

ALCOHOL EVIDENCE IN POLICY & PRACTICE

Day One: Tuesday 14th January

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09.45	Registration Open, Arrival & Refreshments
10.30	<p>Welcome and Introduction <i>Welcome to participants, outline of the format and programme for the workshop and facilitate introductions.</i> Prof. Niamh Fitzgerald, Institute for Social Marketing & Health, University of Stirling and SPECTRUM</p>
11.15	<p>Alcohol, health & policies to reduce harms: an overview Katherine Severi, Institute of Alcohol Studies</p>
12.15	Break
12.30	<p>Merging Perspectives: Valuing Lived and Learned Experience in Research and Advocacy Michaela Jones, Recovery Matters</p>
13.30	Lunch
14.30	<p>Alcohol & Inequalities: Paradoxes, Policies & Popular Myths Colin Angus, University of Sheffield</p>
15.15	<p>Alcohol & Gender Prof. Carol Emslie, Glasgow Caledonian University</p>
16.05	Break
16.15	<p>Understanding, Measuring and Monitoring Alcohol Consumption Prof. John Holmes, University of Sheffield</p>
17.00	Final remarks/housekeeping
17.15	Close of day 1
19.00	<p>Networking Dinner <i>Edinburgh.</i></p>

Day Two: Wednesday 15th January

09.30	Introduction to the day
09.35	A Historical Perspective on Alcohol Policy Dr. James Nicholls, University of Stirling
10.05	Alcohol Pricing Policy Options & Effectiveness: Minimum Unit Pricing; Alcohol Duty Prof. John Holmes and Colin Angus, University of Sheffield <i>To include 15 minute break.</i>
11.30	Roundtable on No and Low (NoLo) alcohol products Prof John Holmes, Dr Nathan Critchlow, Dr. Gemma Mitchell, Prof. Niamh Fitzgerald, chaired by Rebecca Howell. <i>5-minute pitches on NoLo products followed by discussion</i>
12.30	Lunch
13.30	Alcohol Marketing: what are you meant to do when you see it everywhere? <i>The extent and nature of alcohol marketing in the UK, how it impacts on us all, and what can be done about it?</i> Dr. Nathan Critchlow, University of Stirling
14.45	Alcohol Availability, Inequalities & Harms (timing TBC). Prof Niamh Shortt, University of Edinburgh and SPECTRUM
15.30	Break
15.45	Licensing & Public Health <i>Premises opening hours; can public health stakeholders make a difference through licensing?</i> Prof Niamh Fitzgerald, Dr. Rachel O'Donnell, University of Stirling
17.00	End of Day 2

Day 3: Thursday 16th January

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09.30	Introduction to day three
09.35	Alcohol Industry: marketing, lobbying, CSR & other tactics Prof. Mark Petticrew, London School of Hygiene & Tropical Medicine
11.00	Break
11.15	Managing commercial interactions in public health practice and research Dr Gemma Mitchell, University of Stirling
12:15	Changing public perceptions of alcohol harms & problems: How to communicate effectively about alcohol Prof. Niamh Fitzgerald
13.15	Lunch
14.15	Alcohol Policy Advocacy Workshop: Winning the Policy Battle <i>Active debate session including afternoon break at 15.30</i> Laura Mahon, Alcohol Focus Scotland David McColgan, British Heart Foundation Scotland
17.00	Wrap Up, Close Event