

Culture-jamming: Creating a Smokefree Social Movement

ASPIRE
2025

SEMINAR

Tuesday 12 February 2013

At the Amora Hotel

170 Wakefield Street, Wellington

We invite you to an **ASPIRE2025** seminar to learn how culture-jamming could help us foster a smokefree social movement. From the early days of BUGA-UP (Billboard Utilising Graffitists Against Unhealthy Promotions), culture-jamming has turned tobacco industry promotions into self-parodies. As we work towards a society where tobacco is widely recognised as an abnormal product, culture-jamming represents a potentially innovative and appealing way of exposing industry arguments. This seminar will explore culture-jamming as a means of capturing public interest and promoting the smokefree 2025 goal.

Keynote Address: Associate Professor Tim Dewhirst

Tim Dewhirst is an Associate Professor in the Department of Marketing and Consumer Studies at the University of Guelph, Canada. He studied for his Ph.D. with Professor Rick Pollay, at the Sauder School of Business, University of British Columbia.

Tim's research interests centre on tobacco control and his work includes analyses of marketing documents from the Legacy collection, undertaken when he was a Fulbright Scholar. More generally, Tim critically examines tobacco companies' marketing strategies and his expertise in this area has seen him provide expert testimony in Canadian and U.S. tobacco litigation.

Findings from Tim's research have been published in *Tobacco Control*, *Journal of Public Policy & Marketing*, *Journal of Advertising*, and *Addiction*. He has secured funding for tobacco control research from numerous sources and is a sought-after collaborator.

In addition to presenting this seminar, Tim will also be presenting a workshop on social marketing **on Thursday 14 February** at the University of Otago—Wellington Public Health Summer School: <http://bit.ly/TW2Fsh>



Seminar Schedule

2.45pm	Coffee & registration
3.05pm	Welcome
3.15pm	Keynote address
4.15pm	Questions & discussion
4.45pm	Seminar closes

There is no cost to attend this seminar, but places are limited.

To register, contact Donna at the Health Promotion Agency by 2pm on Friday 8th February. **Email:** D.Harding@hpa.org.nz

Registration is not open to individuals who have any current or previous affiliations with any tobacco company.

ASPIRE2025

is a national collaboration of leading New Zealand tobacco control researchers with experts from the University of Otago, Massey University, AUT, Tala Pasifika and Whakauae Research for Māori Health and Development. ASPIRE2025 will conduct research to inform the Smokefree 2025 goal. We are proud to be partners with the Health Promotion Agency.