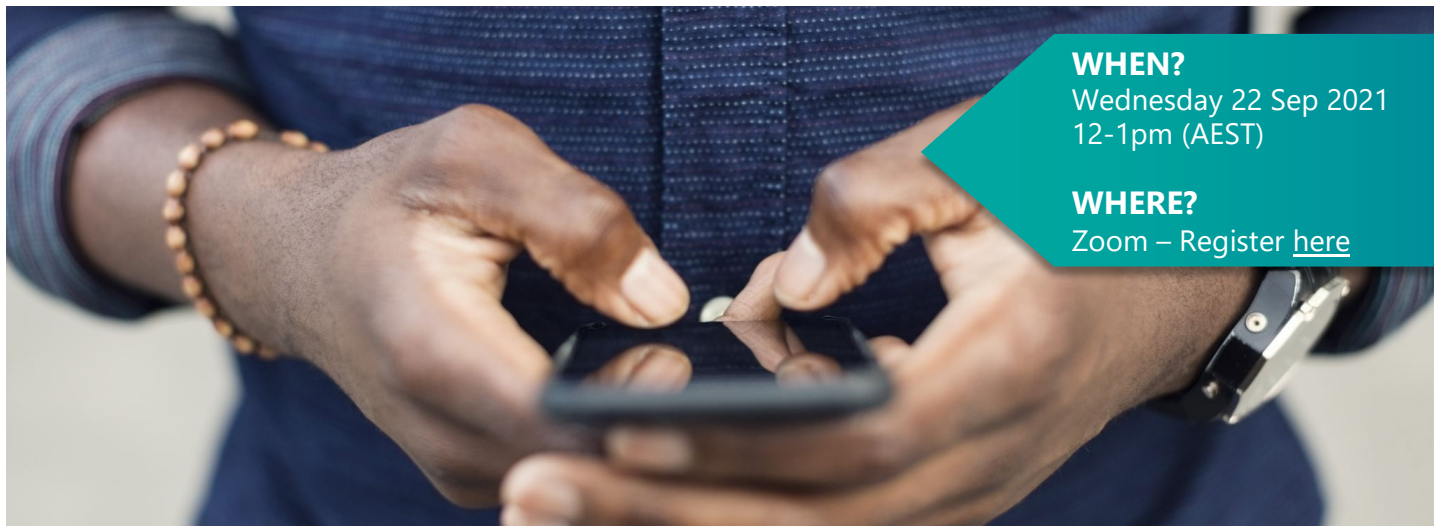


Using citizen science to monitor unhealthy marketing on social media



WHEN?

Wednesday 22 Sep 2021
12-1pm (AEST)

WHERE?

Zoom – Register [here](#)

The Community of Practice for Citizen Science in Prevention brings together people from research, policy, practice, and community settings with an interest in citizen science in chronic disease prevention.

This Community of Practice provides a forum to share knowledge, ideas, and resources, and discuss challenges and strategies to support the design, delivery and evaluation of citizen science projects.

About this session

In this session, the speakers will reflect on how a citizen science approach was used to explore unhealthy marketing (i.e. alcohol, gambling, fast food and sugary drinks) to young people on social media.

In this project, young Victorians (aged 16-25) collected screenshots of unhealthy advertising from their social media feeds and reflected on the findings in an online focus group discussion. This citizen science approach generated insights into the tactics and strategies being employed by unhealthy industries, as well as young people's attitudes towards unhealthy ads and regulation of these. Within this session the speakers will reflect on the use of this approach and how it will inform public health policies and strategies to reduce the influence of digital marketing on young people.

[Register here](#) 

Guest speakers



Dr Brady Robards,
Monash University



Associate Prof.
Nic Carah,
University of
Queensland



Sean O'Rourke,
VicHealth

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Any questions, email us at: citsciprevention.project@sydney.edu.au