MEET THE PANELLISTS
Women, men and alcohol: Why is gender important in alcohol control policies?
25 October 2022
9:30–11:00 CET

Carol Emslie, Lead, Substance use research group, Glasgow Caledonian University, Scotland, United Kingdom. Professor Carol Emslie is a Medical Sociologist at Glasgow Caledonian University with an international reputation for gender, alcohol and health research. Recent work includes a qualitative study of drinking in LGBTQ+ communities, a gender-sensitive review of population level interventions to reduce alcohol-related harm and exploring the impact of minimum unit pricing on homeless people. Her research contributes to Glasgow Caledonian University’s mission as the University for the Common Good, and to the UN SDGs. Carol leads the substance use research group and is co-Director of the Research Centre for Health (ReaCH) at Glasgow Caledonian University. She is co-Chair of the Scottish Alcohol Research Network. She works closely with the third sector and engages extensively with practitioners, policy makers, and the public through blogs and social media (@SubMisuseGcu has > 3,500 followers), media coverage and invitations to contribute to expert groups.

Antonia Lyons, Director, Centre for Addiction Research, University of Auckland and School of Health, Victoria University of Wellington, New Zealand. Antonia has recently taken up the Hugh Green Foundation Chair in Addiction Research at the University of Auckland, New Zealand. Prior to this she was Professor of Health Psychology at Victoria University of Wellington. Antonia’s research has focused on the cultural, social and embodied contexts of behaviours related to health and wellbeing, particularly drinking cultures and alcohol consumption at different life stages. She has a strong interest in digital alcohol marketing and is currently part of a bicultural team using the concept of ‘limbic capitalism’ to explore mobile social media and the marketing of alcohol, vaping and tobacco products. Antonia co-edited (with Tim McCreanor, Ian Goodwin and Helen Moewaka Barnes) the book “Youth drinking cultures in a digital world” (Routledge, 2017).

Nathan Critchlow, Academic Fellow, Institute for Social Marketing and Health, University of Stirling, Scotland, United Kingdom. Nathan is a Society for the Study of Addiction Academic Fellow at the Institute for Social Marketing and Health, University of Stirling. He specialises in analysing commercial determinants of health, the impact of marketing exposure on health-related attitudes and behaviours, and the regulation of marketing practice. His previous research includes analyses of price and market changes following the introduction of standardised tobacco packaging and minimum unit pricing for alcohol, national surveys of adolescent and young adult exposure to alcohol and food marketing, and research into digital marketing, sport sponsorship, advert design, and marketing regulation.

Emeka Dumbili, Researcher. Emeka centres his interest on gender, the sociology of alcohol and drug use, addiction, public health and social policy. He explores how media consumption mediates substance use, the gendering of alcohol and other substances, alcohol industry marketing strategies in Africa and the politics of alcohol and drug policies. His ongoing portfolio includes gender, intoxication and changing drinking norms, recreational drug use, drug (de)normalization, alcohol labelling practices.
Amy Pennay, Senior Research Fellow, Centre for Alcohol Policy Research, La Trobe University, Australia. Amy is a Senior Research Fellow at the Centre for Alcohol Policy at La Trobe University. Amy’s research sits at the nexus of sociology and public health, investigating how social and cultural factors influence drinking practices and health outcomes. Her recent work has focused on youth drinking practices, (sub)cultures of drinking, and intersections of drinking and policy with social determinants such as gender, class, race, place and sexuality.

Sagar Murdeshwar, PhD researcher, Aberystwyth University, Wales, United Kingdom. Sagar is a PhD researcher in social psychology based in Wales. Over the last eight years, he has studied globalised drinking cultures in urban India, particularly in Mumbai. The contemporary drinking landscape in India is characterised by economic deregulation and the subsequent spread of transnational alcohol companies. His work analyses how within this national context Indian women make sense of their drinking practices. He is interested in how women learn to drink and come to understand themselves through their participation in such practices. He draws on anthropology, human geography, marketing studies and, media and cultural studies to explore the psychological implications of gendered drinking practices. Sagar’s inter-disciplinary work thus makes an empirical and conceptual case for urban drinking cultures being sites for novel identity and gender relations in globalised India.

Paula Johns, Executive Director, ACT Promoção da Saúde (ACT Health Promotion), Brazil. Paula was born and grew up in Brazil. She obtained a Master of Arts Degree in English and International Development Studies in Denmark, at Roskilde University Center. She is the co-founder and director of the ACT Health Promotion (former Alliance for the Control of Tobacco Use), a Brazilian coalition of over a thousand members, created in 2003 to support the process of ratification and implementation of the WHO-FCTC in Brazil. Since 2013, ACT has expanded its scope of work to include the agenda of the NCDs. ACT is also one of the leading organizations of the Brazilian Alliance for Healthy and Adequate Food formed in 2016 to support food policy issues. She is also a former chair of the Board of Directors of the FCA – Framework Convention Alliance, former Board Member of the NCD Alliance, currently a Board Member of GAPA - Global Alcohol Policy Alliance. Johns is also an Ashoka Fellow.

Brenda Mkwesha, Regional Director, IOGT-NTO Movement, Sweden. Brenda holds a Bachelor and Master of Business Administration. She has 8 years’ experience in accounting and 12 years’ experience in development management. Development work has mainly entailed project and program design, budgeting, project and program management, monitoring evaluation and learning. Brenda has trained coached and mentored grass roots organizations in governance, financial management, project implementation and monitoring in East and Southern Africa. She has been involved in ensuring that grassroots organizations include and work on child rights, gender equity and mainstreaming as well as the environment in their interventions in two regions. Brenda Mkwesha has over 8 years of experience working on and overseeing alcohol prevention and alcohol policy projects in East Africa. She has been integral in the formulation and sustainability of alcohol policy networks in several countries in East, Southern and Western Africa. Currently she is the Regional Director of IOGT-NTO Movement’s East Africa Office based in Dar es Salaam, Tanzania overseeing alcohol prevention and alcohol policy projects in Burundi, Kenya, Rwanda, Tanzania and Uganda.

Kristina Sperkova, President, Movendi International, Sweden. Kristina, born in Sala, Slovak Republic, has been recently re-elected for her third mandate as International President. Kristina is a psychologist, alcohol and other drugs policy advocate, development aid specialist, feminist, civil society activist, Human Rights defender, effective altruist and humanist. Kristina has a master degree in psychology from the Comenius University in Slovakia. She has been active in the field of substance use prevention within civil society for 20 years starting in a peer program in her hometown community, she served as a Secretary-General of a European Youth Organization active in alcohol harm prevention and youth empowerment, and prior to her current position she worked in the field of official development assistance with questions relating to alcohol as obstacle to development. She wrote a booklet Alcohol culture in gender zoom and recently published a scientific paper “Alcohol policy measures are an ignored catalyst for achievement of the sustainable development goals.”