

Tobacco control hashtags, shares, likes and LOLs

ASPIRE 2025

SEMINAR

Tuesday 16 February 2016
University of Otago,
Mein St, Newtown, Wellington

We invite you to an **ASPIRE2025** seminar with Dr. Becky Freeman from the School of Public Health, University of Sydney. Becky is an established authority on online and social media and the ways it can both advance and hinder our work in tobacco control.

If you are interested in the public health implications of new media for tobacco control, you won't want to miss this great opportunity.

Register now to hear about:

1. How the tobacco industry is using social media channels to promote both itself and its products.
2. How best to counter these promotional efforts. What is currently happening and what is needed.
3. How the tobacco control sector can better use these same social media channels .

Keynote Address: Dr. Becky Freeman

Becky Freeman is a highly-regarded researcher whose primary interests include tobacco control, obesity prevention, and how online and social media influence public health. She was awarded a PhD in 2011 on the relevance of online media to tobacco control and has pioneered research methods in tracking and analysing online social media content.

Prior to pursuing her research interests in Australia, she worked for government and not of profit organisations in Canada and New Zealand.

Becky is the Associate Editor of New Media for the international journal, Tobacco Control.



Seminar Schedule

- 12.15pm Coffee & registration
- 12.30pm Welcome
- 12.35pm Keynote address
- 1.15pm Questions & discussion

HOW TO REGISTER

There is no cost to attend this seminar but registration is required.

To register, please email fran.wright@otago.ac.nz by Friday 12 February.

NOTE: This seminar is also available by web-conference. Email Fran for details as above.

ASPIRE2025

is a national collaboration of leading New Zealand tobacco control researchers with experts from the University of Otago, Massey University, AUT, Tala Pasifika and Whakauae Research for Māori Health and Development.