



University of Stirling, Central Scotland

**UNIVERSITY of
STIRLING**



18TH - 21ST SEPTEMBER ALCOHOL POLICY IN PRACTICE 2017

**Including an International Workshop:
"Addressing the Ubiquity of Alcohol"**

- ★ *"Extremely informative course and relevant to current alcohol policy challenges. Good venue, convenient location and lovely setting. Module well organised and brilliant range of speakers."*
- ★ *"Thank you very much. It was a great privilege to listen and attend this course. Lectures and lecturers were outstanding."*
- ★ *"Very informative useful training, well worth my time and travel."*
- ★ *"Will send the rest of my team. Great course well organised. Amazing diversity of content and speakers. Really great. Thank you."*
- ★ *"Wonderful networking opportunity."*
- ★ *"Thank you for such a brilliant training event – the content was spot on, all the presentations and sessions were really, really good and I came away feeling that I had learned masses: a rich diet of fact and opinion. I can honestly say that I have rarely – if ever – enjoyed such an event quite as much as this one."*

Sir Ian Gilmore
University of Liverpool
Alcohol Health Alliance

Prof. Mike Daube *NEW*
Curtin University,
Western Australia
Marketing/Industry Monitoring

Prof. Karine Gallopel-
Morvan *NEW*
EHESP School of Public
Health, Rennes
Alcohol Marketing

Dr. Carol Emslie
Glasgow Caledonian
University
Alcohol & Gender

Dr. John Holmes
University of Sheffield
Trends & Pricing Policies

Institute of Alcohol Studies
Balance North East
Alcohol Focus Scotland

WHERE?

Stirling Court Hotel
University of Stirling

WHEN?

11.15, Monday 18th Sept
to
13.00, Thursday 21st Sept
2017

COURSE CONTENT

ALCOHOL POLICY OVERVIEW

- Effective policy options and evidence
- Current & historic perspective
- Policy framing
- UK & International view

ALCOHOL USE & EFFECTS

- Measuring & monitoring consumption and data
- Harm to health & others
- Genetics & the Brain
- Alcohol & Gender
- Brief interventions

PRICE, PLACE, PROMOTION

- Pricing policy including minimum unit pricing
- Licensing & availability
- Drinking cues, packaging, marketing, social media.

ADVOCACY, ACTION & OPPOSITION

- Implementing effective local policy options
- Media advocacy practice & opportunities
- Alcohol industry actions & influence

QUESTIONS?

WHO IS ORGANISING THE COURSE?

This course is provided by the UK Centre for Tobacco and Alcohol Studies (UKCTAS), a Public Health Research Centre of Excellence which includes 13 universities (www.ukctas.net). The course is co-ordinated by Dr. Niamh Fitzgerald and Prof. Linda Bauld from the Institute for Social Marketing at the University of Stirling.

IS THE COURSE ACCREDITED?

The course can be taken on a stand-alone basis, or if participants wish to consolidate their learning, they can complete a 3,000 word essay on an alcohol policy topic, which will be assessed for 10 Masters-level credits from the University of Stirling. **All students will have access to slide-sets after the course.**

ELIGIBILITY?

Previous participants have included people working in public health, local and national alcohol policy, or new to alcohol research or practice.

Please contact Dr. Niamh Fitzgerald (niamh.fitzgerald@stir.ac.uk) if you are unsure about its suitability for your needs.

COST?

If you book on/before 16th June 2017, the cost is: £450, or £599 for students seeking accreditation. From 17th June, the cost is £550 unaccredited, or £699 if seeking accreditation.

The cost covers lunch and refreshments throughout the course, a networking dinner on Monday evening, a packed lunch on departure and access to the four days of the course including the **international workshop on 20th September** (see panel opposite and separate flyer).

Accommodation is not included but can be booked for you (see below).

MORE INFO? / HOW TO APPLY?

To make an enquiry or request an application form please contact our CPD Team, **School of Health Sciences, UK Centre for Tobacco and Alcohol Studies, University of Stirling**.: Email: health.sci.cpd@stir.ac.uk, Phone: 01786 466 336.

The full programme and application form will also be available from www.ukctas.net

HURRY! PLACES ARE LIMITED.

Places will be allocated on a first come, first served basis. Student numbers are capped at 40 to ensure an effective learning experience and networking opportunities. Early bird discounts apply until 16th June 2017. Applications will not be taken after 8th September 2017.

BOOKING ACCOMMODATION/RESIDENTIAL OPTION

A block of rooms has been reserved at the Stirling Court hotel for those who wish to take the course on a residential basis. The cost of a double or twin bedded en-suite room for single occupancy, including breakfast is £61.00 per night, and access to our on-campus sports facilities including a 50M swimming pool. If you choose to stay at Stirling Court, we will book a room for you and add this cost to your account. Early booking is essential.

Further information about the venue can be obtained from www.stirlingcourthotel.com

GETTING TO STIRLING

Stirling's central Scottish location is within easy reach of Edinburgh and Glasgow airports which are well served by air, road and rail networks.

INCLUDES INTERNATIONAL WORKSHOP:

THE UBIQUITY OF ALCOHOL

WEDNESDAY 20TH SEPT 2017, 9.30 – 5.15PM

www.ukctas.net/ubiquity

Cost: Free to Alcohol Policy course participants; £150 as day delegate.

ALCOHOL MARKETING & THE LOI EVIN

Prof. Karine Gallopel-Morvan, EHESP School of Public Health, Rennes, France

Nathan Critchlow, University of Stirling

FROM GOVERNMENT TO ADVOCACY

Alison Douglas, Alcohol Focus Scotland

ADDRESSING THE AVAILABILITY OF ALCOHOL

Laura Mahon, Alcohol Focus Scotland

Jon Foster, Institute of Alcohol Studies

GLOBAL INDUSTRY ACTIONS & COUNTERACTIONS

Prof. Jeff Collin, University of Edinburgh

ADVOCACY ON ALCOHOL ADVERTISING & INDUSTRY INFLUENCE

Prof. Mike Daube, Curtin University, Australia