

Novel Interventions to Reduce Smoking among Young Adults

ASPIRE 2025

SEMINAR

Thursday 31 July 2014
At Te Wharewaka, Wellington

We invite you to an **ASPIRE2025** seminar with Professor Pamela Ling, an internationally recognized expert in young adult tobacco use and tobacco industry marketing strategies and anti-tobacco interventions appealing to young people. Register now to hear about:

Young adults—a priority group. Smoking among young adults in the US remains higher than among any other population group. While most young people smoke their first cigarette before age 18, during young adulthood (age 18-25) many experimenters transition to regular smoking. What are the factors of influence and how are tobacco industry marketing campaigns designed to exploit these factors?

How social branding interventions could influence young adults?



Pam will describe current trends in tobacco marketing targeting young adults, and examine how a novel social branding campaign significantly reduced regular and daily smoking in this group. The social branding

campaign was designed to counter commercial tobacco marketing and tailored to a specific bar/nightclub culture (“hipster” young adults).

Keynote Address: Pamela Ling

Pam Ling is the Associate Director of the Centre for Tobacco Control Research and Education at the University of California, San Francisco.

Pam trained in clinical internal medicine before studying public health. She worked initially in HIV-AIDS prevention before embarking on tobacco control research. She has published prolifically, including studies of tobacco industry marketing strategies targeting young adults, women, and other marginalized groups, linkages between tobacco and alcohol, and marketing of novel and emerging tobacco products. She leads several national studies funded by the US National Institutes of Health including one of seven lead research projects in the State and Community Tobacco Control initiative at the National Cancer Institute, and one of the 14 Tobacco Centres of Regulatory Science in the US.



Seminar Schedule

- 3.45pm Coffee & registration
- 4.00pm Welcome
- 4.05pm Keynote address
- 4.50pm Questions & discussion

There is no cost to attend this seminar, but places are limited.

To register, contact Donna at the Health Promotion Agency by 2pm on Tuesday 29th July. Email: D.Harding@hpa.org.nz

Registration is not open to individuals who have any current or previous affiliations with any tobacco company.

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.

ASPIRE2025 conducts research to inform the Smokefree 2025 goal. We are proud to be partners with the Health Promotion Agency.