

AGENDA

ACCESS European consultation conference - Recruitment strategies for adolescent smoking cessation

Vienna 18th June 2010



18 th June 2010		Min.
08.30 a.m.	Registration	30
09.00 a.m.	Official start of conference	
09.00 a.m.	Welcome and introduction (Dr. Anneke Bühler, IFT Institut für Therapieforschung, Germany, Dr. Karl Bohrn, Institut für Sozial- und Gesundheitspsychologie, Austria)	15
09.15 a.m.	Welcome by Federal Health Minister of Austria (tbc)	15
Plenary		
09.30 a.m.	Presentation of the ACCESS project aims and objectives (Dr. Anneke Bühler, IFT Institut für Therapieforschung, Germany)	15
09.45 a.m.	Effectiveness of youth smoking cessation interventions and implications for international translation (Prof. Steven Sussman, University of Southern California, USA)	30
10.15 a.m.	Public Health Branding – Applying Marketing for Social Change (Prof. Gerard Hastings, Institute for Social Marketing and the Centre of Tobacco Control Research, University of Stirling and Open University, Scotland)	30
<i>10.45 a.m.</i>	<i>Coffee break</i>	30
11.15 a.m.	Networking for Youth Smoking Cessation in Europe (Dr. Eva Kralikova, Charles University, Czech Republic)	15
11.30 a.m.	Recruitment for Teen Smoking Cessation – Results of the Literature (Dr. Peter Dalum, Danish Cancer Society, Denmark)	15
11.45 a.m.	Access Strategies for Teen Smoking Cessation – Good practise in Europe (Dr. Anneke Bühler, IFT Institut für Therapieforschung, Germany)	15
12.00 p.m.	Time for discussion and questions	30
<i>12.30 p.m.</i>	<i>Lunch</i>	60
Workshops		
01.30 p.m.	Parallel workshops to discuss youth recruitment strategies for cessation	120



ACCESS European consultation conference

Vienna – 18th June 2010

Funded by the European Union
in the framework of the Health Programme

	interventions delivered : 1. In schools 2. On the internet, 3. In health professional settings, 4. In out of school - youth settings.	
03.30 p.m.	<i>Coffee break</i>	30
Plenary		
04.00 p.m.	Reporting back from the workshops	30
04.30 p.m.	About adding friends and becoming fans – sustainable marketing to European youth & twen target groups Steve Nitzschner, Wildstyle Network Youth Marketing Agency, Germany	20
04.50 p.m.	Conclusions	10
05.00 p.m.	Official end of the conference	