

# Swedish EU Presidency

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# Swedish Presidency in the EU

## 1 July – 31 December 2009

- **Alcohol and Health is a priority in the area of public health**
- **Several events to support the EU strategy will take place in Sweden**
- **Close cooperation with other EU Member States**
- **Close cooperation with DG SANCO and WHO**
- **Close cooperation with NGOs**

# Main Objectives

- **To keep Alcohol and Health high on the EU Agenda**
- **To increase Member States long term support of the Alcohol Strategy**
- **To support the implementation**
- **To ensure Stakeholders support**

# Five major events

1. **6-7 July: The Informal Ministerial meeting in Jönköping, Sweden**
2. **9 September: Alcohol and Pregnancy Conference In the European Parliament (in cooperation with Eurocare)**
3. **21-22 September: The EU Expert Conference on Alcohol and Health Stockholm, Sweden**
4. **23 September: The Global Expert Meeting on Alcohol, Health and Social Development**
5. **1 December: EU Council of Ministers Planned Council Conclusions to support future work to implement the EU Alcohol Strategy**

# The Informal Ministerial Meeting

- **Focus on Commercial Communication**

**How does alcohol advertisement and marketing affect young people (Interactive exercise)**

- **Drinking habits and harm among young people: The development since 2001**

# The fictive Self-regulatory organisation (SRO) in the EU MS “Jönköping”

- Pretend you are members of this organisation - with the task to judge complaints against the advertising rules in Jönköping
- The examples only illustrate ad judgements by SRO:s, they do not illustrate “bad” examples.

# **Expert Conference on Alcohol and Health**

**Official and Open Program under one umbrella**

**During the EU Conference an open program organized by the Ministry of Health and Social Affairs, together with European and national NGOs and Public Health Organizations, researchers etc. will take place in the Conference Venue**

# Official programme focusing two of the target areas in the EU Alcohol Strategy

**Official programme Day 1 Morning Session**  
*Focusing on Children and Young People (Target area number 1)*

- **Ways to protect the unborn child**
- **Ways to protect children in families with alcohol problems**
- **Ways to support the most important protective factor – the parents**
- **School based preventive programs**



## Official Program Day 1 Afternoon session

- **From words to action** – reflections about the process after the adoption of the EU alcohol strategy  
*Mr Robert Madelin, Director General, DG SANCO*
- **Ways of protecting children and young people from different forms of alcohol commercial communication** (*four short presentations*)
- **Are there any effective awareness raising activities in place** (*2 shor presentations*)
- **Debate** – *Chaired by Mr Robert Madelin*

## Official Programme Day 2 – 22/9 Morning Session

*Focusing on adults, especially elderly and workplaces (Target area number 4)*

- **Alcohol problems among elderly in health care and the age specific impact of alcohol**
- **The role of harmful use of alcohol in workplaces**
- **Workshops**

## Official Programme Day 2 Afternoon Session

- **Price policy – a tool to prevent alcohol related harm**
- **Price and affordability**
- **Cross border trade**
- **Workshops**
- **Conference Conclusions**

# Workshops in the Official Program

**11.00-12.30: 4 parallell workshops**

- 1) Developing optimal regulatory systems for alcohol marketing**
- 2) Economics of Alcohol**
- 3) Stakeholder platforms for action**
- 4) Alcohol – a threat to the unborn child**

# Workshops in the official programme

**14.45-15.45: 5 parallel workshops**

- 5) Alcohol policy networking at EU-level**
- 6) From science to policy – what the Amphora project tells us**
- 7) Where do we stand? DG SANCO – the first progress report on the EU alcohol strategy**
- 8) Making Alcohol Policy happen**
- 9) Alcohol use among older Europeans**

# Open programme

**Take place at the same time and at the same conference venue as the official programme**

- **Registration needed!**
- **Exhibitions**
- **Mini seminars**
- **Workshops**
- **Webb broadcast**
- **Various field trips**

# Global Expert Meeting, Alcohol, Health and Social Development

23 September Stockholm

**In cooperation with WHO, Sida, Ministry of Health Norway**

- **Global Focus**
- **Support WHO's work to reduce harmful use of alcohol**
- **New data on the impact on HIV/AIDS and TB**
- **Social consequences and social development**
- **New technical Report with new findings in the area of social development/hiv/aids and TB**

# Practical Information

- **Registration EU Expert Conferens:**

[https://www.groupbooking.nu/itp/event/acc\\_541ExpertMeetingAH](https://www.groupbooking.nu/itp/event/acc_541ExpertMeetingAH) (opens week 27)

choose one workshop in the official programme in the morning and one in the afternoon

- **Global Expert Conferens** (Opens week 28)
- Invitations to both conferences will be sent out when the registration sites open
- A very warm Welcome!