

# HEALTH<sup>©</sup>

## Marketing and Youth

17-18-19 April 2002  
Fabrica, Treviso, Italy

### AGENDA

Tuesday 16 April 2002

19:30 **informal welcome and drink**

20:00 **buffet dinner at Relais Monaco Hotel**

Wednesday 17 April 2002

**Day 1 - Setting the stage**

Facilitator: Warren Feek

8:30 – 9:00

#### **Introduction**

Welcome address: Paolo Landi, head of advertising, UCB

Communicating diseases: Derek Yach, Chitra Subramaniam-Duella, Pekka Puska

9:00 – 10:30

#### **Plenary - Panel Discussion**

Is Global Marketing a Myth?

*A view of strategies employed in global marketing. Challenges for marketing health<sup>©</sup>*

Panelists: James McNeal; Marion Nestle; Rajeswari Kanniah; Daniele Tranchini;  
youth representative

Moderator: Pekka Puska

10:30 – 11:00

#### **Health break**

11:00 – 11:15

#### **Plenary presentation**

Turning off the TV is not enough.

*Overview of existing marketing techniques targeting children and adolescents*

Presenter: Gary Ruskin

11:15 – 11:30

**Q & A**

11:30 – 11:45

**Plenary presentation**

Marketing overdose

*A scientific perspective of marketing as an addictive behaviour*

Presenter: David Walsh

11:45 - 12:00

**Q & A**

12:00 – 12:15

**Plenary presentation**

Food politics

*How the food industry influences nutrition and health*

Presenter: Marion Nestle

12:15 – 12:30

**Plenary presentation**

*Marketing and vulnerable populations*

Presenter: Susan Villani

12:30 – 12:45

**Q & A**

12:45 – 14:00

**Lunch and lunch presentation**

The best way to reach kids is to not talk to them

Presenter: Stanton Glantz

14:00 – 15:00

**Plenary - Panel Discussion**

Marketing for profit or for public good?

*The private sector's perspectives*

Presenter: Paolo Landi, "Breeding little consumers"

Panelists: Preeta Singh, Sue Goldstein, Gary Knell,

Moderator: Chitra Subramaniam-Duella

15:00 – 15:30

**Plenary presentation**

Getting the message straight.

*Youth empowerment and media literacy/education*  
Presenters: Roger Desmond, Santi Chitrachinda

15:30 – 17:00

### **Working Groups and Session I**

*The Conference will depend on the deliberation of Working Groups. Conference participants will be randomly assigned to the Working Groups. Each Working Group, with the guidance of a moderator and the assistance of a rapporteur, will consider each of the following questions/topics in the three days:*

- What are the critical aspects of marketing and young people? What are the gaps in our understanding?
- What are the effective strategies related to marketing? Can we develop policies related to youth marketing, including regulatory processes?
- What are the effective strategies for critical assessment, media literacy, youth empowerment and marketing health<sup>©</sup>?
- Can we market health<sup>©</sup>?

*Rapporteurs will brief the plenary on days 2 and 3 on the discussion and recommendations of the working groups consolidated by topics*

17:00 – 17:30

### **Agita break and video presentation**

**Video:** NMH Communications video on Tobacco counter advertising

17:30 – 18:00

### **Plenary presentation**

True or false?

*Counter advertising: role, methods and impact*

Presenters: Pamodinee Wijanayake, Alana Petersen

18:00 – 18:30

### **Plenary - Summary of day 1**

by Warren Feek

20:00

**Dinner** at Relais Monaco Hotel

Thursday 18 April 2002

**Day 2: Planning for Action**

Facilitator: Preeti Singh

8:30 – 9:00

**Plenary presentation**

Health in Colors through young people's eyes

*Presentation of excerpts from the global visual investigation conducted by Colors photographers. Good and bad examples of how health is currently advertised and marketed in settings that are part of youth daily life.*

Presenters: Colors

Moderators: Renzo di Renzo and Angela Raviglione

9:00 – 9:30

**Plenary presentation**

Positive Impact

*Lessons learned from child and adolescent programming*

Presenters: Gary Knell; Jane Bertrand; Sue Goldstein

09:30 – 10:00

**Plenary presentation**

Dimensions of marketing: Evidence for Policy

Presenter: Rajeswari Kanniah; James McNeal,

10:00 – 11:00

**Plenary - panel discussion**

Mechanisms for influencing marketing initiatives, policies and trade issues

Panelists: Noel Schacter, Prakit Vathesatogkit, Tim Lobstein, Aneeta Kulasegaran

11:00 – 11:30

**Health break**

11:30 – 12:30

**Plenary - panel discussion**

Marketing health<sup>®</sup>: a legitimate public health mission

*What can and should governments, organizations, communities, parents, religious groups, schools do to protect and promote health? Can the necessary investments be made? What are the principles for policy development?*

Panelists: Noel Schacter, Jane Bertrand, Sylvia Alasraki, Kirstine Nojgaard, Warren Feek, Derek Yach, youth representative

Moderator: Gloria Coe

12:30 – 14:00

**Lunch and lunch presentation**

Marketing as we see it

*Youth perspectives on marketing from around the world*

Presenters: Youth representatives

14:00 – 16:00

**Working Group - Session II**

Cont . from session I

16:00 – 16:30

**Gelato break**

16:30 - 18:00

**Working Group - Session III**

Cont . from session II

18:30 - 19:00

**Interim feedback from working groups**

The rapporteur of each working group briefs the plenary

20:30

Dinner at Relais Monaco Hotel

Friday 19 April 2002

**Day 3: The Way Forward**

Facilitator: Prakrit Vathesatogkit

08:30 – 10:00

**Working group session IV**

Finalization of summary reports to be presented at plenary session

10:00 – 12:00

**Report of working groups in the plenary session**

With participation of attendees and guidance by facilitator

Youth Reflections

The way forward: Warren Feek

12:00 – 12:20

**Health break**

12:20 - 13:00

**Closing plenary**

Concluding remarks: Derek Yach, Chitra Subramaniam-Duella, Paolo Landi.