

## HOW TO REGISTER FOR THE CONFERENCE

Registration is open to any qualified worker in a discipline relevant to prevention, including all European and international researchers, professionals, practitioners, policy makers and students.

In order to register for the conference, you must:

- Arrange payment of the conference fees. Details on how to make the payment are available on the conference pages of the EUSPR website (<http://euspr.org/fifth-euspr-conference/>).
- If you are paying by bank transfer, then please also complete a special Eventbrite registration form (this will not collect payment) before making payment.

## CONFERENCE FEES

Please note places for the pre-conference workshops are limited (<30 places/workshop), please book early to avoid disappointment.

### Pre-conference workshops on October 15<sup>th</sup>:

- Workshop on Optimising behavioural interventions – the MOST model and understanding effective prevention programme components; € 30 Student, € 50 EUSPR/SPAN member, and € 75 non member (lunch & refreshments included).
- Workshop on Economic analysis and the cost effectiveness of prevention – Introduction to Economic Evaluation of Health Care Interventions; € 30 Student, € 50 EUSPR/SPAN members, and € 75 non member (lunch & refreshments included).

### Main conference days on October 16<sup>th</sup> – 18<sup>th</sup>:

Early bird fees:

- EUSPR full fee-paying Members € 100
- Non-members of the EUSPR € 150

Fees from September 15<sup>th</sup>:

- EUSPR full fee-paying Members € 125
- Non-members of the EUSPR € 175

Please note that the main conference fees will increase further towards the date of the conference. Payment of fees at the conference or workshops will only be available if agreed in advance.

If you are a student with an accredited University or other Institution, please contact us through the EUSPR website for details of student fees.

## CONFERENCE LOCATION

Centre de Cultura "SA NOSTRA"  
C/ de la Concepció, 12. 07012-Palma

Travel and accommodation information are available on the conference pages of the EUSPR website.



EU SPR  
European Society for  
Prevention Research

Is an ounce of prevention still worth  
a pound of cure?  
The economics and value of prevention

5th International Conference and  
Members' Meeting  
Palma de Mallorca  
October 16-18, 2014

Pre-conference workshops will be held in collaboration with the Science for Prevention Academic Network (SPAN).



# Is an ounce of prevention still worth a pound of cure?

## The economics and value of prevention

Co-organised with the European Institute of Studies on Prevention (IREFREA).  
Held in collaboration with the Centre de Cultura Sa Nostra, Universitat de les Illes Balears (UIB), D.G. de Salut Pública i Consum, Conselleria de Salut, Plan Nacional sobre Drogas (PNSD), the Social Research Unit, Dartington, UK, and the Centre for Public Health at Liverpool John Moores University.

Co-organised with:



In collaboration with:



This year's EUSPR main conference theme is Economics of Prevention and the 'value' of prevention to society, although parallel sessions will include talks on a variety of prevention science topics. The call for abstracts is now closed but if you have missed the deadline then it may still be possible to submit. Please contact us through the EUSPR website to discuss.

The conference will explore the latest findings, methodologies and controversies in the field, but also ask what are the expectations of society towards prevention? Where should our relative priorities lie – for example, on improving population health, saving money, reducing inequalities, or emphasising treatment and law enforcement responses? The conference will also examine the role of economic interests in prevention and how these may hinder or support prevention work.

We are also extremely pleased that pre-conference workshops will be held in collaboration with the Science for Prevention Academic Network (SPAN), which aims to support the development of prevention science education across the EU. Early booking is essential.

## 15<sup>TH</sup> October 2014: PRE-CONFERENCE WORKSHOPS

### **EUSPR/SPAN workshop on Optimising behavioural interventions – the MOST model and understanding effective prevention programme components.**

This workshop will be convened by **Prof Linda Collins**, Penn State University (USA), and **Prof Fabrizio Faggiano**, Avogadro University (IT)

The workshop is aimed at anyone who is interested in the development and evaluation of a broad variety of behavioural interventions. The session will introduce the rationale and motivation for MOST, the framework and phases of MOST, and how a researcher would conduct a study using MOST. The workshop explores the design of screening experiments and includes plenty of opportunities for open discussion to understand how MOST might be applied to areas of interest to workshop attendees. At the end of the workshop attendees will be able to decide whether MOST would be helpful in their own research.

### **EUSPR/SPAN workshop on Economic analysis and the cost effectiveness of prevention – Introduction to Economic Evaluation of Health Care Interventions.**

This workshop will be convened by **Dr Claire McKenna**, and **Ms Rita Faria**, University of York (UK)

This workshop introduces the different forms of economic evaluation (e.g. cost-minimisation analysis, cost-effectiveness analysis, cost-utility analysis, cost-benefit analysis), the methods used to conduct an economic evaluation, and how to critically appraise published studies in the context of decision-making. It starts with an overview of the basic economic concepts underpinning economic evaluation in health care, namely opportunity cost, efficiency and equity. This is followed by a step-by-step guide on how to conduct an economic evaluation using a ten-point checklist as a template for study design and critical appraisal. The workshop finishes with a case study for group discussion. The case study will demonstrate how to apply economic evaluation in practice and how to use the results for making decisions. This workshop is of interest to prevention professionals wishing to understand economic evaluation and the application of methods to preventative care.

## 16<sup>TH</sup> – 18<sup>TH</sup> October 2014: MAIN CONFERENCE

Registration on Day 1 of the conference is from 13:00, with a formal opening at 14:00. The day will end at 17:30. Day 2 will start at 9:30 and end at 17:15. Day 3 will start at 10:00 and end at 13:30.

Over the three days, the conference programme will allow delegates to take part in a variety of sessions and social events, including:

## PLENARY SESSIONS

### PLENARY SESSIONS 1

- 1.1 The economic and social value of prevention in policy development  
**Professor Kevin Fenton** (Public Health England, UK)
- 1.2 The economics of prevention  
**Dr Franco Sassi** (The Organisation for Economic Co-operation and Development, FR)

### PLENARY SESSION 2

- The role of economic interests in the development of European prevention policy  
**Professor Peter Anderson** (Maastricht University, ND)

### PLENARY SESSION 3

- The acceptability and societal value of population level prevention  
**Professor Theresa Marteau** (University of Cambridge, UK)

### SCIENTIFIC ROUND TABLE

- Strategies to compare the costs and benefits of prevention?  
**Main speaker: Stephanie Lee** (Washington State Institute for Public Policy, USA)

## PARALLEL SESSIONS

Parallel Sessions are the core of the conference as they allow delegates to present and discuss their latest findings and ideas. As well as open themed sessions, there are parallel sessions dedicated to post graduate and Early Career Researchers, and supporting the use of prevention evidence in practice and policy making. Other parallel sessions are focused on understanding how effective interventions are developed and work across different outcome domains.

### **Poster session and complimentary drinks reception**

A complimentary drinks reception accompanies the poster session. The SPAN project will be offering prizes with an equivalent value of €500 for the best posters by an Early Career Researcher.

## SOCIAL ACTIVITIES

There will be coffee breaks and lunch provided throughout the pre-conference workshops. Coffee breaks will be provided throughout the main conference days, with lunch provided for all delegates on Day 2 (17<sup>th</sup> October), and for Members' Meeting attendees on Day 1 (16<sup>th</sup> October).

On Day 2 of the conference, October 17<sup>th</sup>, there will be a social dinner, please check the website for details. Please note that the conference fee does not include the dinner.

## MEETING SLOTS

We have a number of meeting slots available if you would like to book a session for your interest group or project. Please contact us via the website to book one of these slots and we will do our best to accommodate.

Please check the website (<http://euspr.org>) for further conference details and timings.

## EUSPR MEMBERS' MEETING

All EUSPR Members are invited to attend the EUSPR Members' Meeting, which will include the elections for the 2015 – 2017 EUSPR Board. This will take place on the morning of Day 1 of the conference, 16<sup>th</sup> October, 9:30 - 12:15. Refreshments and a complimentary lunch are provided for Members' Meeting attendees.