



Media Release

Global Alcohol Policy Conference [#GAPC2023] welcomes Professor Antonia Lyons to South Africa

21 March 2023

Cape Town: The Global Alcohol Policy Alliance (GAPA), the SA Medical Research Council (SAMRC) and the Southern African Alcohol Policy Alliance (SAAPA) and its co-sponsors are pleased to announce that world renown Professor Antonia Lyons will be a keynote speaker at the upcoming 7th global alcohol policy bi-annual conference which will take place in Cape Town, South Africa from 24 – 26 October 2023.

Professor Lyons will broadly speak on the nature of digital marketing of alcohol and why it is so powerful, as well as the issues (and challenges) in this space.

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.



Her 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. Professor Lyons 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.

The 7th bi-annual conference is co-hosted by GAPA, the SAMRC, and the Southern African Alcohol Policy Alliance (SAAPA). It is co-sponsored by the Department of Social Development, the National Research Foundation (NRF), the DG Murray Trust and SA National Convention Bureau (SA Tourism). The bi-annual conference theme is ***“Investing in People before Profits: building momentum towards the Framework Convention on Alcohol Control”***.

End

For more information contact: Mr Julian A. Jacobs on 061 917 9661 (#GAPC2023: Media Liaison)

***Conference website:** <https://gapc2023.samrc.ac.za/index.html>

Note to News desks:

Additional Information:

GAPC Co-hosts

1. Global Alcohol Policy Alliance (GAPA) [Co-Host]

It is a network of non-governmental organisations and people working in public health agencies and researchers in academic and other institutions who share information on alcohol issues and advocate evidence-based alcohol policies, free from commercial interests. Regional and national alliances affiliated to GAPA operate in Africa (Southern Africa, East Africa, and West Africa), the European Union, the Caribbean, Southeast Asia, the USA, and Western Pacific regions. The bi-annual GAPA conference is the leading forum for the world’s alcohol policy makers, advocates, researchers, civil society activists and practitioners. - <https://globalgapa.org/>

2. SA Medical Research Council (SAMRC) [Co-Host]

The SAMRC was established in 1969 with a mandate to improve the health of the country's population, through research, development, and technology transfer, so that people can enjoy a better quality of life. The scope of the organisation's research projects includes tuberculosis, HIV/AIDS, cardiovascular and non-communicable diseases, gender and health, and alcohol and other drug abuse. <https://www.samrc.ac.za/>

3. Southern African Alcohol Policy Alliance (SAAPA) [Co-Host]

SAAPA was established in 2012 as a platform for civil society organisations in the Southern African region to share resources and experiences in the lobby for evidence-based alcohol policy that promotes the well-being of citizens. <https://saapa.africa/>

GAPC Sponsors

1. Department of Social Development [Sponsor]

Management and oversight over social security, encompassing social assistance and social insurance policies that aim to prevent and alleviate poverty in the event of life cycle risks such as loss of income due to unemployment, disability, old age, or death occurring. Developmental social welfare services that provide support to reduce poverty, vulnerability and the impact of HIV and AIDS through sustainable development programmes in partnership with implementing agents such as State-funded institutions, Non-Governmental Organisations (NGOs), Community-Based Organisations (CBOs) and Faith-Based Organisations (FBOs). - <https://www.dsd.gov.za/index.php>

2. National Research Foundation [Sponsor]

The NRF is an independent statutory body established through the National Research Foundation Act (Act No 23 of 1998), following a system-wide review conducted for the Department of Arts, Culture, Science and Technology (DACST). The NRF promotes South African research and innovation interests across the country and internationally, and together with research institutions, businesses, industry, and international partners we build bridges between research communities for mutual benefit that contributes to National Development. - <https://www.nrf.ac.za/about-us/>

3. SA National Convention Bureau (SANCB) [Sponsor]

The SANCB is a 'one-stop solution' for independent information and assistance, giving neutral advice on all aspects of hosting and organising any business event in South Africa. - <https://www.southafrica.net/za/en/>

4. DG Murray Trust [Sponsor]

The DG Murray Trust (DGMT) is a public innovator that aims to develop South Africa's potential through strategic investment. Together with other funders, NGOs, and government, DGMT studies and supports work being done in the critical areas of early childhood development (ECD), youth unemployment, school dropout and education quality, as well as innovation in the civil sector. As such, our team is well-placed to share critical insights or provide comment on a range of issues in these areas – or if we are unable to, connect the press to people in our network who can. - <https://dgmt.co.za/>

