

# Scottish Tobacco Control Alliance Research Group Meeting



**24 February 2012, 13.00 - 16.00**

**Iris Murdoch  
Conference Centre  
Room 3  
University of Stirling**

**An opportunity for those with an interest in tobacco control to review the evidence base around the public health benefits of plain cigarette packaging and reducing smoking imagery in films and discuss how the research may be presented for public consideration.**

Professionals with an interest in both research into tobacco related issues and the policy environment surrounding research development are encouraged to network through this group.

The group has proved very useful for highlighting the latest research into the social, economic and health effects of smoking in Scotland and in thoughtfully considering the results of information gathering and service evaluations.

## **Plain packaging**

Dr Crawford Moodie, Senior Research Fellow, University of Stirling: the multifunctional role of tobacco packaging

Prof Linda Bauld, Professor of Socio-Management: an overview of key evidence on plain packaging from the published literature.

Allison Ford, PhD Doctoral Researcher: an update on current research of the attitudes of young people to plainly packaged tobacco.

Dr Jeff Collin, Director, Global Public Health Unit, Social Policy, School of Social and Political Science, University of Edinburgh.

## **Smoking in films**

Smoking in movies and adolescent smoking: cross-cultural study in six European countries. Kate Hunt, Programme Leader, MRC Social & Public Health Sciences Unit.

## **Discussion**

Chaired by Heide Weishaar, Research Group Vice-Chair.

## **Register**

To register for a place at this event contact:

**Jennifer.Black@ashscotland.org.uk**

By bringing together scientists, social researchers and those who commission and make use of the research findings, this group has helped build new connections and working relationships between academia and service providers.