

# GLOBAL ALCOHOL POLICY CONFERENCE OCTOBER

*The Global Alcohol Policy Conference (GAPC2023), "Investing in People before Profits: Building Momentum towards the Framework Convention on Alcohol Control," will be held from 24 - 26 October 2023 in Cape Town, South Africa.*

## PLENARY SPEAKER

Prof Antonia Lyons

Hugh Green Foundation Chair in Addiction Research and Director of the Centre for Addiction Research, University of Auckland New Zealand

Professor Antonia Lyons is the Hugh Green Foundation Chair in Addiction Research at the University of Auckland, New Zealand, and the Director of the Centre for Addiction Research. Antonia's academic background is in health psychology and her research focuses on identities, power and addressing inequities across different social groups. Her work has investigated drinking cultures and alcohol consumption at different life stages (including youth, young adult and midlife drinkers), leading to a focus on digital alcohol marketing. She is currently leading a team on a bicultural project that uses the concept of 'limbic capitalism' to explore mobile social media and the marketing of alcohol, vaping and tobacco products. She also part of a team currently exploring alcohol promotion by Instagram Influencers. Antonia co-edited (with Prof Tim McCreanor, Associate Prof Ian Goodwin,



and Prof Helen Moewaka Barnes) the book Youth drinking cultures in a digital world (Routledge, 2017). She is currently co-editor for the journal Qualitative Research in Psychology, on the editorial board of Addiction: Research and Theory and Psychology and Health. Antonia co-edited the Routledge International Handbook of Critical Issues in Health and Illness (2021) and co-edits the Routledge book series Critical Approaches to Health since 2014, both with Professor Kerry Chamberlain.