

WEBINAR PROGRAMME

Women, men and alcohol: Why is gender important in alcohol control policies?

25 October 2022 | 9:30–11:00 CET

Opening

Welcome address | **Rüdiger Krech**, Director, Department of Health Promotion, World Health Organization

What does the evidence tell us? Marketing, availability and price

Gender and population-wide interventions: what do we know? | **Carol Emslie**, Lead, Substance use research group, Glasgow Caledonian University, Scotland, United Kingdom

Digital alcohol marketing and gender | **Antonia Lyons**, Director, Centre for Addiction Research, University of Auckland and School of Health, Victoria University of Wellington, New Zealand

Marketing to men | **Nathan Critchlow**, SSA Academic Fellow, Institute for Social Marketing and Health, University of Stirling, Scotland, United Kingdom

Sexualised alcohol marketing: young women promoting beer in Nigeria | **Emeka Dumbili**, Lecturer, Nnamdi Azikiwe University, Nigeria

Spotlight on practices

Gender and youth drinking practices | **Amy Pennay**, Senior Research Fellow, Centre for Alcohol Policy Research, La Trobe University, Australia

Young Indian women's drinking practices | **Sagar Murdeshwar**, PhD researcher, Aberystwyth University, Wales, United Kingdom

Blackwashing, gender and alcohol in Brazil | **Paula Johns**, Executive Director, ACT Promoção da Saúde (ACT Health Promotion), Brazil

Gender and informal alcohol in Kenya | **Brenda Mkwesha**, Regional Director, IOGT-NTO Movement, Sweden

Gender equality: A driving force for civil society's alcohol policy advocates? | **Kristina Sperkova**, President, Movendi International, Sweden

Questions from audience and closing

Moderator | **Carol Emslie**, Lead, Substance use research group, Glasgow Caledonian University, Scotland, United Kingdom

Final remarks | **Juan Tello**, Head, Less Alcohol Unit, Health Promotion Department, World Health Organization

Registration

Participation in this event is by invitation. If you have not received one, and are interested to attend, please contact us for more information on how to apply for consideration at: lessalcohol@who.int.

The event is co-organized by the Less Alcohol Unit of the Department of Health Promotion at the WHO, the Research Centre for Health (ReaCH) at Glasgow Caledonian University, and Centre for Addiction Research, University of Auckland and School of Health, Victoria University of Wellington.