

Evidence-Based Health Policy Project

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REDUCING DRUNK DRIVING IN WISCONSIN:

WHAT WORKS, WHAT DOESN'T?

April 18, 2012

8:30 – 11:00am

8:30 – 8:40 Welcome and Introductions

Moderator: Lee Faucher, MD, Department of Surgery, UW School of Medicine and Public Health

PRESENTATIONS

8:40 – 9:25 **Barron H. Lerner, MD, PhD**, Physician and Professor of Public Health and History of Medicine, Columbia University, and author of the recent book, *One for the Road: Drunk Driving Since 1900*

9:25 – 9:45 **D. Paul Moberg, PhD**, Research Professor and Program Director for Evaluation Research, UW Population Health Institute

9:45 – 10:05 **Julia Sherman**, Senior Outreach Specialist, Wisconsin Alcohol Policy Project, Resource Center on Impaired Driving, UW Law School and Chair of Wisconsin State Council on Alcohol and Other Drug Abuse, Prevention Committee, Alcohol, Culture and Environment Workgroup

10:05–10:35 **Michael L. Rothschild, PhD**, Professor of Marketing (Emeritus), UW School of Business

QUESTIONS AND ANSWERS

10:35 – 11:00



ROBERT M. LA FOLLETTE
SCHOOL OF PUBLIC AFFAIRS
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