



## 10<sup>th</sup> Biennial Behavioural Research in Cancer Control (BRCC) Conference 'Behavioural Research Leading Chronic Disease Control'

### Pre-Conference Seminar: iHealth2.0: Public health in the electronic age

Tuesday 13 April 2010, 12.30 pm -5.00 pm  
Tradewinds Hotel, East Fremantle

#### Presentations include:

##### ***Health information on the web***

**Ed Yong**, Cancer Research UK

Ed Yong is Head of Health Information and Evidence at Cancer Research UK and an award winning science writer. He blogs at Not Exactly Rocket Science and writes in a freelance capacity for a wide variety of publications including New Scientist, Nature, the Economist, the Guardian and the Daily Telegraph.

##### ***Getting the message across***

**Becky Freeman**, University of Sydney

Becky Freeman is an early career researcher and PhD candidate at the School of Public Health, University of Sydney. Her research interests include the influence of Web 2.0 technology in both promoting and reducing tobacco use. A key focus of Becky's PhD thesis is on the tobacco control implications of the increasing popularity of electronic media and social networking websites. She was recently appointed the associate editor of new media for the international journal, Tobacco Control.

##### ***Changing the world without leaving your desk***

**David Mackenzie**, Conservation Council of WA

As a leading conservation advocate over the past 15 years, David's background in computer engineering has placed him well to be part of the rise and rise of successful NGO online campaigns. Using live and recent examples, David will make sense of one of the fastest growing and changing avenues of communication, explaining how lessons learnt to-date can inform our campaigns in 2010. David is currently the Online Campaign Manager for Australia's largest conservation alliance, the Save Our Marine Life Collaboration at [www.saveourmarinelife.org.au](http://www.saveourmarinelife.org.au)

##### ***Population surveys: does the web work?***

**A/Prof Michael Rosenberg**, University of Western Australia

##### ***Paperless research: possibilities and pitfalls***


**Dr Belinda Morley**, Cancer Council Victoria

For further information and to download an application form please visit the Cancer Council WA website:

 <http://www.cancerwa.asn.au/research/conferences/>

Or to contact the Conference Coordinator by email or telephone:

 [BRCC2010@cancerwa.asn.au](mailto:BRCC2010@cancerwa.asn.au)

 (08) 9388 4347

#### Cost

Half-day registration: \$80  
(includes lunch)

**PLACES ARE STRICTLY LIMITED**

