

Tobacco, Youth Prevention and Communication Conference
13-15 November 2003

PROGRAMME

Thursday 13 November 2003 (afternoon)

14h00-14h10 **Opening : Prof. Girolamo Sirchia**, Minister of Health, Italy

14h10-14h20 **Introduction : Matti Rajala**, European Commission

14h20-14h30 **Methodology: Jean-Luc Noël**, European Commission

Presentation Session 1: INTERNATIONAL BEST PRACTICE AND FIRST EUROPEAN CAMPAIGN

Chairman

Gerard Hastings, University of Strathclyde, United Kingdom

14h30-15h00 Lessons Learned from Youth Tobacco Use
Prevention Media Campaigns in Nine Countries
Karen Gutierrez *CDC Office on Smoking & Health* (Chile)

15h00-15h20 “Every cigarette is doing you damage – the Norwegian experience”
Kari Huseby *Directorate for Health and Social Welfare* (Norway)

15h20-15h40 It’s Time We Made Youth Smoking History
The Massachusetts Tobacco Education Media Campaign
Gregory Connelly *Massachusetts Tobacco Control Programme* (USA)

15h40-16h00 “Feel-free to say no” campaign
Harald Zulauf *Media Consulta* (Germany)

16h00-16h40 *Coffee break*

16h40-18h30 Group discussion A:

- What messages can change smoking behaviour among young people ?
- What message format/ tone are the most effective ?
- Which learning could be drawn from international best practices to enrich the European campaigns ?
- What is the place of mass media campaigns within a comprehensive tobacco control policy ?

20h00 **Get together Dinner (Sheraton Hotel)**

Friday 14 November 2003 (morning)

9.00- 9.15 Opening: Mr David Byrne, Commissioner for Health & Consumer Protection

Presentation session 2: BRAND COMMUNICATION

Chairman

Pierre Siquier, chairman of PEMA Corporate, France

- 09h15-09h30** Corporate campaigns (business-non governmental)
Pierre Siquier *PEMA Corporate* (France)
- 09h30-09h50** Cross media analysis
Yann Dacquay *REGENERER* (France)
- 09h50-10h10** Classic media for new target
Matt Rogan *MTV Networks Europe* (United Kingdom)
- 10h10- 10h30** New media
Gregory Salinger *MSN* (France)
- 10h30-10h45** Youth prevention: lessons from tobacco marketing
Gerard Hastings, *University of Strathclyde* (United Kingdom)
- 10h45-11h15* *Coffee break*

11h15-13h00 Group discussion B:

- What can be learnt from commercial communication ?
- Can non-smoking be a trend ?
- What has proven effective to reach the young audience ?
- How can we counter tobacco industry messages effectively ?

13h00-14h15 *Lunch*

Friday 14 November 2003 (afternoon)

Presentation session 3: EUROPEAN EXPERIENCE

Chairman

Dott. Fabrizio Oleari, Ministry of Health, Italy

14h15-14h30 Media campaign experience towards de-normalisation of smoking

Martin Raymond *NHS Health Scotland* (United Kingdom)

14h30-14h45 Campagna per la dissuasione dal fumo

Alfredo D'ari, *Ministry of Health* (Italy)

14h45-15h00 "Deglamourisation" of smoking targeting girls

Chris Fitzgerald *Health Promotion Unit* (Ireland)

15h00-15h30 Coffee break

15h30-17h15 Group discussion C:

- What collaboration should be established to promote effectiveness ?
- Do we need specific approaches per country/region? What complementary is expected between national and European level ?
- What research/evaluation is needed to back up the campaign?
- What long term strategy to develop effective mass media campaigning?

20h00 Gala Dinner offered by the Italian Ministry of Health

Saturday 15 November 2003 (morning)

Session 4 : RECOMMENDATIONS

Chairmen

Gerard Hastings, Pierre Siquier

09h15-10h00 Presentation of conclusions from the discussion groups
Gerard Hastings, Pierre Siquier

10h00-11h30 Group discussions to develop recommendations from the
conference for European campaigns

- Realistic objectives
- Most effective messages
- Most effective media
- Target groups to influence youth smoking
- Collaborations on European/national/regional levels

11h30-12h30 *Snack lunch*

12h30-14h00 Plenary discussion: Synthesis and agreement on
recommendations

14h00 **Closing cocktail**