



Helena Sandberg, Associate professor in Media and Communication Studies, is a senior lecturer at the Department of Communication and Media, Lund University, Sweden. She is the group leader of CAI@LU (Children, Advertising and Internet at Lund University) investigating children's exposure to and understanding of online advertising. She has extensive expertise in media and health, and the role media play in people's health development. She is a member of the Lund University Food Studies steering group (LUFO) also an expert on consumption, children and advertising, and as such an adviser to the Swedish Consumer Agency, as well as international networks working on reducing marketing pressure on children within WHO, and e.g. The European NGO Alliance for Child Safety Online (ENACSO).

In her research she has investigated topics related to health and illness in various media; e.g. donor campaigns, HIV preventive work among immigrants, news coverage of obesity, online reporting of the swine flu, food advertising, blogs on health, and parental magazines. In 2009, Sandberg was a Visiting Scholar at the Department of Health, Behavior and Society, at Bloomberg School of Public Health, Johns Hopkins University, USA. She collaborates with researchers at the Nordic school of public health, and contributed recently to a Nordic book on *Health literacy* (2014). She was recently approved research fellow at the Puffendorf institute, 2015-2016, and coordinator of a cross-disciplinary research theme on E-health, including more than 30 senior and junior researchers from five faculties. Sandberg is also a member of the COST-action IS1410 '*The digital and multimodal practices of young children*'. Funded by EU, European Cooperation in the Field of Scientific and Technical Research 2015-2019. COST DOMAIN: Individuals, Societies, Cultures and Health (ISCH).

She has extensive experience of leadership, management and teaching at all levels within the university system, not least postdoctoral training. Since 2012 Helena is a member of the Swedish Young Academy, for excellent and independent young researchers.

Total number of publications approx 70 (16 peer-reviewed original articles, 6 monographs/edited books, 12 peer-reviewed conference contributions, 36 book chapters/reports/etc.)

LINKS:

<http://www.kom.lu.se/en/contact/staff/HelenaSandberg/>
http://www.sverigesungaakademi.se/226_en.html
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