



Public Health Association
AUSTRALIA

50 years
1969 - 2019



PUBLIC HEALTH FORUM

Unhealthy Marketing to Kids

A public health policy development
and networking forum

Tuesday 11 June 2019
Melbourne Convention & Exhibition Centre, VIC

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Foundation for Alcohol
Research & Education

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The Foundation for Alcohol Research and Education (FARE) is an independent, not-for-profit organisation working to stop the harm caused by alcohol. Alcohol harm in Australia is significant. Nearly 6,000 lives are lost every year and more than 144,000 people are hospitalised making alcohol one of our nation's greatest preventative health challenges. As a leading advocate of evidence-based research, FARE contributes to policies and programs that support the public good, while holding the alcohol industry to account. FARE works with leading researchers, communities, governments, health professionals and frontline service providers to bring about change and reduce alcohol harm.



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WELCOME TO THE UNHEALTHY MARKETING TO KIDS FORUM



Public Health Forum 2019

Unhealthy Marketing to Kids

A public health policy development and networking forum

Hello everyone,

Welcome to the Public Health Association of Australia (PHAA) Unhealthy Marketing to Kids Forum.

The purpose of the forum is to address the issue of tackling the ineffective controls on marketing alcohol, junk food and gambling products to our kids, which has stood as a clear cause and where people working in different corners of the public health world are tackling the same demons.

The one day program has been designed to provide lively and productive discussions and contributions from all professionals engaged in public health with a focus on junk food, alcohol and gambling marketing. The Forum aims to compare experiences and move towards a more commonly agreed solution.

The objectives of the Forum are to:

- Address the issues of ineffective controls on marketing alcohol, junk food and gambling products to kids;
- Create an environment for knowledge sharing, collaboration and relationship building;
- Bring together public health professionals to compare experiences, share ideas and solutions;
- Establish and build a strong public health network to tackle the marketing issues; and
- Summarise actions/next steps from the Forum to develop policy and advocacy to address the issues.

The Forum will aim to facilitate conversations on addressing the gaps in marketing controls around the advertisement of junk food, alcohol and gambling products to kids.

We look forward to a robust discussion, working in all areas of public health with an interest in tackling the gaps, and thank you for joining us today.

Kind regards,



Adjunct Professor Terry Slevin
CEO, Public Health Association of Australia



WELCOME

INVITED SPEAKERS



Professor Rob Moodie

Professor of Public Health, Melbourne School of Population and Global Health

Rob Moodie is Professor of Public Health at the University of Melbourne and at the University of Malawi. He worked for many years on HIV prevention for the Burnet Institute, WHO and UNAIDS. He was CEO of VicHealth from 1998-2007 and from 2008-2011 he chaired the Australian Preventative Health Taskforce. He has a strong interest in the relentless, unethical, deceitful, cold-blooded, yet often highly innovative tactics the unhealthy commodity corporations (tobacco, alcohol, ultra-processed food and beverages) to sell their products and damage our health.



Dr Belinda Reeve

Senior Lecturer, The University of Sydney Law School

Belinda is a Senior Lecturer at The University of Sydney Law School where she teaches health law and tort law. Her research interests lie in public health law, with a particular focus on the role of law and regulation in creating a healthier food environment. She was the co-convenor of the inaugural 2016 Food Governance Conference and is the co-founder of the Food Governance Node at the University's Charles Perkins Centre, a platform for interdisciplinary research on novel legal, regulatory, and policy strategies for improving nutrition and diet-related health.



Mr Jonathan Pangu

Founder, Death to Nuggets

In 25 years in advertising and marketing in the UK and Australia, Jonathan has worked at some of the planet's most successful agencies. He has seen all sides of the business; from the client, from the agency, making big ads that run globally and all things digital, social and PR. He's been at the agencies that launched Sony's Bouncing Balls, Cadbury's Gorilla and TAC's Meet Graham into our collective consciousness. All of which gives him a keen insight into the culture and psychology of today's corporate advertiser.



Professor Simone Pettigrew

Research Professor, Curtin University

Simone is the Director of the WA Cancer Prevention Research Unit and a Research Professor in the School of Psychology at Curtin University. Her work spans the domains of alcohol, tobacco, nutrition, and gambling. With qualifications in consumer research and marketing, she has a particular interest in the techniques used by marketers to attract children and persuade them to consume unhealthy products. Simone's work has documented the processes used by marketers and explored methods for constraining their activities.



Associate Professor Samantha Thomas

Associate Professor of Public Health, Deakin University

Samantha Thomas is Associate Professor of Public Health at the Institute for Health Transformation, Deakin University. She is internationally recognised for her work investigating the commercial determinants of gambling harm, including the impact of gambling advertising on young people. Her research has been cited in the Australian parliament, the UK House of Lords, and in an Amicus Brief to the US Supreme Court. She has testified to numerous parliamentary inquiries and is a regular commentator in national and international media. She is currently the lead Chief Investigator on an Australian Research Council Discovery Grant investigating how marketing impacts on the normalisation of gambling.



Associate Professor Helen Dixon

Senior Research Fellow, Cancer Council Victoria

Helen Dixon is a Senior Research Fellow in the Centre for Behavioural Research in Cancer at Cancer Council Victoria with honorary appointments at the schools of psychology at The University of Melbourne and Curtin University. She specialises in research assessing adult's and children's responses to health-relevant media and communications, especially in relation to nutrition and obesity prevention. This work includes population surveys assessing public reactions to state-level public health mass media campaigns and experimental studies assessing consumer responses to public health advertisements, food and drink product labelling and commercial marketing.



Dr Nicholas Carah

Senior Lecturer in Communication and Media, School of Communication and Arts

Nicholas Carah is a Senior Lecturer in Communication and Media at The University of Queensland. His research focuses on the intersections between alcohol marketing and digital and social media platforms. He is the author or editor of several books on digital media cultures and branding including Pop Brands: branding, popular music and young people, Brand Machines, Sensory Media and Calculative Culture, and Digital Intimate Publics and Social Media.



Mr Nicholas Heys

Deputy General Manager Enforcement, Australian Competition & Consumer Commission

Nick Heys has been with the ACCC for the past 15 years in a number of roles, primarily in competition and consumer protection enforcement. Nick is responsible for setting the ACCC's Compliance and Enforcement Priorities and runs the ACCC's strategic enforcement and policy team. Nick has qualifications in law.

INVITED SPEAKERS



Dr Susan Rennie

Senior Policy Advisor, VLGA and Mayor, City of Darebin

Dr Susan Rennie is a long time pokies reform activist and public health advocate. Susan has also campaigned on issues such as equality, environment and planning. In 2016 Susan was elected as a councillor to the City of Darebin and in November 2018 was elected Darebin Mayor. Susan is a Senior Policy Advisor at the Victorian Local Governance Association and Director and Deputy Chair at the Alliance for Gambling Reform. She holds a Doctorate of Social Work.



Ms Wendy Watson

Nutrition Program Manager, Cancer Council NSW

Wendy Watson is the Nutrition Program Manager for Cancer Council NSW, responsible for the organisation's cancer prevention projects relating to obesity, nutrition, physical activity and alcohol. She has worked for nine years at Cancer Council on cancer prevention and food policy including strategic research and advocacy into food labelling and food marketing to children.



Professor Elizabeth Handsley

President, Australian Council on Children and the Media

Professor Elizabeth Handsley is the President of the Australian Council on Children and the Media, a national peak organisation providing information and advocacy on children's rights and interests as media users. In that position, she is a long-time contributor to debate on the regulation of food marketing; and her academic research has extended also to the use of legal measures for obesity prevention more generally. Her work is notable for applying the provisions of the UN Convention on the Rights of the Child and the Business and Human Rights Principles to the question of different players' roles in preventing childhood obesity.



Mr Tony Phillips

Head of Knowledge and Policy, Victorian Responsible Gambling Foundation

Tony Phillips is Head of Knowledge and Policy and manager of the Gambling Information Resource Office (GIRO) at the Victorian Responsible Gambling Foundation. These units develop Foundation submissions and advice for government, and collect and disseminate information on the gambling environment for the use of the Foundation, Foundation stakeholders and the general public. Tony was formerly Research Manager at the Responsible Gambling Advocacy Centre. He has a background in public policy and social science research, teaching at the Universities of Melbourne, Adelaide and La Trobe and has worked for Victorian parliamentary committees.



Ms Jane Martin BA, MPH, Hon Doc

Executive Manager, Obesity Policy Coalition and Alcohol and Obesity Policy, Cancer Council Victoria

Jane's substantive role is to lead the Obesity Policy Coalition, a partnership between Cancer Council Victoria, Diabetes Victoria and GLOBE - the WHO Collaborating Centre for Obesity Prevention at Deakin University. The OPC advocates for policy and regulatory reform to prevent overweight and obesity, with a focus on food marketing, labelling and pricing measures. She oversees the Cancer Council healthy weight campaigns and is involved in advocating for alcohol policy reforms at a Victorian as well as a national level.



Ms Trish Hepworth

Director, Policy and Research, Foundation for Alcohol Research and Education

Trish is Director of Policy and Research for the Foundation for Alcohol Research and Education, an independent, not-for-profit organisation working to stop the harm caused by alcohol. Trish leads the Foundation's research, policy development and advocacy programs. A public policy specialist with a legal background, Trish has worked across non-for-profit, government and corporate sectors in five countries, and has consulted widely on strategic policy, government relations, research and analysis.



Mr Stephen Mayne

Journalist, shareholder activist and anti-gambling campaigner

Stephen Mayne is a well known journalist, shareholder activist and former local government councillor who also works part-time for The Alliance for Gambling Reform as their communications adviser. He's been listening carefully to proceedings today whilst tweeting away.

PROGRAM - TUESDAY 10 JUNE 2019

TIME	SESSION	ROOM
8:30am - 3:30pm	Registration Open	Goldfields Theatre Foyer, Ground Floor
9:15am - 10:30am - Opening Session – Unhealthy marketing to kids – a child’s rights perspective		
9:15am - 9:25am	Acknowledgment to Country Welcome and overview of the day Speaker: Mr Terry Slevin, CEO, Public Health Association of Australia	Eureka Room 1
9:25am - 9:50am	Well-groomed? The extent, intensity, breadth and nature of Big Industry strategies to promote unhealthy consumption by Australia’s children Invited Speaker: Professor Rob Moodie, Professor of Public Health, Melbourne School of Population and Global Health	
9:50am - 10:05am	Marketing aimed at Children’s: A question of rights Invited Speaker: Ms Belinda Reeve, Senior Lecturer, The University of Sydney Law School (video)	
10:05am – 10:30am	The changing world of media and marketing: An industry perspective Invited Speaker: Mr Jonathan Pangu, Marketing Consultant & Founder, Death to Nuggets	
10:30am – 11:00am	Morning Tea	Goldfields Theatre Foyer
11:00am – 12:00pm - Session 2 – What is the state of play? What effect is it having on children? (Research)		
11:00am – 11:20am	What is the impact? Marketing unhealthy products to Children Invited Speaker: Professor Simone Pettigrew, Research Professor, Curtin University	Eureka Room 1
11:20am – 12:00pm	Panel - Latest research insights into unhealthy marketing to kids Panellists: <ol style="list-style-type: none"> 1. Professor Simone Pettigrew, Research Professor, Curtin University 2. Associate Professor Samantha Thomas, Associate Professor of Public Health, Deakin University 3. Associate Professor Helen Dixon, Principal Research Fellow, Centre for Behavioural Research in Cancer, Cancer Council Victoria 4. Dr Nicholas Carah, Senior Lecturer in Communication and Media, School of Communication and Arts, The University of Queensland 	
12:00pm – 12:45pm	Lunch	Goldfields Theatre Foyer
12:45pm - 1:05pm	Future frontiers in advertising regulation – where to from here Invited Speaker: Mr Nicholas Heys, Deputy General Manager Enforcement, Australian Competition & Consumer Commission	Eureka Room 1
1:05pm - 1:35pm	Panel Discussion - Australia’s regulatory system - what needs to change? Panellists: <ol style="list-style-type: none"> 1. Mr Nicholas Heys, Deputy General Manager Enforcement, Australian Competition & Consumer Commission 2. Dr Susan Rennie, Senior Policy Advisor, VLGA and Mayor, City of Darebin 3. Ms Wendy Watson, Nutrition Program Manager, Cancer Council NSW 4. Professor Elizabeth Handsley, Information and Digital Services, Flinders University 	



TIME	SESSION	ROOM
1:35pm - 3:00pm - Translating research into policy, identifying barriers and solutions		
1:35pm - 3:00pm	Facilitated Group Discussion	Eureka Room 1
3:00pm – 3:30pm	Afternoon Tea	Goldfields Theatre Foyer
4:00pm - 5:00pm - Session 4 - What are the levers what are the solutions who needs to do what?		
4:00pm – 4:30pm	Panel Discussion - Where to from here? Insights into future priorities and action Panellists: <ol style="list-style-type: none"> 1. Mr Jonathan Pangu, Marketing Consultant & Founder, Death to Nuggets 2. Mr Tony Phillips, Head of Knowledge and Policy, Victorian Responsible Gambling Foundation 3. Ms Trish Hepworth, Director, Policy & Research, Foundation for Alcohol Research and Education 4. Ms Jane Martin, Executive Manager, Obesity Policy Coalition and Alcohol and Obesity Policy, Cancer Council Victoria 	Eureka Room 1
4:30pm – 4:50pm	Bringing the strands together and creating change Invited Speaker: Mr Stephen Mayne, The Mayne Report	
4:50pm – 5:00pm	Forum Wrap Up Invited Speaker: Mr Terry Slevin, CEO, Public Health Association of Australia	
5:00pm	End of Forum	



CALL FOR ABSTRACTS



INVITATION

We invite abstract submissions for oral presentations, table top, rapid fire, workshops, storytelling, conversation starters and posters at the [World Public Health Nutrition Congress 2020](#), convened by the World Public Health Nutrition Association (WPHNA) in partnership with the Public Health Association of Australia (PHAA). The Congress will be held in Brisbane from Tuesday 31 March to Thursday 2 April 2020.

CONGRESS THEME

The 2020 Congress theme is **‘Knowledge, Policy, Action in the Decade of Nutrition 2016-2025’ - What is working or not? Where are the gaps? What needs more effort or change?**

Today, nearly one in three persons globally suffers from under-nutrition, micronutrient deficiency, overweight and/or obesity – and diet-related non-communicable diseases (NCDs) affect a large part of the world’s population. These different forms of malnutrition co-exist – within the same country, community, household or individual. The causal factors are complex and multidimensional and the impacts of sub-optimal nutrition on development, society, health and well-being are serious and lasting, for individuals and their families, for communities and for countries.

Global food production is the largest pressure caused by humans on Earth, threatening local ecosystems and the stability of the Earth system. Current dietary trends, combined with projected population growth to about 10 billion by 2050, will exacerbate risks to people and planet. The global burden of NCDs is predicted to worsen and the effects of food production on greenhouse-gas emissions, nitrogen and phosphorus pollution, biodiversity loss, and water and land use will reduce the stability of the Earth system. Unhealthy and unsustainably produced food poses a global risk to people and the planet.

There are many calls for action to address these issues at every level. At the mid-point of the UN Decade of Nutrition 2016-2025, this conference provides an opportunity to pause and reflect on how we are progressing in our efforts to addressing public health nutrition issues across the world, to discuss our successes and failures and to consider where to next. With these and many other issues to consider, we invite you to contribute to the World Public Health Nutrition Congress 2020.

Abstract submission closes on Sunday 7 July 2019, at 11:59pm AEST



WPHN CONGRESS 2020
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