

THE UNIVERSITY OF STIRLING
IN PARTNERSHIP WITH
THE UNIVERSITY OF GLASGOW

is delighted to invite you to the

KETTIL BRUUN SOCIETY 50TH ANNIVERSARY CONFERENCE

GLASGOW
SCOTLAND
9-13 JUNE 2025

This event will feature cutting-edge alcohol research taking place across the globe, presented by leading and emerging experts, alongside practical workshops during and before the conference, and excellent learning and networking opportunities.



WHY ATTEND?

The KBS conference is famed for its friendly and inclusive atmosphere, and emphasis on lively discussions of emerging, as yet unpublished, research. Attendees come from alcohol research, policy and advocacy backgrounds with a wide range of interests: public health, advocacy, epidemiology, social science, psychology, medicine, policy, health services or disease prevention. Coming back to Scotland for the first time in decades and with special celebrations planned for our 50th Anniversary, we promises an unforgettable learning, development and networking opportunity, in beautiful surroundings.

WHO CAN PRESENT AT THE CONFERENCE?

Note early abstract deadline!

KBS 2025 welcomes formal research or reports from practice on diverse topics. Examples include policy analysis and evaluation, alcohol cultures and practices including in minority or underserved populations, health and public service impacts, communication and advocacy, prevention, treatment, early intervention, alcohol industry tactics and counter-marketing, epidemiology and more. Quantitative, qualitative, and mixed methods approaches, and applied practice-based research are welcome. Abstract submissions close 9th Dec 2024.

THE LOCATION: GLASGOW, SCOTLAND

Famous for castles and clans, as well as science, innovation and discovery, Scotland is a country rich in history, full of drama, whilst future facing. Scotland has been a leader in alcohol policy globally since launching a new national alcohol strategy in 2008 and putting in place a comprehensive and in-depth evaluation programme for Minimum Unit Pricing, possibly the most evaluated public health policy ever!

Glasgow is Scotland's largest city with excellent transport links including a direct rail link to London Euston and direct flights to 57 destinations including all London airports, the USA, Canada, major European airports and Dubai.

STUNNING VENUES, MEMORABLE EVENINGS & A WARM WELCOME!

The brand-new, James McCune Smith Learning Hub is the perfect venue for this 5-day conference, with modern open spaces, and a superb location in the heart of Glasgow's vibrant West End beside beautiful Kelvingrove Park. Delegates will be welcomed by the Lord Provost of Glasgow at the historic Glasgow City Chambers (built in 1889) for the welcome reception, and a special anniversary dinner will be held in the stunning Kelvingrove Museum and Art Gallery (built in 1901) - featuring live music and traditional Scottish dancing.

KEY DATES - *abstract submission is EARLIER than usual to accommodate expected high demand.*

- Abstract submission opens 1st November 2024 and closes on the **9th December 2024** except for late-breaking abstracts.
- Applications for scholarships, fee waivers or bursaries for participants from low and middle-income countries must also be submitted by **9th December 2024** to facilitate early decisions.
- Register by **Friday 7th February 2025** to receive the early-bird discount.

Registration fees are to be confirmed but proposed to start at £350 for PhD students, £400 for KBS members and £450 for others where registering early, including the welcome reception, anniversary dinner and catering.

To register and submit your abstract, or for more information please visit the 2025 conference website: <https://kbs2025scotland.org/>.





KBS 2025

IS BROUGHT TO YOU BY THE UNIVERSITY OF STIRLING IN PARTNERSHIP WITH THE UNIVERSITY OF GLASGOW

Institute for
**Social Marketing
& Health**

UNIVERSITY of
STIRLING 

THE INSTITUTE FOR SOCIAL MARKETING AND HEALTH (ISMH) at the UNIVERSITY OF STIRLING

The Institute for Social Marketing and Health (ISMH), based at the University of Stirling, was founded in 1979 and is the UK's leading research centre on the influence of marketing on public health. The aim of ISMH is to enable improvements in population health and wellbeing and society, through world-leading interdisciplinary research on:

- Analysis of the impact of marketing on the health and behaviour of people, families, communities and wider society;
- Evaluating the impact of public policy on health, public services, and inequalities;
- The development and evaluation of culturally-sensitised behaviour change interventions to improve health and wellbeing.

ISMH initially built its reputation during the 1980s and 1990s as the Advertising Research Unit and later the Centre for Social Marketing. Our reputation has grown nationally and internationally whilst at the University of Stirling, as evidenced by the award of the prestigious Queen's Anniversary Prize for Higher Education in 2014. This honour recognised ISMH's research focus on protecting children from the influence of unhealthy commodity marketing.

Early seminal work by ISMH founder Professor Gerard Hastings included "They'll drink bucket loads of the stuff" which was an analysis of internal alcohol industry advertising documents. Several systematic reviews of the impact of alcohol advertising on youth drinking from the early 2000s have been cited over 1,500 times. In recent years, ISMH has again been at the forefront of research into alcohol licensing, minimum unit pricing in Scotland and an array of studies exploring exposure to and the impact of alcohol marketing.

HEHTA
HEALTH ECONOMICS AND
HEALTH TECHNOLOGY ASSESSMENT

 **University
of Glasgow**

THE HEALTH ECONOMICS AND HEALTH TECHNOLOGY ASSESSMENT TEAM (HEHTA) at the UNIVERSITY OF GLASGOW

The Health Economics and Health Technology Assessment (HEHTA) team is a multi-disciplinary academic research group within the School of Health & Wellbeing (SHW) at the University of Glasgow. HEHTA is dedicated to delivering research that influences decision making in clinical practice, population health, and health policies - both nationally and internationally. With methodological expertise organised within 8 Key Research Themes: Economic Evaluation alongside Trials, Decision Analytic Modelling, Evidence Synthesis, Population Health Economics, Precision Medicine, Global Health Technology Assessment, Medical Statistics, and Qualitative Evaluations. Alongside world-leading research, HEHTA delivers cutting edge education.

HEHTA and SHW are world leaders in alcohol research. HEHTA's Professor Jim Lewsey had a leading role in the evaluations of Minimum Unit Pricing in Scotland and an earlier intervention, the Alcohol Act (which included a ban on quantity-based price discounts). Previous high-profile research includes evaluating the lowering of the legal blood alcohol concentration limit for drivers, studying whether socioeconomic status modifies the relation between alcohol consumption and harm and understanding the relationship between different alcohol consumption patterns and harm.

**Kettil Bruin Society**
SOCIAL AND EPIDEMIOLOGICAL RESEARCH ON ALCOHOL

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STIRLING



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of Glasgow**