

EUROPEAN ALCOHOL AND HEALTH FORUM

5th Plenary Meeting

Thursday, 12 November 2009

10h00 - 17h00

Centre Albert Borschette

Room 1D

36, rue Froissart

Brussels

AGENDA

Morning session: 10h00 – 13h00

1. Welcome by Mr. Robert Madelin, Director-General for Health and Consumers
 - Approval of the agenda
 - Setting the scene for the meeting
 - *Papers for reference: (1) Minimum pricing paper by C. Record and C. Day (2009) Clinical Medicine and (2) 10 points arising from the Stockholm Workshop (sent by email to Members on 30 September)*
2. Procedural issues
 - *Current membership requests*
 - *Open Alcohol Forum*
 - Satisfaction survey of participants to the Alcohol Open Forum 2009 (*Paper in background, for reactions*)
 - Suggestions for Open Forum 2010 (*open to floor*)
3. Report from the Science Group
4. Marketing communication
 - *Chair's conclusions and the Mapping reports*

- *Follow up to Special Workshop of Marketing Taskforce in Stockholm (Survey of views)*
- *Guidance to retailers to reduce alcohol related harm (Presentation by Ms Henrieke Crielaard, Eurocommerce)*

5. Youth

- *School-based alcohol education (Presentation of background paper, Stirling)*
- *Progress to establish a Clearing House on activities and projects on alcohol and youth health (Update by Commission services)*

Afternoon session: 14h30 – 17h00

6. Member commitments

- *Stock take (Presentation by Commission services)*
- *Monitoring exercise (Presentation by RAND Europe)*
- *Discussion*

7. Labelling

- *Product labelling (Presentation of background paper, Commission services)*
- *Eurocare's labelling work (Presentation by Eurocare)*
- *Discussion*

8. Reporting from the Committee on Data Collection, Indicators and Definitions *(Presentation by Commission services)*

9. Forum timeline, next meetings

10. Any other business

11. Concluding remarks