

ASH Scotland and STCA Youth and Tobacco Conference

25 March 2010, Dynamic Earth, Edinburgh



Programme & Learning Outcomes

This conference sets out to inform and inspire those interested in and working with young people in a range of youth settings. This includes youth work, education, residential care and health workers, who have a role to play in preventing youth smoking. The conference will encourage delegates to share practice, identify new ideas and common goals and build new partnerships and networks.

Continuing Professional Development

ASH Scotland and the STCA will provide a Certificate of Attendance, including the learning outcomes achieved throughout the conference, on request. Please indicate on your booking form if you require one.

Learning Outcomes:

By the end of the conference delegates will ...

- have an increased knowledge and understanding of the broader context of tobacco and the impact it has on young people
- have shared their ideas and practice, explored challenges and discovered new insights into a broad range of tobacco issues that impact on work with young people
- be able to identify ways of raising the profile of tobacco issues with young people and the possibilities for integrating new ideas into their own work
- have contributed towards identifying key areas requiring further research or development.

Programme

(This programme may be subject to change)

09.00 – 09.30	Registration
	Media clips: <i>Global impact of tobacco</i>
09.30 – 09.45	Welcome by Chair: Alastair MacKinnon, Chief Executive, Fast Forward (Positive Lifestyles)
09.45 – 10.05	Dr. Abraham Brown, Research Assistant (Crawford Moodie, Research Assistant), Institute of Social Marketing, University of Stirling: <i>Tobacco marketing and the impact on young people</i>
10.05 – 10.25	Amanda Amos, Professor of Health Promotion, Head of Public Health Sciences, University of Edinburgh: <i>Youth smoking and what works</i>
10.25 – 10.40	Sheila Duffy, Chief Executive, ASH Scotland: <i>Measures to prevent youth smoking and youth involvement in tobacco control</i>
10.40 – 11.00	Break and Marketplace
11.00 – 11.10	Neil McIntosh, Community Worker – Young Persons Services: <i>The role youth workers can play in tackling youth smoking</i>
11.10 – 11.45	Roundtable discussions and Q&A on the morning presentations
11.45 - 12.30	World Café: <i>to be continued...</i>
12.30 – 13.30	Lunch and Marketplace
	Media clips: <i>Big Tobacco</i>
13.30 – 14.45	World Café
14.45 – 15.00	Break
	Media clips: <i>Young people taking action</i>
15.00 – 16.00	Workshops: <i>Taking ideas and integrating into practice</i>
16.00 – 16.15	Young people have their say on tobacco control
16.15 – 16.30	Conference summary and close by Chair