

Communicating about tobacco through product packaging and entertainment media: Emerging research to inform policy

Register now for this opportunity to hear from award-winning tobacco control researcher, **Associate Professor Jim Thrasher**.

As countries have prohibited tobacco marketing through traditional media channels, tobacco packaging and entertainment media have become increasingly important vehicles for promoting tobacco use.

This talk will describe:

- 1) how marketing through tobacco packaging influences consumers' perceptions and behaviors, including for promotions of novel tobacco products. It will highlight recent research on "plain" packaging and other strategies to enhance the effects of graphic warnings on tobacco packs.
- 2) The role of entertainment media in promoting tobacco use, along with opportunities and challenges for tobacco control policy responses.

Please **register now** for this ASPIRE2025 seminar.



Keynote speaker:

Jim Thrasher is an Associate Professor at the Arnold School of Public Health, University of South Carolina, USA.

In 2016, he received the World No Tobacco Day Award from the World Health Organisation, recognising his outstanding contribution to advancing tobacco packaging and labeling policies in the Americas.

Seminar Schedule

- 3.15pm Registration
- 3.30pm Welcome
- 3.35pm Keynote address
- 4.30pm Questions & discussion

HOW TO REGISTER

To register, please email aspire2025@otago.ac.nz by Thursday 8 December.

NOTE: This seminar is not available by web-conference but a recording may be available at a later date. Please email ASPIRE2025 for details.

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.