The Griffith Business School, Department of Marketing
Invites you to a seminar:

“Are anti-obesity messaging strategies missing the mark?”

by Dr Samantha Thomas

When: 2pm – 4 pm, Friday 29th July 2011
Where: Room 1.12 (Board Room), N63 (Nathan Campus)
Drinks & Nibbles at the Enternet Cafe following on from the Seminar

Abstract:

“I don’t eat a hamburger and large fries every day”: Are anti-obesity messaging strategies missing the mark?

Government anti-obesity messaging strategies are part of a suite of social marketing techniques used to combat the obesity epidemic. However, there is extremely limited information about how the information that is communicated within media campaigns impacts on people who are obese. Do these campaigns change behaviour? Do they create more weight based stigma? Are they stimulating people to uptake unhelpful weight loss solutions?

This seminar explores the range of different anti-weight messaging that are delivered from government, the medical professionals, public health and the weight loss industry. It explores the range of conflicting and contrasting campaigns that are presented to the community, and how people who are fat react to these campaigns. Data is presented from an ARC Discovery grant ‘Obesity Have Your Say!’ which explored the experiences, attitudes and opinions of people who are obese.

Speaker:

Dr Samantha Thomas is a Senior Research Fellow and Public Health academic at the Department of Marketing, Monash University. In 2009 she was chosen as one of Australia’s Top Ten Emerging Leaders in Health by leading national newspaper The Australian. In 2010 she received a prestigious Australian Davos Connection Future Leadership Award.

Samantha holds a PhD in Community Health from the University of Auckland, and has worked at the World Health Organisation, the Institute of Psychiatry in London, and King’s College London. Samantha is a regular commentator in national and international press on obesity interventions, health marketing and weight stigma.

She has received grants from the ESRC, NHMRC, ARC, AFL Research Board, Breast Cancer Network Australia and the Victorian Department of Justice. Most recently she was awarded a 2011 Australian Research Council Discovery Grant to investigate the impact of weight messaging strategies on Australian families.

For questions/enquiries: please contact Dr Helene Cherrier: h.cherrier@griffith.edu.au

Please RSVP by 27th July to Preethi at: p.weerasinghe@griffith.edu.au