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| **Host Organisation & named host/mentor for visit**  | Institute for Social Marketing and Health, University of Stirling. [Dr. Nathan Critchlow,](https://www.stir.ac.uk/people/256778) supported by [Prof. Niamh Fitzgerald](https://www.stir.ac.uk/people/257366) and other colleagues in the ISMH team.  |
| **Topic/focus of visit** | Primarily **alcohol marketing**, but please get in touch if you wish to conduct a placement with ISMH focused on a different area of alcohol research.  |
| **Brief note on alcohol policy research credentials** | The Institute for Social Marketing and Health has an established reputation for examining how commercial marketing practice impacts on attitudes and behaviour among consumers, including being awarded the Queen’s Anniversary Prize in 2014 for our research into tobacco marketing and young people. The team is active in a broad and diverse range of alcohol-related research projects. This includes marketing, licensing, pricing, framing, and much more. Dr. Nathan Critchlow, the proposed main contact, currently holds a fellowship from the Society for the Study of Addiction to examine the impact, effectiveness, and acceptability of statutory controls on alcohol marketing. This includes a portfolio of working examining Ireland’s Public Health (Alcohol) Act. He has also previously conducted research into digital alcohol marketing, sport sponsorship, minimum unit pricing, youth exposure to alcohol marketing, and policy framing. He is also on the board of directors at Alcohol Focus Scotland.  |
| **Proposed activities during visit week** | We would be flexible on the nature of any study visit to maximise an applicant’s experience, but potential opportunities may include (but are not limited to):* Attendance and opportunity to present at research group meetings and other live project meetings.
* Conducting secondary analyses on existing datasets.
* Meeting and/or shadowing other researchers or building capacity for future projects.
* Networking and knowledge exchange with key stakeholder organisations.
* Contributing to live projects/publications.

We would also be particularly open ideas for small projects from the applicant that could be initiated/conducted during the visit.  |
| **Any other relevant information you wish to add.** | Providing COVID-19 restrictions permit, it is intended the visit will involve time based at [Stirling’s beautiful campus](https://www.stir.ac.uk/student-life/campus-facilities/). That said, the ISMH team are based across the central belt of Scotland, so it is likely the study visit may also involve meeting team members/stakeholders in Glasgow or Edinburgh (both are easily commutable by train). We are flexible on proposed timing for the visit. Do get in touch to discuss.  |