

## Drink Wise Centre of Excellence Presenting our 2015/16 'Exploratory Seminar Series'

The Centre of Excellence is a platform that brings together excellent people, excellent ideas and excellent practice.

Building on our Seminar Series from last year we are pleased to present the 2015/16 Centre of Excellence 'Exploratory Seminar Series.' Following your feedback, this series is based around your priorities and challenges and covers a range of themes designed to kick-start conversation and debate.

### Protecting young people from alcohol marketing

**Tuesday 30<sup>th</sup> June 2015**

Tea and coffee from 1.30pm for 2pm start, ends 4.30pm

This seminar will examine the ways in which alcohol is marketed to young people, highlighting examples of irresponsible alcohol marketing, uncovering industry tactics and investigating ethical marketing. Drink Wise will be launching new research unpicking how the alcohol industry is targeting young people with their adverts and ways young people access advertising. This will also include brand recognition research findings from our recent 'Let's Look Again At Alcohol' campaign.

### How do we use education to support our children to have a healthier relationship with alcohol?

**Wednesday 12<sup>th</sup> August 2015**

Tea and coffee from 1.30pm for 2pm start, ends 4.30pm

This seminar will investigate how we utilise the environment of formal education establishments to support our children and their relationship with alcohol. This seminar will investigate PHSE lessons, healthy schools teams and what we teach our children. The outcomes will be a number of deliberated policy asks to shape and support our children's future.

**Planes, trains and automobiles: exploring the responsible sale, regulation and consumption of alcohol in our public transport systems**

**Thursday 26<sup>th</sup> November 2015**

Tea and coffee at 10am for 10.30am start

This seminar, taking place during Road Safety Week 2015, will explore how we share our public transport space with alcohol. *Planes, trains and automobiles* will kick-start conversations on how alcohol and passive drinking affects us in public transport settings and what training employees receive to tackle drunken behaviour. It will also consider the sale and supply of alcohol and how regulation might come into play. We will be highlighting examples of places and spaces where alcohol bans are in force and what impact this has had, and exploring how we go forward to have a healthier relationship with alcohol in public transport settings.

**How do we ensure students in the North West have a healthier relationship with alcohol throughout higher education?**

**Tuesday 2nd February 2016**

Tea and coffee at 1pm for 1.30pm start

This seminar will kick-start conversations and debate on what is and what can be done to protect our university students in the North West from alcohol-related harms. It will also examine how students throughout their university life can have a healthier relationship with alcohol. We will explore stories from across the region and beyond highlighting examples of best practice e.g. alcohol free halls of residence. We will also identify areas for improvement such as sports and social, fresher's week and opportunities during that week for a more structured approach for students that does not predominantly revolve around alcohol.

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**To secure your place on any of the above seminars, please email:**  
**[drinkwise@ourlife.org.uk](mailto:drinkwise@ourlife.org.uk)**

Drink Wise is commissioned by all North West local authorities. Therefore a maximum of two colleagues per North West local authority are entitled to a free place at each Centre of Excellence seminar. Bookings from outside of these free allocations (e.g. bookings from other organisations) are taken on a first come first served basis with places charged at a set rate of £79 (inclusive of VAT). This fee applies regardless of the nature of the organisation.

All seminars will be held at a Manchester City Centre venue to be confirmed once you have reserved your place. On reserving a place, you agree to abide by our reservation policy and attendance criteria. We expect demand for these seminars to be high. If any of the seminars are fully subscribed we will operate a waiting list. If you have any queries, please contact: Holly Keogh, Centre of Excellence Manager, on 0161 233 7514.

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