



Communicating health, the tobacco example
Brussels 9-11 October 2008
PROGRAMME

Thursday 9 October 2008 (afternoon)

12h00-13h30 **Registration of the participants**

12h30-13h30 *Lunch sandwiches*

13h45-14h15 **Opening (plenary)**
Andrzej Rys´, Director for Public Health, European Commission

14h15-16h00 **Presentations (plenary)**
Chair: G. Hastings, Institute for Social Marketing

- Help campaign and lessons
P. Siquier, Ligaris
- National dissemination and in-field actions:
 - Partnership with tobacco control NGO's
L. Clancy, Research Inst. for a Tobacco Free Society
 - COMETS survey as an example of national partnership
B. Dautzenberg, Office français de Prévention du tabagisme
- Active involvement of young people in public health communication:
key to success, *T. Kekenadze, YFJ Bureau Member*

16h00-16h30 **DG SANCO & YFJ European online contest 2008 awards**

16h30-17h00 *Coffee break*

17h00-18h00 **Presentations (plenary)**
Chair: R. Madelin, Director-General for Health and Consumer Protection, European Commission

- Public Health Branding: Applying Marketing for Social Change
G. Hastings
- Developing a global framework for Public Health Communication (Art. 12 FCTC) *N. Schneider, German Cancer Research Centre, Unit Cancer prevention*
- European Healthy Lifestyle Campaign: Nutrition example: *D. Lyle, European Association of Communication Agencies*

18h00-18h30 **Presentations (plenary)**
Chair: Andrzej Rys´, Director for Public Health, European Commission

- Benchmarking European communication campaigns
 - Regional alcohol campaign: *Y. Preault, Deputy Mayor of Rennes- France*
 - Sustainable development: *T. Long, WWF*

18h30- 19h30 *Cocktail*

19h30 *Departure of the busses for the Hotel Renaissance, dinner buffet at the Hotel*



Friday 10 October 2008

09h00- 10h30

Presentations (plenary)

The growing importance of new media

Chair: S. Outfin, Carat GM

- Help online: Nicomarket viral campaign /online coaching, widgets etc. *R. Spackova, F. Arsicot, Ligaris*
- Commercial brands in online communications: analysing consumer campaigns *A. Quirk, Adidas/Reebok*
- New ways of approaching and reaching different targets
C. Moseholm, Go Viral & I. Lechanteur, Microsoft

10h30-11h00

Coffee break

11h00- 12h00 Presentations (plenary)

Chair: I. Prainsack, YFJ Bureau Member

Social exclusion, or how to reach everyone

- Inequalities: Fieldwork with Roma population as an example
L. Slušná, President of Association for Culture, Education and Communication
- Social inclusion: Youth organisations' involvement
W. Hillaert, World Organisation of the Scout Movement
- Women's hearts and tobacco: equality in health
T. O'leary, World Health Organisation

12h00- 13h00

Investigating ways to trigger behaviour change of young people: round table discussion

Ch. Crowe, Media&Marketing Europe - N. Kostrikova, National Youth Council of Latvia- G. Hastings, Institute for Social Marketing - J. Hayat, Carat Global Management

13h00-14h00

Lunch Buffet

14h00-16h00

Group discussions: 5 different workshops

(incl. presence of WHO)

16h00- 16h30

Coffee break

16h30- 18h00

Group discussions: 5 different workshops

20h00

Dinner at the "Wiels" Museum of Contemporary Art



Saturday 11 October 2008 (morning)

09h30-10h30

Recommendations and closing session

Chair: *L. Clancy*

Rapporteur: *S. Fleitmann + G. Hastings + group reporters*

Presentation of conclusions from the discussion groups and amending the final Recommendations document

10h30-11h30

Round table with policy makers

Chair: *G. Hastings*

M. Hübel- European Commission - I. Prainsack YFJ Bureau

Member - A. Amos, University of Edinburgh

11h30-13h00

Brunch

13h00-14h00 Departure of the participants
