

## Fuse Research Event

*Shaping public spaces: Local Authority action on advertising*

**Tuesday 25 March 2025, 2pm – 3.45pm**

*A closed session with Emma Boyland and Ellen McGrane for  
Local Authority colleagues will take place 3.45 – 5pm*

**Northumbria University, City Campus, Northumberland Building, Lecture Theatre 252**

### PROGRAMME

2.00 – 2.05	<b>Welcome</b>  <a href="#">Professor Amelia Lake</a> , Professor of Public Health Nutrition and Fuse Associate Director, Teesside University
2.05 – 2.35	<b>Setting the scene: What is the link between marketing and behaviour?</b>  Food and alcohol marketing and behaviour – <a href="#">Professor Emma Boyland</a> , Professor of Food Marketing and Child Health, University of Liverpool  Gambling marketing and behaviour – <a href="#">Ellen McGrane</a> , Research Associate in Alcohol and Public Health, University of Sheffield
2.35 – 2.50	<b>The scale of the issue: What is marketed in the out-of-home setting and what can Local Government do about this?</b>  <a href="#">Scott Lloyd</a> , NIHR Doctoral Fellow and Advanced Public Health Practitioner, Middlesbrough Council and Redcar & Cleveland Borough Council
2.50 – 3.05	<b>Taking action: The experience of developing and adopting an advertising policy</b>  <a href="#">Philip Truby</a> , Public Health Specialist Practitioner Advanced, City of York Council
3.05 – 3.30	Question and Answer session
3.30 – 3.45	Break
3.45 – 5.00	Closed session with Emma Boyland and Ellen McGrane for Local Authority colleagues

Post about the event using [#FuseRE](#)

Follow Fuse on X [@fuse\\_online](#) or Bluesky [@fuseonline.bsky.social](#)