

Tala Pasifika and Aspire 2025 cordially invite you to share knowledge, opportunities and challenges in the Pacific tobacco control sector. This is a wonderful occasion to share our learnings as we work together towards achieving Smokefree 2025. We will round off the afternoon with an exciting presentation from our very special international guest speaker Professor Pamela Ling. This fono is for health professionals and all others interested in Pacific tobacco control. We look forward to spending time with you on Monday August 4, 2014 at the Ellerslie Event Centre, 12.30-4pm



Professor Pamela Ling* Associate Director of the Centre for Tobacco Control Research and Education at the University of California, San Francisco presents:

Novel Interventions to Reduce Smoking among Young Adults

SEMINAR:

Monday 4th August 2014

Remuera Room, Ellerslie Event Centre, Auckland

International Guest Speaker: Professor Pamela Ling

TALA PASIFIKA and **ASPIRE2025** invite you to a 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 the age of 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). Using opinion leaders to deliver anti-tobacco messages, which were selected based on the priorities and values of “hipsters” allowed the program to gain credibility and promoted uptake.

DON'T MISS OUT—REGISTER NOW!

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

To register please email: info@talapasifika.org.nz by 2pm on Monday 28th July, 2014.

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

Seminar Schedule

- 12.30pm Arrival tea/ coffee and registration
- 1.00pm Tala Pasifika Pacific Tobacco Control Update
- 2.00pm Tea/coffee break
- 2.30pm Keynote Address
- 3.30pm Questions / Discussion
- 4.00pm Close

Keynote Address: ***Professor Pamela Ling** Professor Ling 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. Pam 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.

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.