

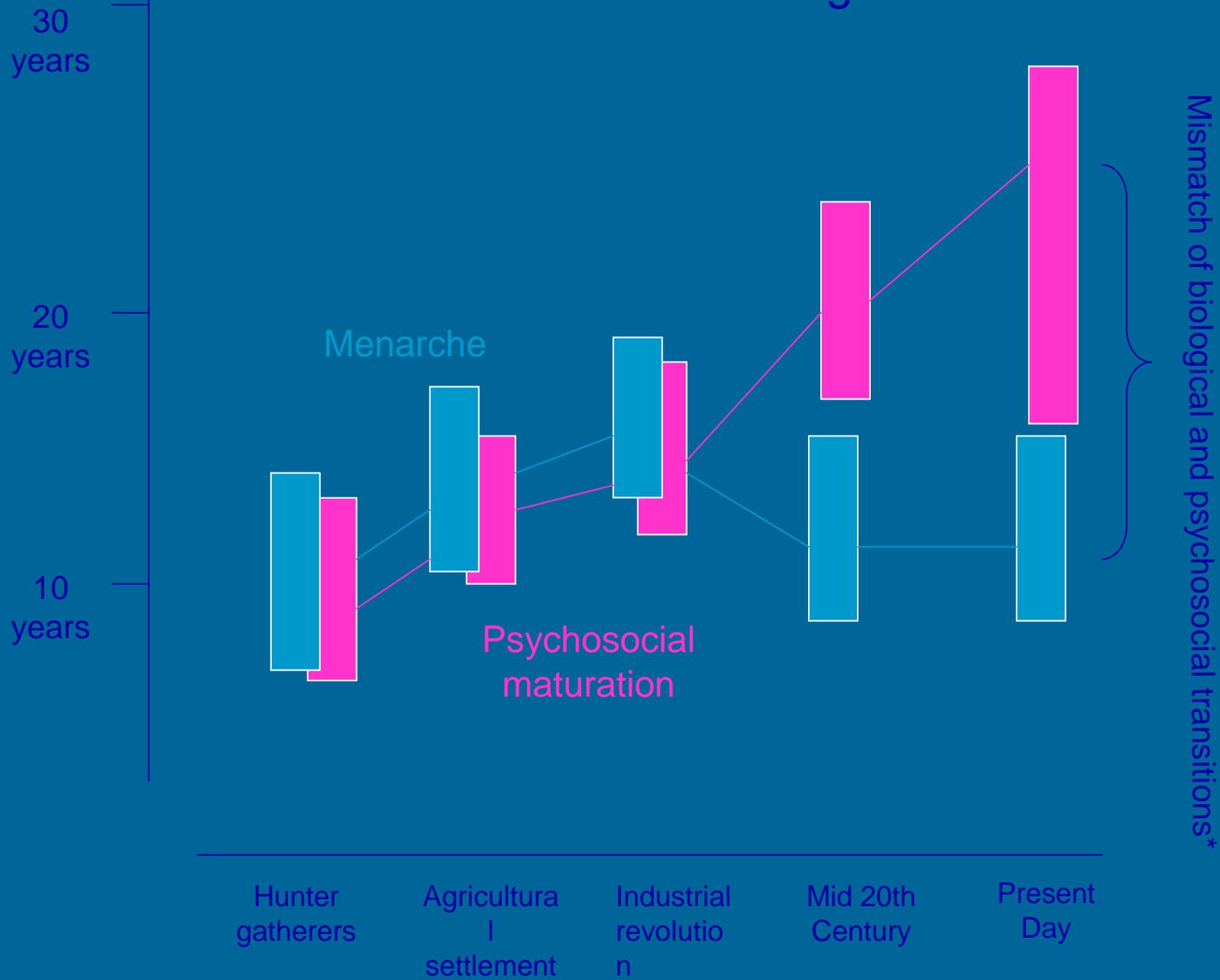
The Foundation Years

Professor George Patton
Middle Years of Childhood Seminar,
Perth June 2011

Scope of Talk

1. Shifting Shape of Development
2. Puberty Matters
3. The Middle Years Focus

Menarche & social transitions in high income world



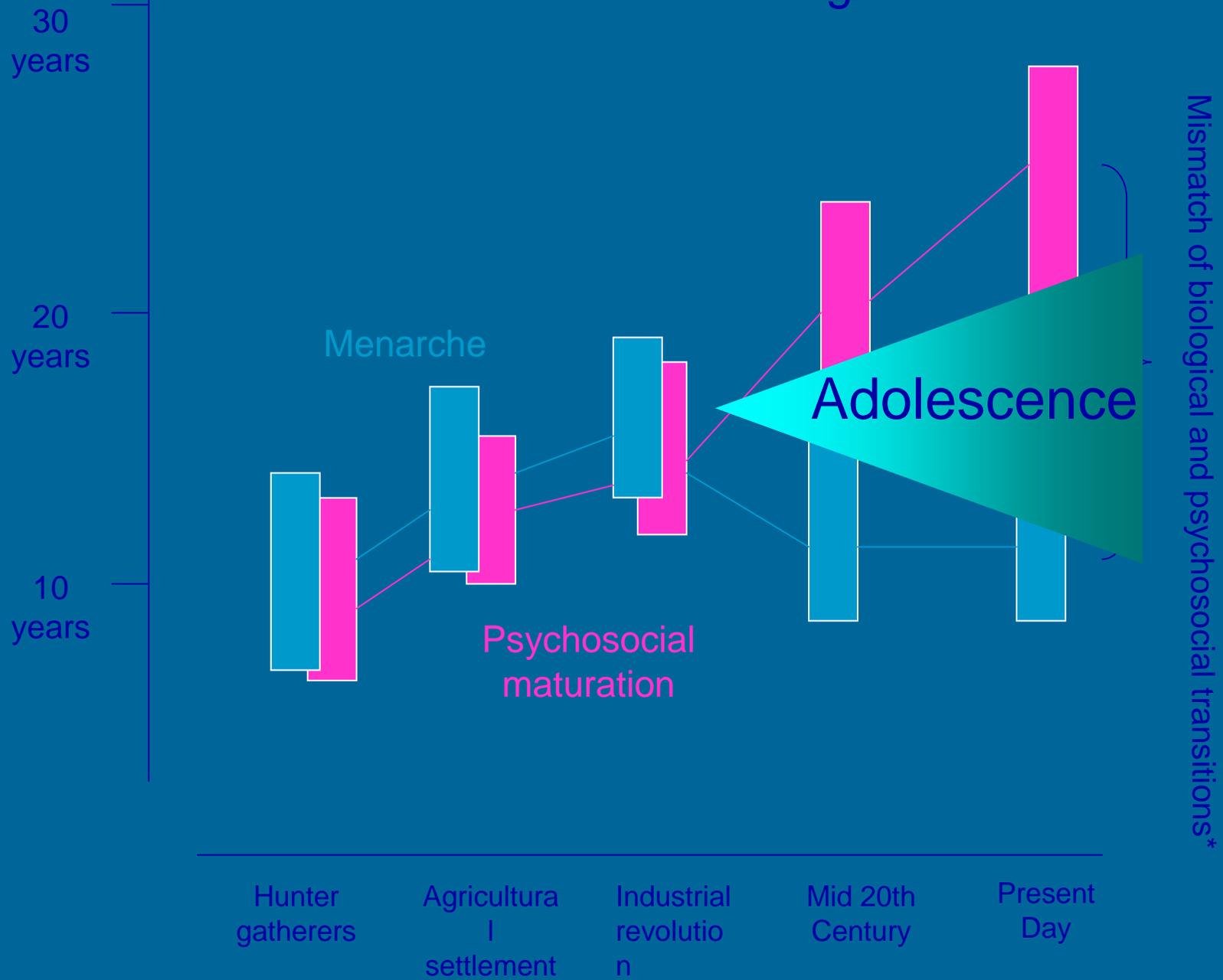
Adapted from
O'Leary







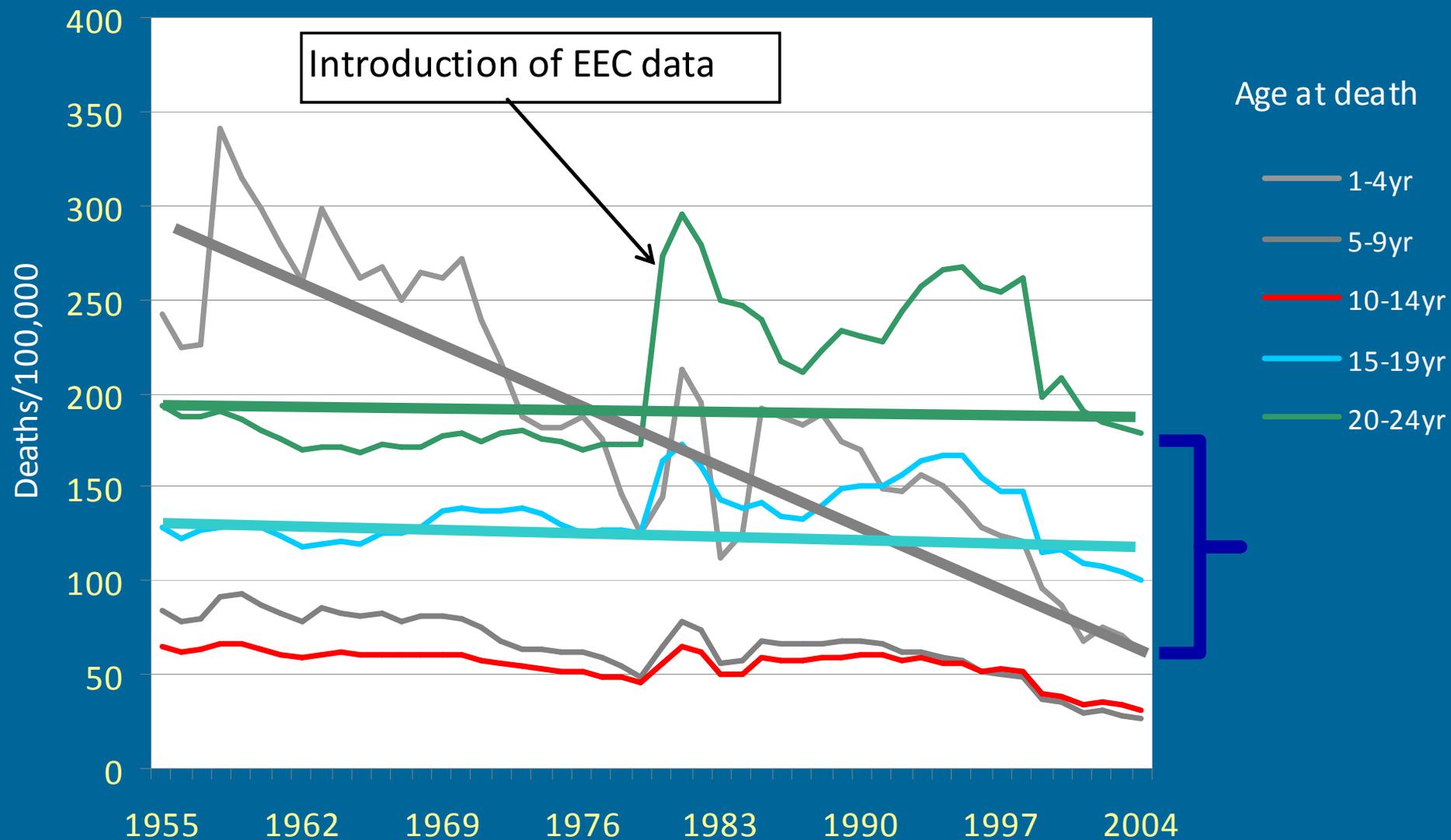
Menarche & social transitions in high income world



Adapted from
Chapman

Other changes.....

Adolescent vs Childhood Mortality: 50-year trends in 50 countries



brandnew
momentum



BACARDI[®] BREEZER

**Кампания по запуску
Bacardi Breezer
на российском рынке**

Москва - Санкт-Петербург
Август - декабрь 2004 г.



Бриф:
Вывести на рынок слабоалкогольных коктейлей новый premium - бренд Bacardi Breezer.
Запустить продукт и построить имидж исключительно через места продаж, без ATL - поддержки.

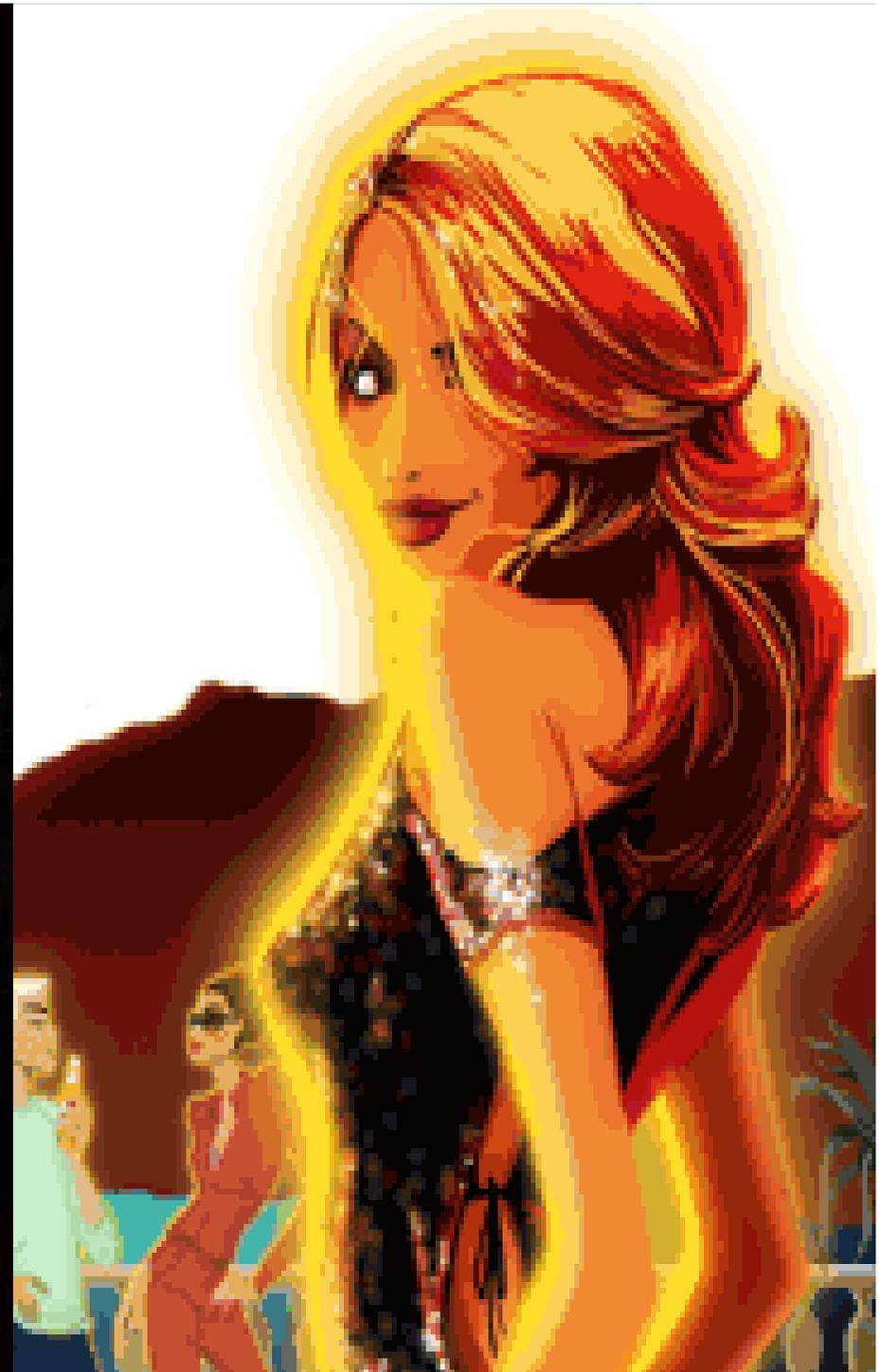
Бюджет на мероприятия по запуску: \$230 000

Решение:
BTL - кампания с использованием инновационных маркетинговых приемов:
- Построение имиджа - через партизанский маркетинг в клубах и супермаркетах.
- Дегустация и стимуляция покупки - через experiential sampling и GWP в боулингах и кафе.

Результаты:
Общий охват: 43 000 представителей ЦА активных посетителей premium - сегмента каналов on - и off - trade.
Роздано: 23 000 бутылок Bacardi Breezer
Общий объем продаж за период кампании составил: 150% от плана

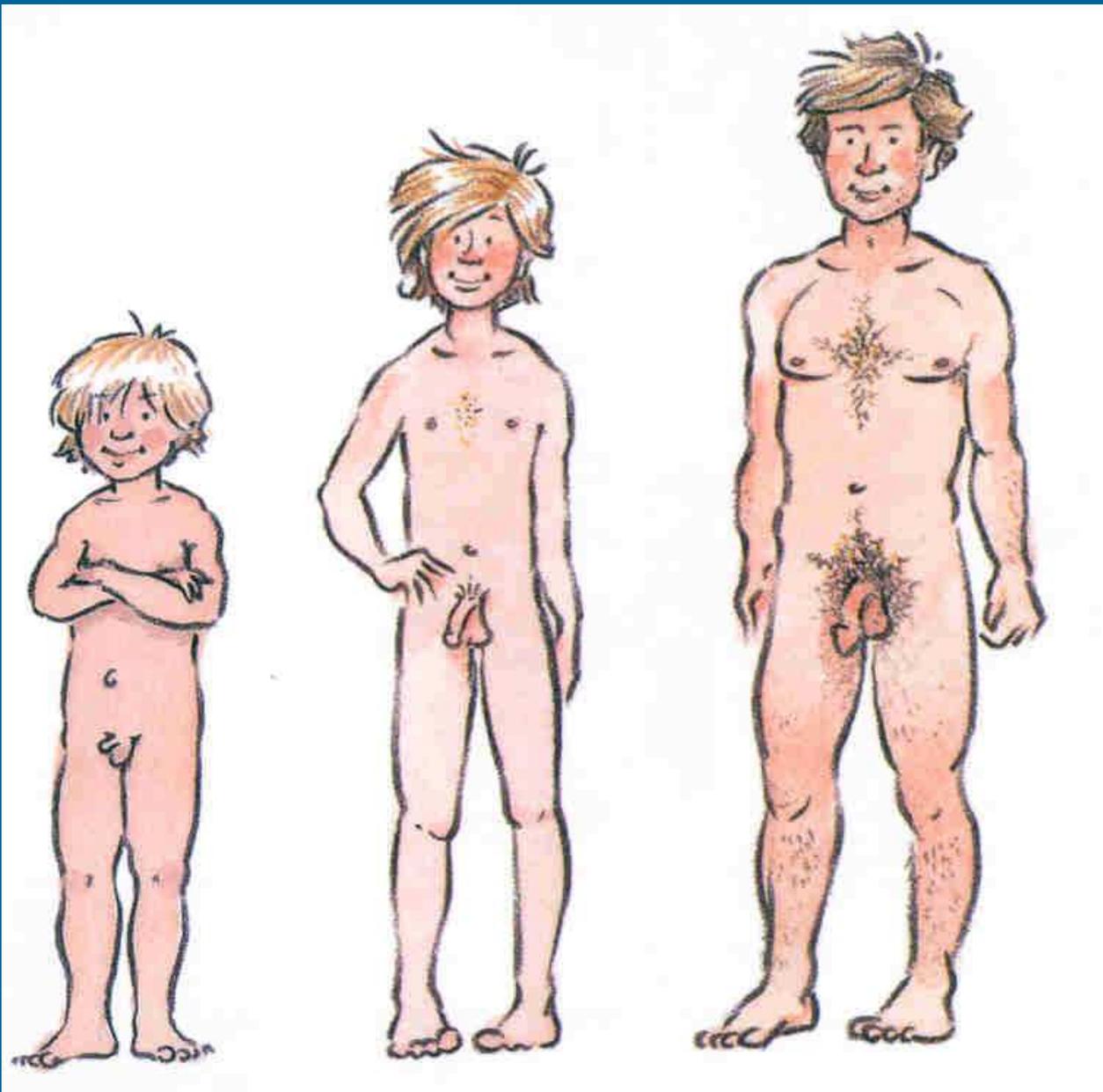


BACARDI *spirit in every one*



Scope of Talk

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Pubertal Cascade

8 9 10 11 12 13 14 15 16 17 18 years

Adrenarche

□

Pubertal Cascade

8 9 10 11 12 13 14 15 16 17 18 years

Adrenarche

Gonadarche



Pubertal Cascade

8 9 10 11 12 13 14 15 16 17 18 years

Adrenarche

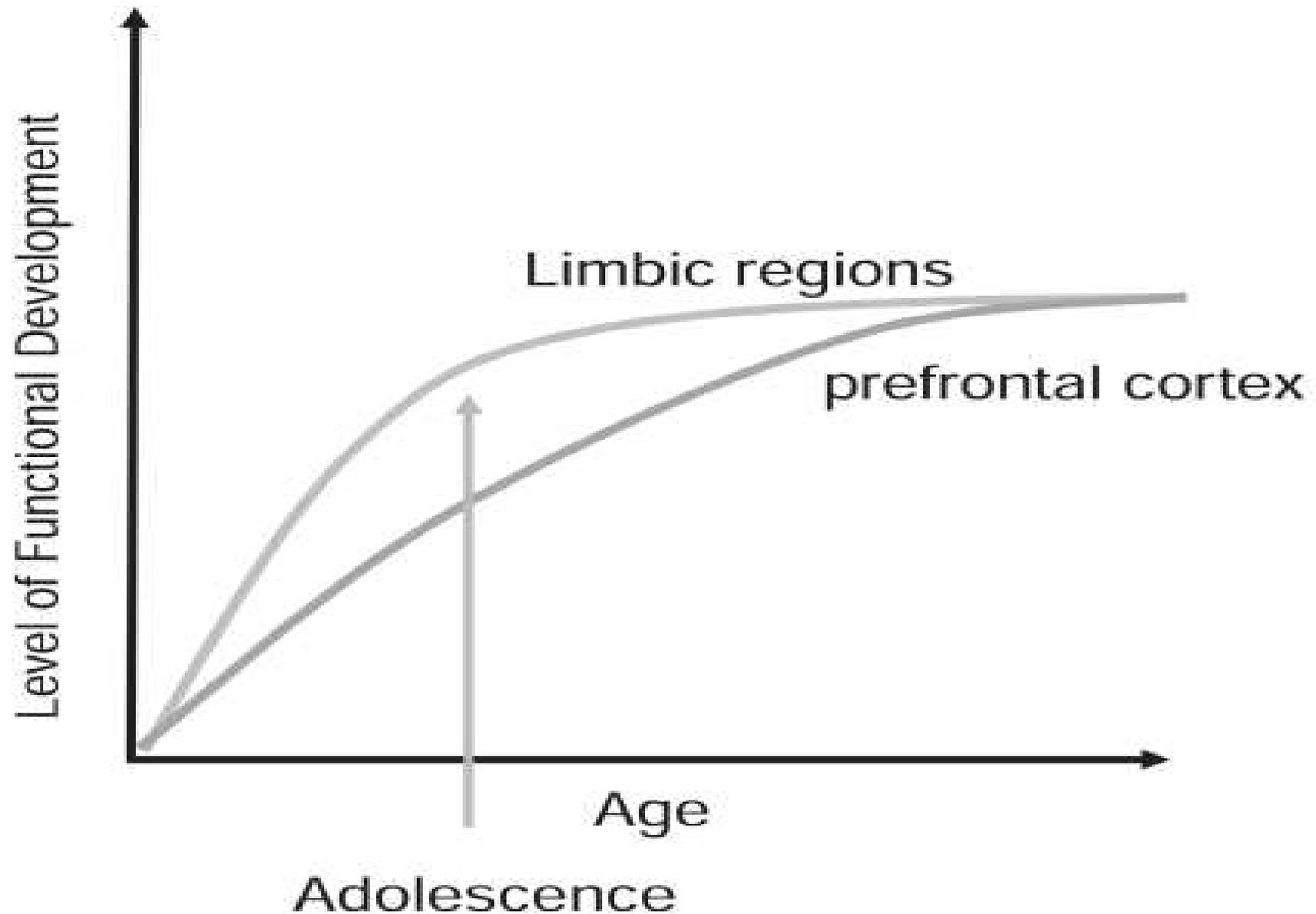
Gonadarche

Growth
spurt

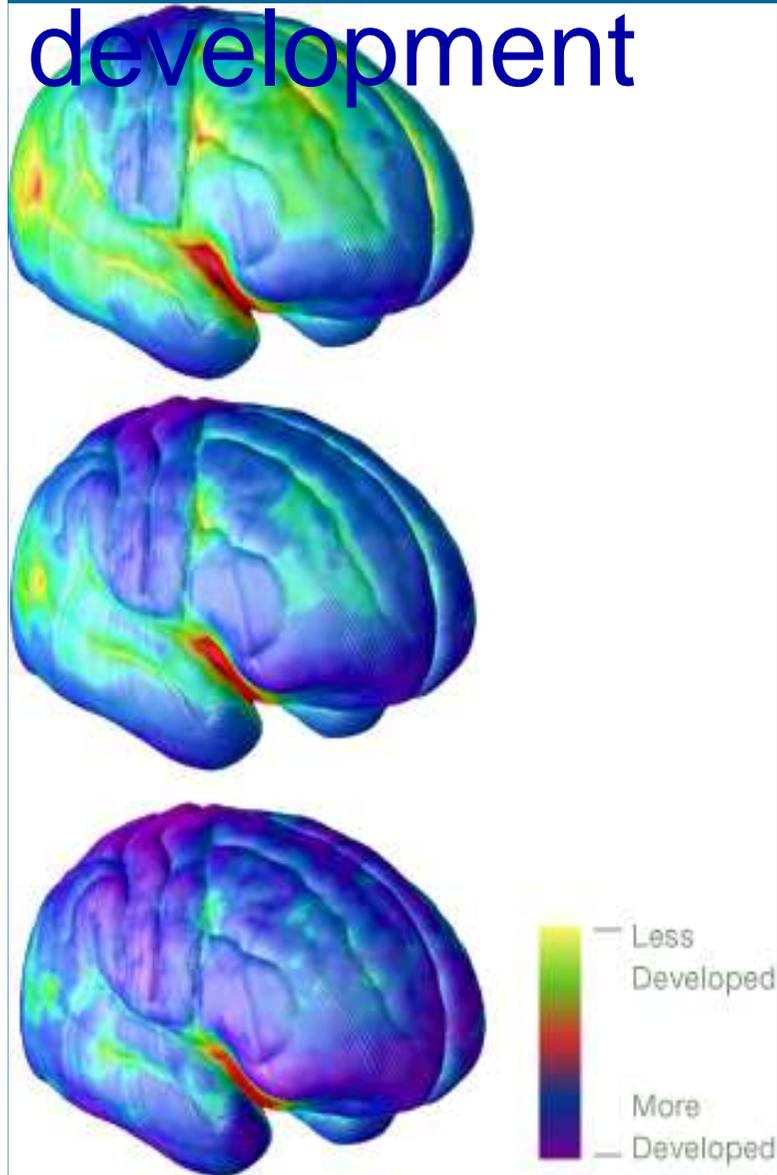
Oxytocin system

But that's not all.....

Developmental imbalance in brain systems



Puberty and adolescent brain development



Prefrontal cortex maturation

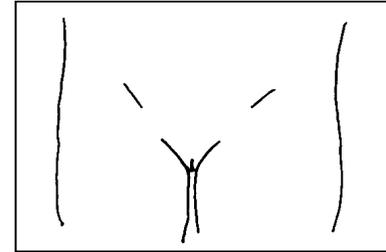
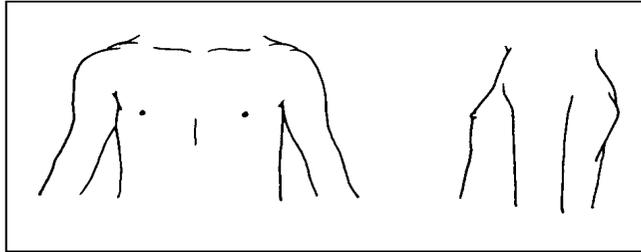
- extends into the third decade

- impulse control
- planning
- emotional regulation



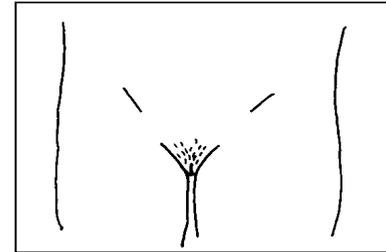
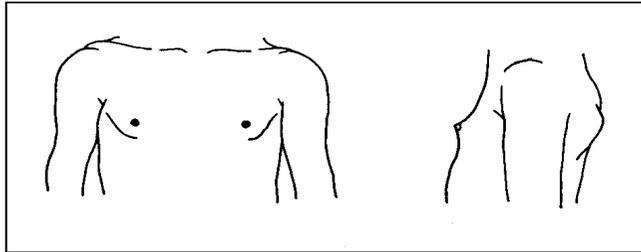
And what
else?

I

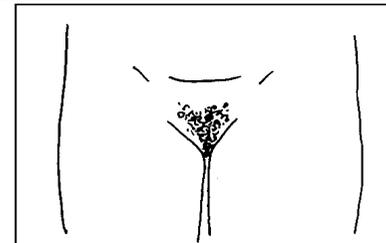
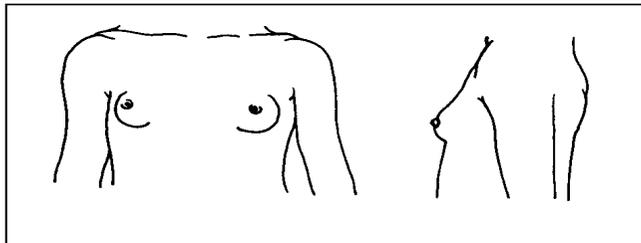


Early

II

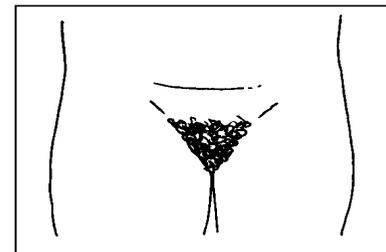
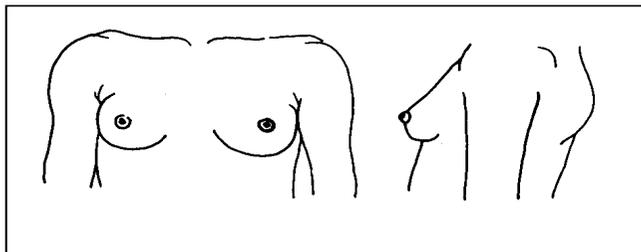


III

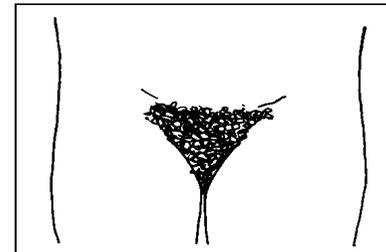
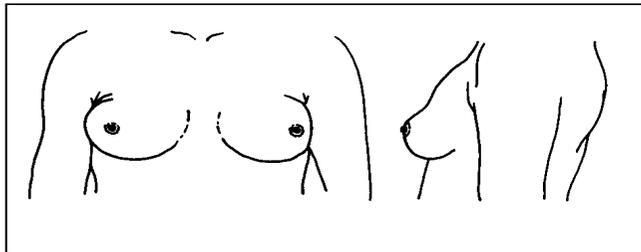


Mid

IV

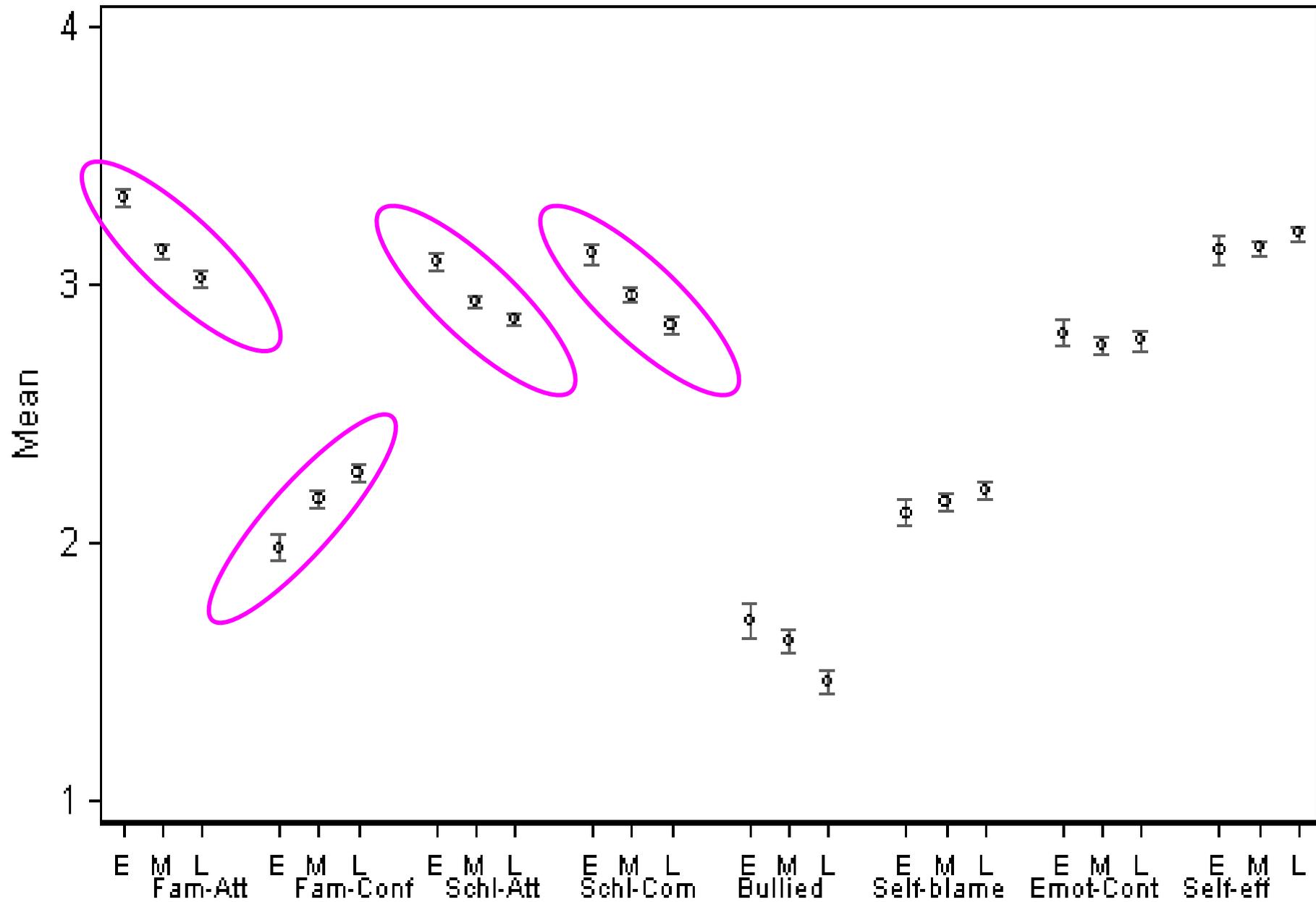


V

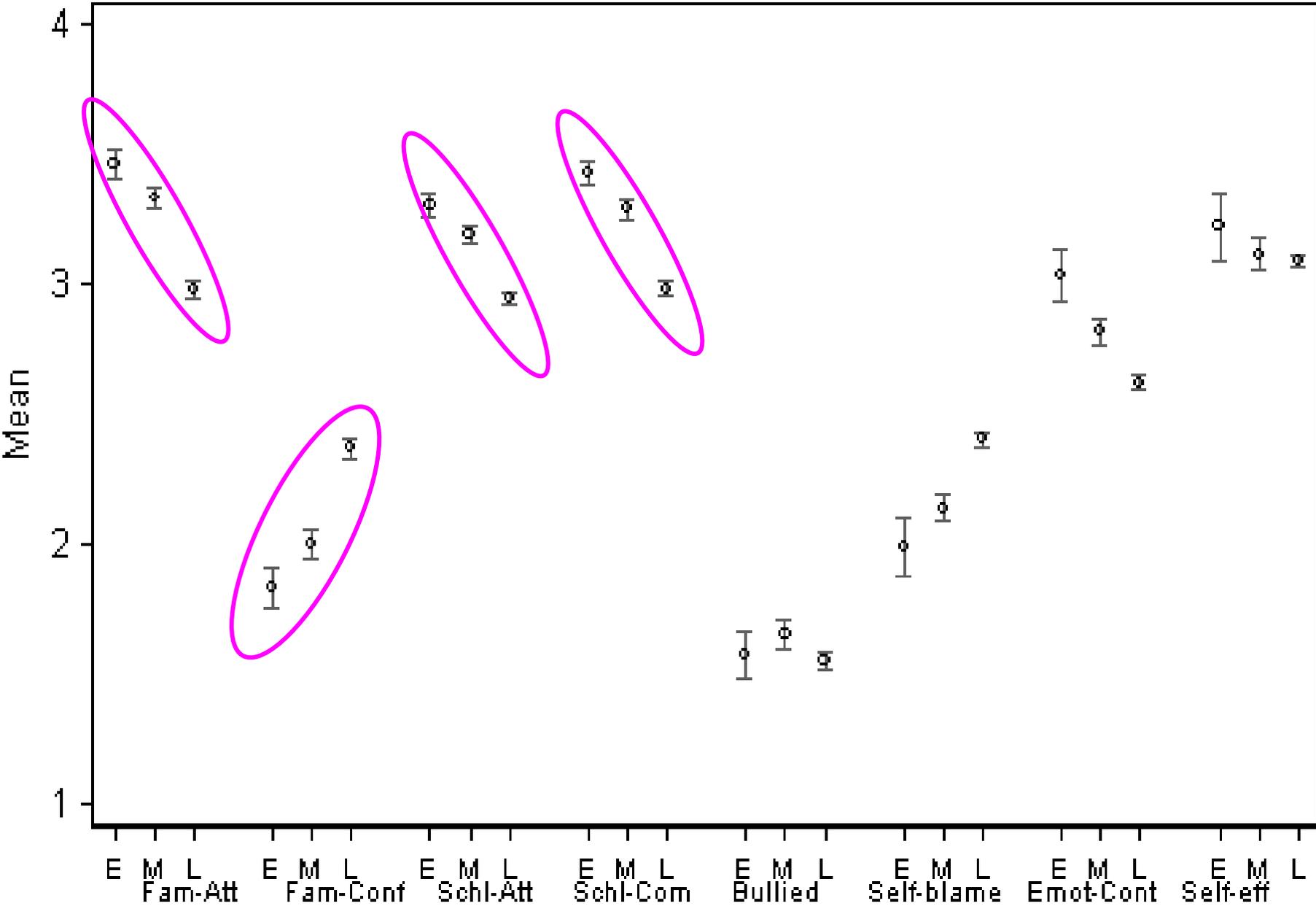


Late

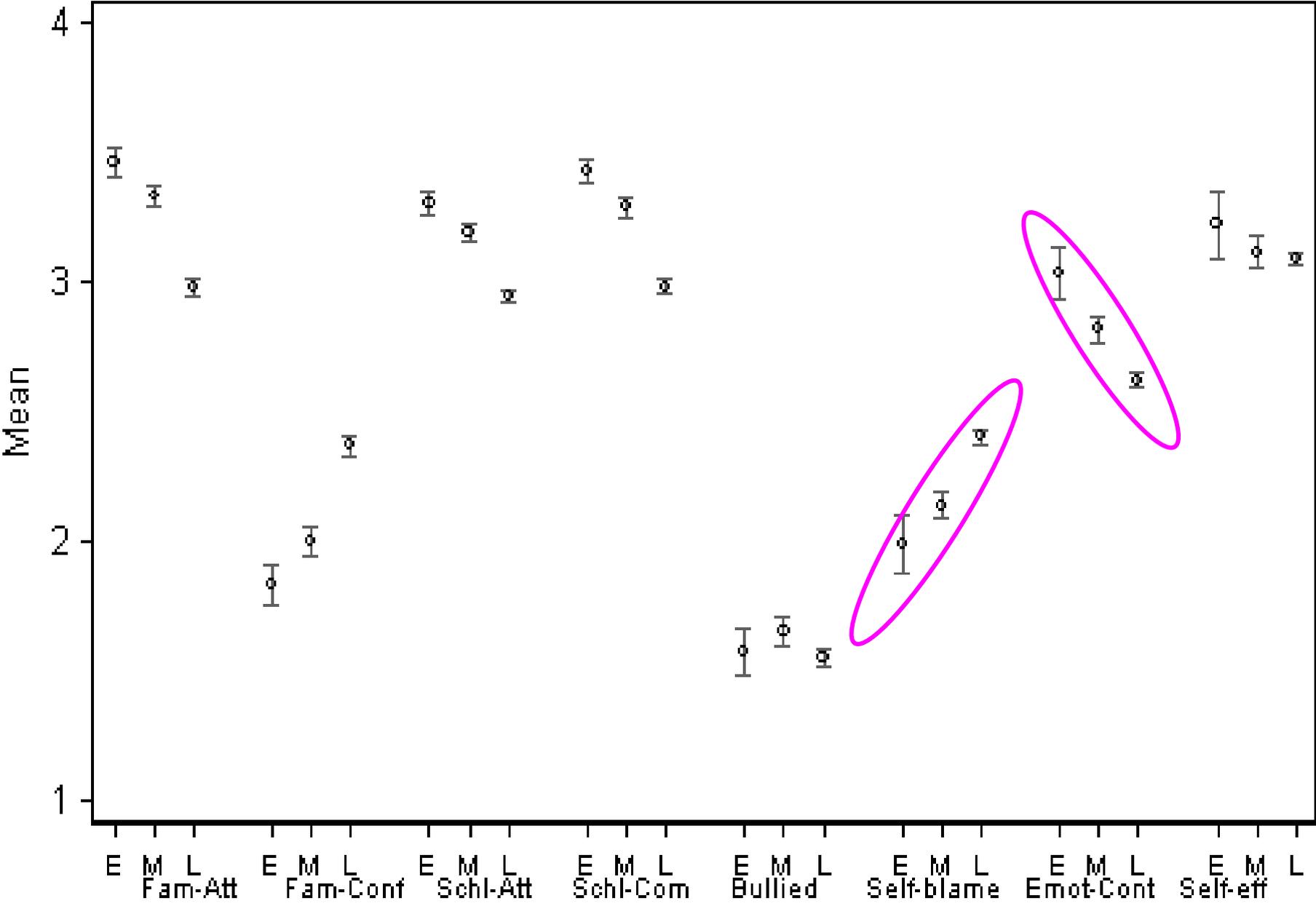
Males



Females



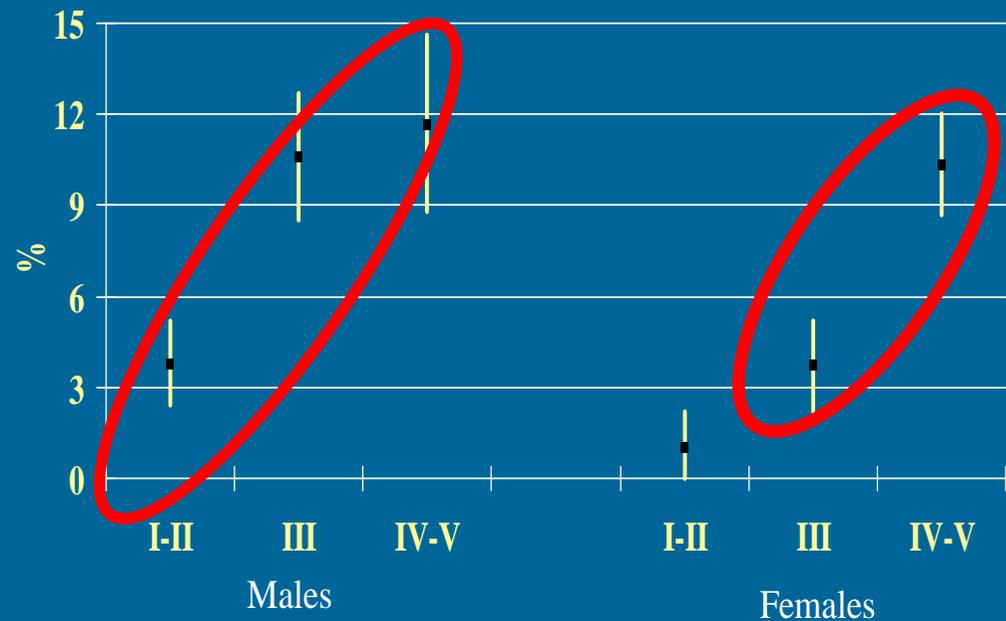
Females



'Child' problems change

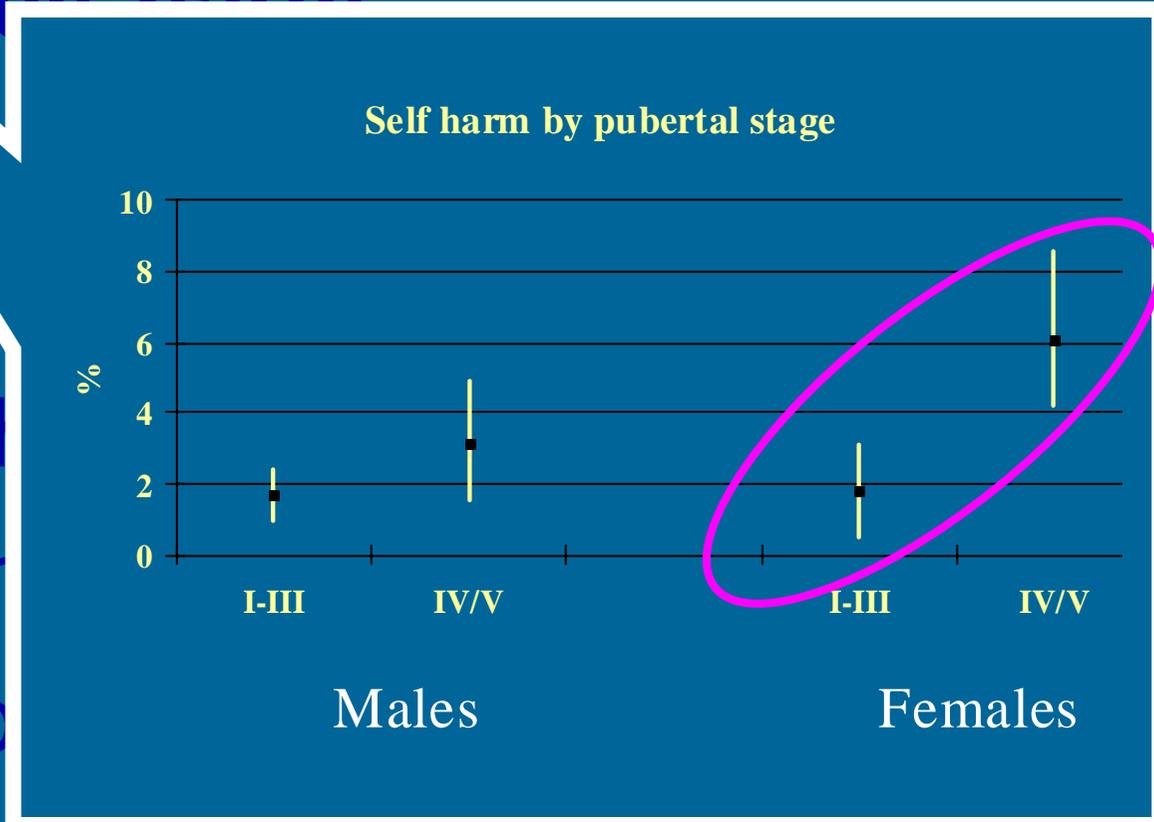
- Attention deficit hyperactivity
- Conduct disorder
- Bed-wetting
- Chronic cough
- Gender identity
- Asthma
- Eczema
- Epilepsy

Social aggression by pubertal stage



Mental disorders commoner from puberty

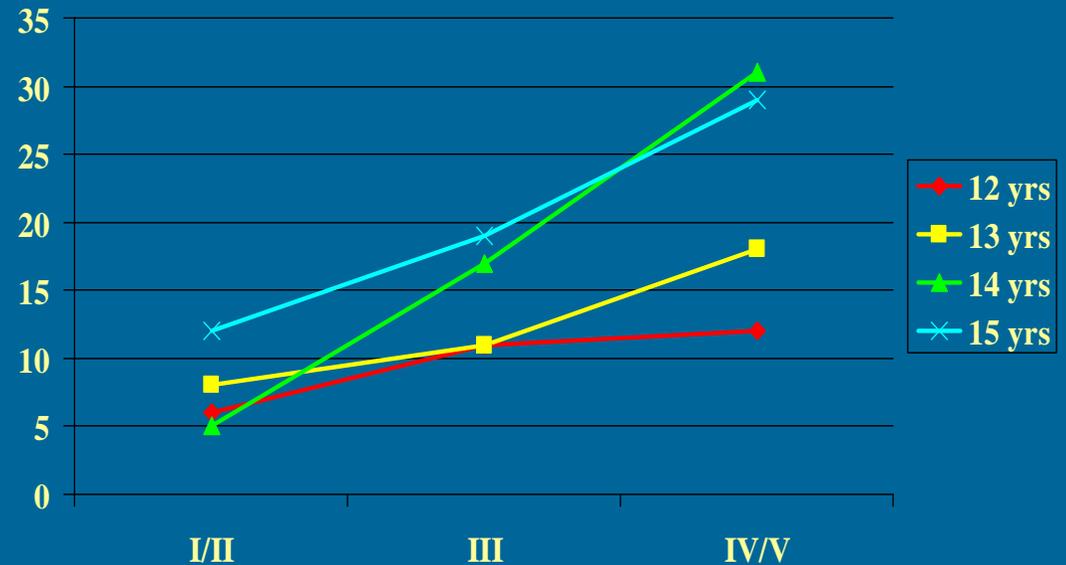
- Depression - anxiety syndromes
- Deliberate self harm
- Substance abuse
- Eating disorders
- Dismorphophobia
- Psychotic syndromes
- Functional somatic syndromes
- Pain syndromes eg migraine



Mental disorders at puberty

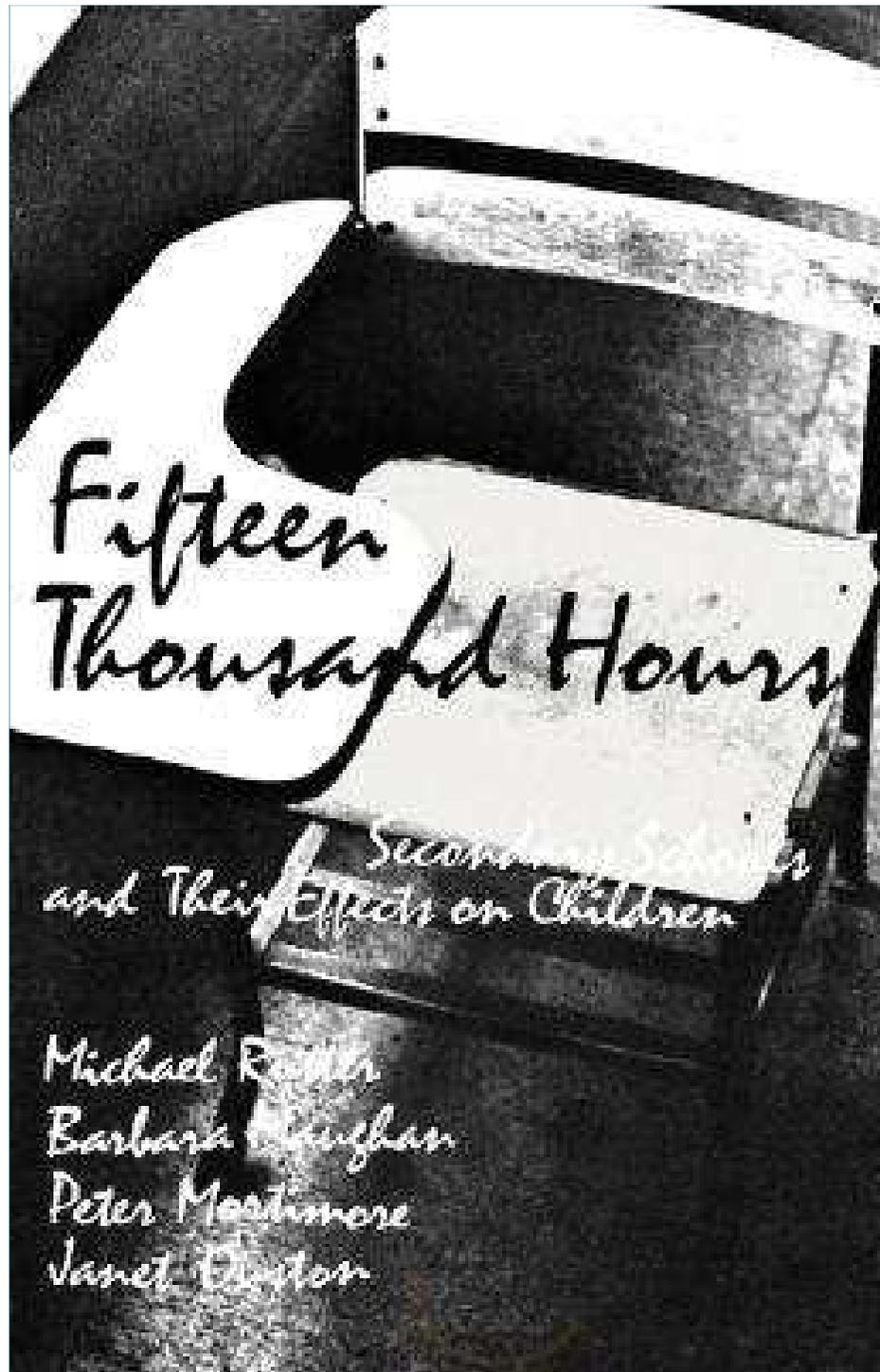
- Depression
- Deliberate self-harm
- Substance abuse
- Eating disorders
- Dysmorphophobia
- Psychotic symptoms
- Functional somatic disorders
- Pain syndromes eg migraine

Substance abuse by pubertal stage

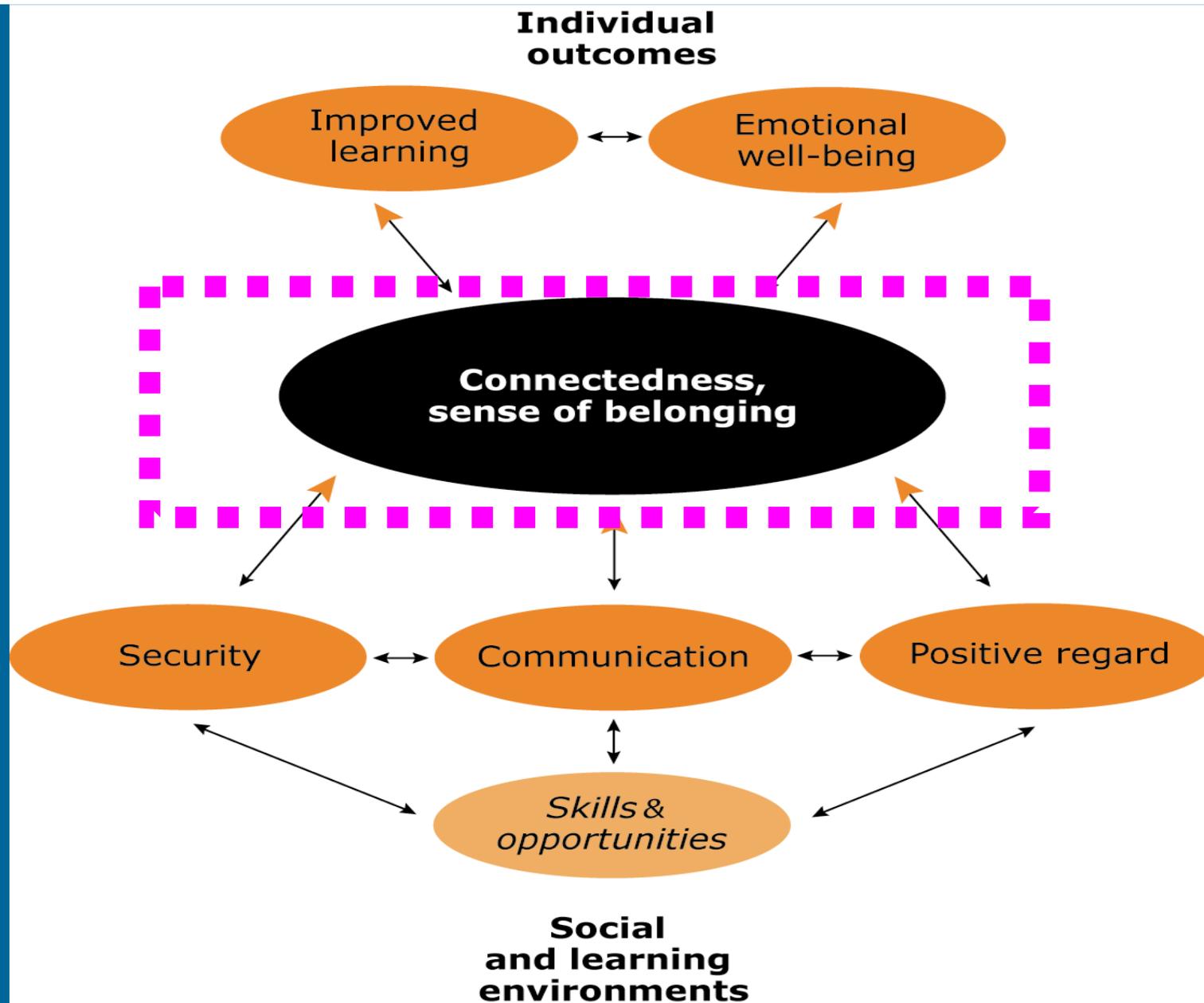


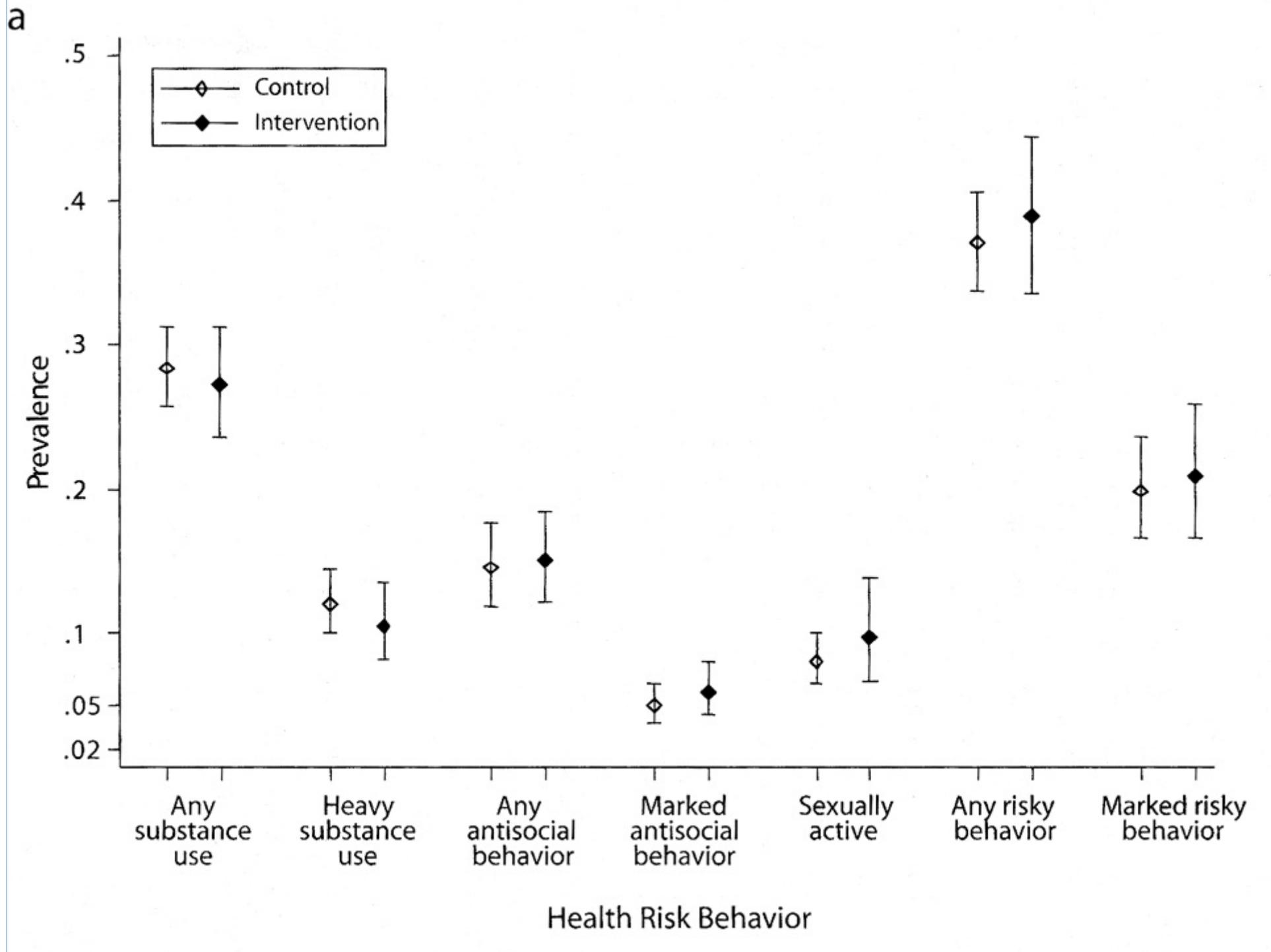
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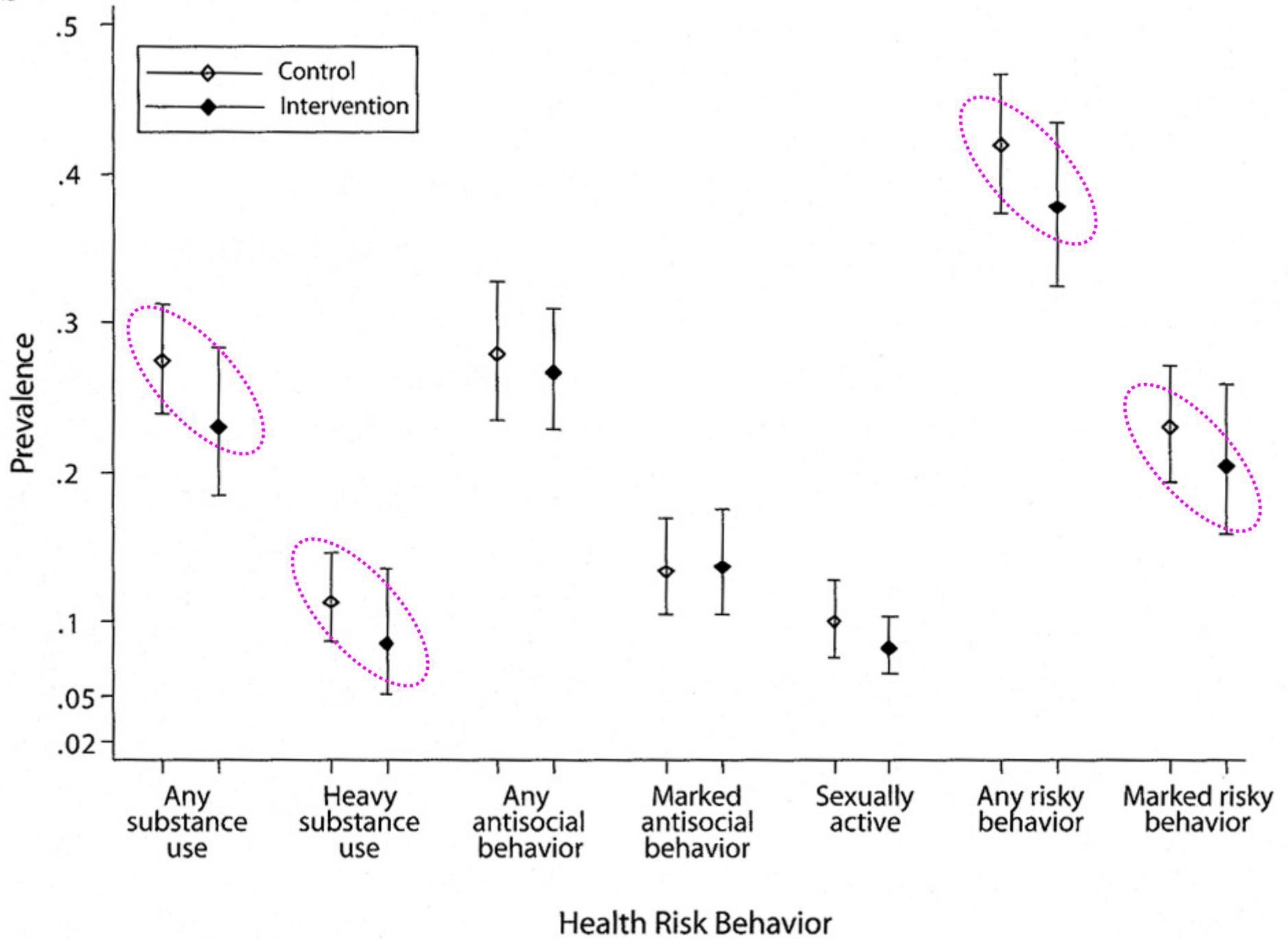


“For a dozen formative years children spend almost half their waking hours in schools”

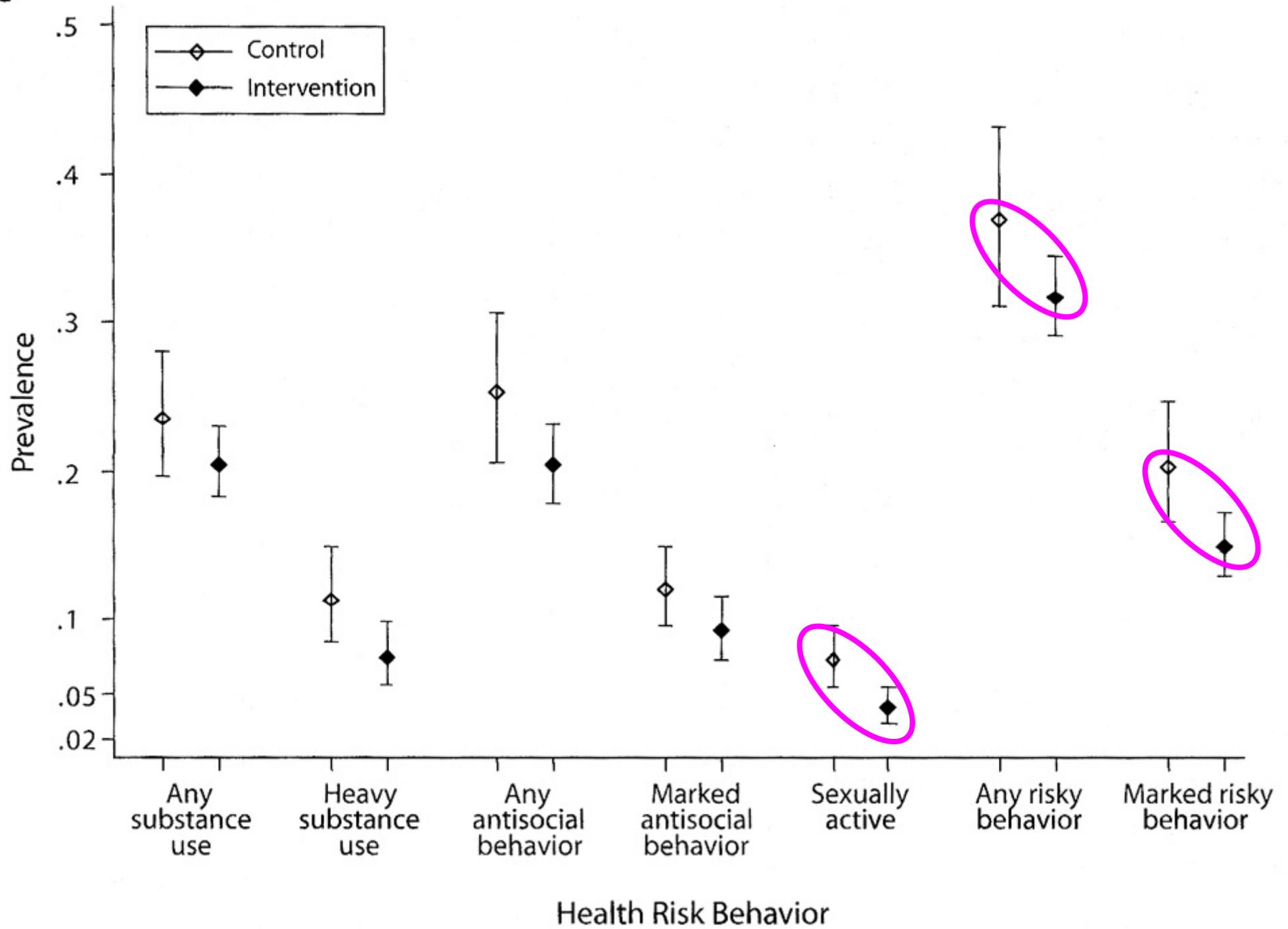




b



C



AFFECTIVE LOAD

These effects increase sharply at puberty (relatively early effects)

Influence of peers, media, music, etc.

Social stress and conflicts

Pubertal drives and emotions

Higher stakes status seeking?
Social anxieties?

Rumination?

Early Romantic Relationships?

REGULATORY CONTROL

Improvements occur slowly across adolescence (relatively late)

Variable

External controls on behavior diminish across adolescence

Cognitive control self regulation

Social support

Family/parent/ adult monitoring

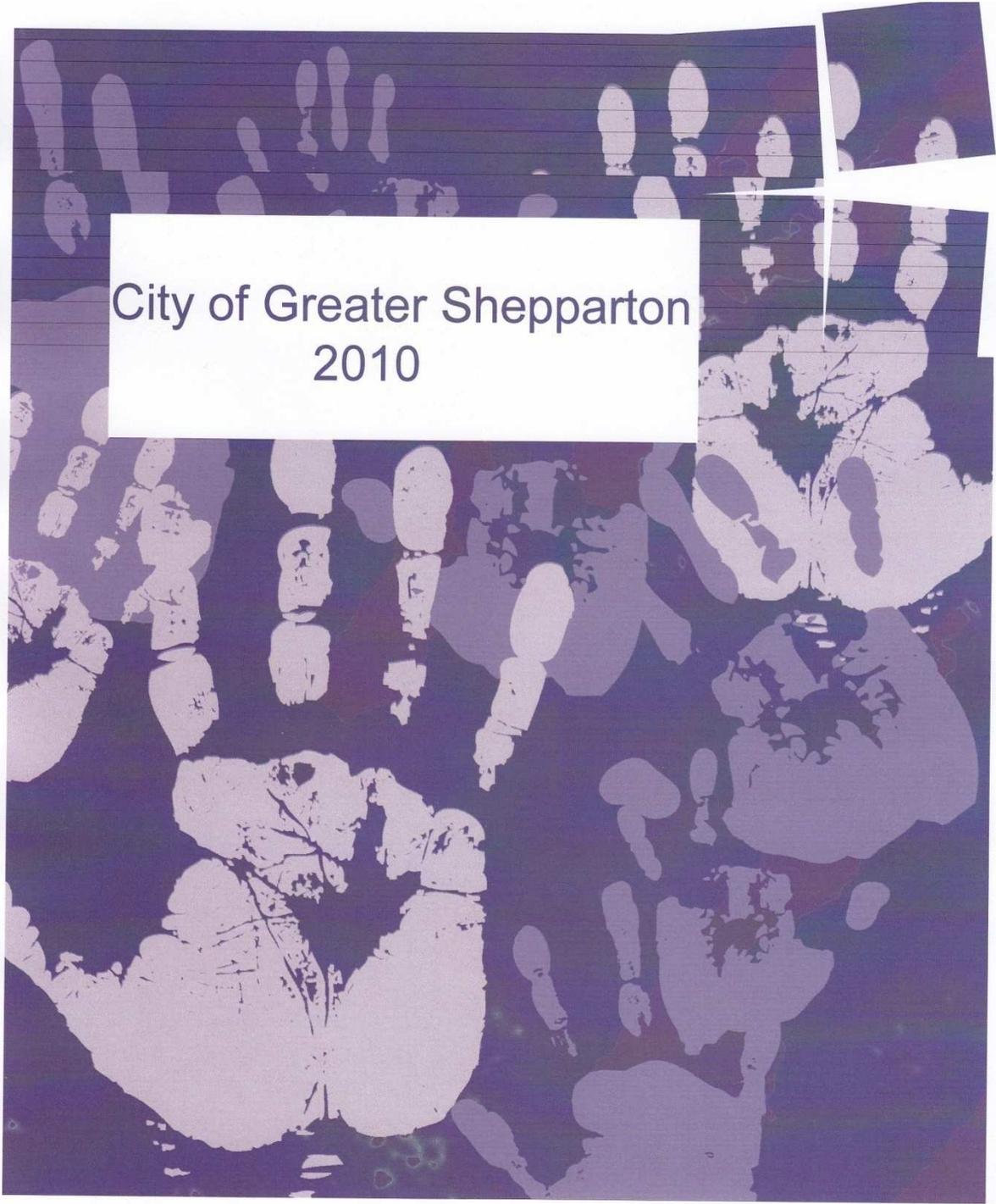
Genetic influences: cognitive control/self regulation? (COMT Val/Met)

Skills for dealing with strong emotion?

Genetic variability



What do
we need
to know?



City of Greater Shepparton
2010



‘Kids having fun, laughing, having a game, being healthy and happy – and this makes strong kids.’

