

# **Alcohol Awareness Week 2011: Harm to Others**

## **Enough is Enough: Calling Time on Second Hand Harm**

**Friday 11 November 2011  
Ramside Hall Hotel, Durham, DH1 1TD**

**Chair:** Fiona Trott, BBC

### **Agenda**

**Morning: Protecting the young and vulnerable from second hand harm**

- 09.30** Coffee and registration
- 10.00** Chair's introduction and overview
- 10.20** **Keynote speaker: Dr Aric Sigman, Psychologist, Author and Broadcaster**  
Alcohol Nation: How to protect our children from today's drinking culture
- 11.00** **Remembrance Day: 2 minute silence**
- 11.02** **Foetal Alcohol Spectrum Disorder : Dr Shonag Mackenzie, Consultant Obstetrician and Gynaecologist, Northumbria Healthcare Trust**  
The best start in life?
- 11.25** **Break**
- 11.40** **Alcohol Marketing : Mark Leyshon, Alcohol Concern**  
New Media, New Problem
- 12.00** **The Kids are Alright?**  
Alcohol advertising – see what they see
- 12.30** **Balance AAW campaign film**
- 12.45** **Q&A panel**

**13.15 Lunch**

**Afternoon: a view from the frontline**

**14.00 Keynote speaker: Jon Stoddart, Chief Constable, Durham Constabulary**  
Alcohol's impact on policing

**14.25 Question time – from the front line**  
Views from the frontline  
Question time panel

**15.05 Learning the lessons from Scotland**  
Presentation from Dr Evelyn Gillan, Alcohol Focus Scotland

**15.30 Call to action**

**15.45 Close**