

# Alcohol: No Ordinary Commodity 3

## Emerging Evidence on the Links Between Alcohol Promotion and Risky Drinking

*Friday March 3<sup>rd</sup>, 2006*  
*8:45 am to 4:30 pm*

Centre for Addiction and Mental Health (CAMH)  
Aldwin Stokes Auditorium  
250 College Street (College and Spadina)  
Toronto, Ontario, M5T 1R8

### Agenda

#### Theory

- 8:00 – 8:45** Registration
- 8:45 – 9:00** Introduction and Welcome  
– **Denise DePape**, OPHA Alcohol Workgroup
- 9:00 – 9:45** Research into the impact of alcohol promotion on risky drinking  
– **Dr. David Jernigan**, Center for Alcohol Marketing and Youth (Washington, D.C.)
- 9:45 – 10:00** Questions/Answers and Discussion
- 10:00 – 10:30** Morning Break (snacks provided)
- 10:30 – 11:15** Canadian research into the link between alcohol promotion and risky drinking  
– **Dr. Marvin Krank**, Lead Researcher, Project on Adolescent Trajectories and Health (Vancouver, B.C.)
- 11:15 – 11:30** Questions/Answers and Discussion
- 11:30 – 12:15** Canadian alcohol promotion, the law and trade treaties  
– **Michelle Swenarchuk**, LLB, Lawyer (Toronto, ON)
- 12:15 – 12:30** Questions/Answers and Discussion
- 12:30 – 1:30** Lunch Break (lunch provided)

#### Practical

- 1:30 – 2:15** Youth and Alcohol, Messages and Media (YAMM) project  
– **Joe Rock**, Ontario Public Health Association
- 2:15 - 2:35** Recent initiatives of the Association to Reduce Alcohol Promotion in Ontario (ARAPO)  
– **Rebecca Fortin**, Ontario Public Health Association
- 2:35 – 2:55** Questions/Answers and Discussion
- 2:55 – 3:15** Afternoon Break (snacks provided)
- 3:15 – 3:50** Public health response to risky drinking and alcohol advertising  
– **Patricia Hajdu**, Thunder Bay District Health Unit  
– **Stephen Gard**, Windsor FOCUS
- 3:50 – 4:25** “What does public health do now?”  
Questions, Answers and Discussion  
– facilitated by **Joe Rock**, Ontario Public Health Association
- 4:25** Closing and Evaluations  
– **Denise DePape**, OPHA Alcohol Workgroup