



3-7 APRIL 2017

**15th** WORLD CONGRESS  
ON PUBLIC HEALTH  
2017 MELBOURNE AUSTRALIA  
VOICES • VISION • ACTION

15th World Congress on Public Health Secretariat  
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## **Sex after 65; CT scans raising kids' cancer risks; are celebrities bad for your health; and more from Day 1 of the World Congress on Public Health**

- **CT scans have raised kids' cancer risks**
- **Sex after 65: sexual activity and physical tenderness are important to healthy ageing**
- **Are celebrities bad for your health? Just 12 per cent of star endorsements are for healthy choices**
- **Your phone could be telling you to eat more veggies**
- **Public health – enemies of the people?**

Stories from the 15<sup>th</sup> World Congress on Public Health  
Monday 3 April 2017, Melbourne Convention Centre

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## **CT scans have raised kids' cancer risk**

In 2013 Melbourne researchers reported that Australia kids exposed to CT scans were at greater risk of cancer in later years. Today John Mathews and his team report that the risk is higher than they initially thought especially at the youngest ages.

Sometimes CT scans are essential, sometimes they may not be and in the USA the average radiation dose per person has doubled in recent years thanks to overuse of medical imaging – everyone wants to use the new CT machine.

## **Pepsi loves Britney Spears, but Coca Cola loves Christina Aguilera**

### ***Could celebrities use their power for good?***

Professor Vivica Kraak's (Virginia Tech) study of celebrity marketing of food and drink brands in the US identified hundreds of stars endorsing fast food, alcohol, sweets and soft drinks. This could be contributing to obesity and other chronic diseases.

She tracked 543 celebrities. The breakdown of endorsements was 21 per cent alcohol, 17 per cent snacks and sweets, 15 per cent sugary drinks, 13 per cent fast food restaurants, 12 per cent for dairy/water/fruits and vegetables.



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Vivica calls for coordinated policy actions to use celebrity endorsement, along with other integrated marketing communications, to promote healthy nutrient-profile products and behaviors that support healthy food environments.

In a second paper Vivica will report on progress made by U.S. restaurants to create healthy food environments for customers, especially children and teens, using eight marketing-mix and choice-architecture or nudge strategies.

## Stopping mothers, children and adolescents dying young

In 2015, nearly 6 million children under the age of 5 died in entirely preventable circumstances. That same year, the UN announced over \$25 billion in commitments to help end preventable deaths of women, children and adolescents, and ensure their health and well-being as part of a global strategy for women's, children's and adolescents' health, developed in consultation with more than 7,000 individuals and organizations.

At the #WCPH2017 Professor **Judy Lewis** from the University of Connecticut, and colleagues will discuss what health gains the strategy has supported, where gaps still exist and how government and society can work together to meet the Global Strategy for Women, Children and Adolescents.

## Your phone could be telling you to eat more veggies

Can social media and mobile gaming persuade young adults to eat their recommended five serves of vegetables. University of Sydney researchers have found that young adults aged 18-24 were the worst at eating their veggies, consuming on average only 2.7 serves according to the 2011-12 National Nutrition and Physical Activity Survey. To change that they're now trialling a social media and mobile gaming intervention with goal setting, tailed feedback and short cooking videos delivered by phone. Monica Nour is talking at 1.30 pm.

## Sex after 65: sexual activity and physical tenderness are important to healthy ageing

**Dr Rosanne Freak-Poli** from Monash University evaluated sexual activity and physical tenderness in 2,374 dementia free adults over 65 years old in the Netherlands. She found that engaging in sexual activity and physical tenderness were generally associated with younger age and better socioeconomic position, lifestyle behaviours, physical and psychological health.

"Sexual behaviour is an important aspect of healthy ageing and is particularly important now that we are living longer and are capable for longer. Efforts to maintain sexual health should be expanded to older ages," Rosanne says.

## Other speaker highlights

- 'Enemies of the people': public health in the era of populist politics and media – Martin McKee, past president European Public Health Association
- What can we learn from past global pandemics to be ready for the next one? – Raina Macintyre, UNSW
- How are Grindr and other apps changing the gay community, how gay men connect for sex
- Economic abuse – how to spot this largely hidden form of domestic violence, Jozica Kutin, RMIT University
- What works—culturally, practically and through good governance—in Indigenous public health – Michelle Deshong, 2015 Fulbright Indigenous Professional Scholar



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*The 15<sup>th</sup> World Congress on Public Health is on from 3 to 7 April at the Melbourne Convention and Exhibition Centre.*

More at <http://www.wcph2017.com/media.php> and @wcph2017 on Twitter.  
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