presidential Alcohol Harm Reduction Committee (SPARHC) to present recommendations to reduce dangerous drinking at Dartmouth
- Feedback and comments from attendees
Sponsored by Dartmouth Center on Addiction Recovery and Education (DCARE) with the DHMC Center for Continuing Education and the C Everett Koop Institute at Dartmouth