



# EUROPEAN YOUTH FORUM

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- ➔ It is made up of more than 90 National Youth Councils and International Non-Governmental Youth Organisations, which are federations of youth organisations in themselves.
- ➔ **It brings together tens of millions of young people from all over Europe, and represents their common interests.**



# OUR MISSION

To **EMPOWER** young people to **PARTICIPATE** actively in the shaping of Europe and the societies in which they live.

To **IMPROVE** the **LIVING CONDITIONS** of young people as European citizens in today's world.



# OUR STRUCTURE

**97 Member Organisation**  
**NYCs**      **INGYOs**

**General Assembly**

meets every 2 years

Working structures

**Bureau**

11 elected volunteers

Secretariat

**Council of Members**

**meets twice a year**

CBMA

FCC



# OUR WORK

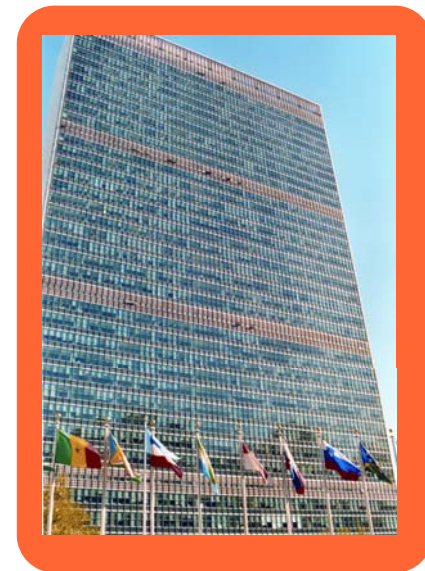


Provides a space for organisations to be sustainable and offers strategic support for capacity building, networking and the dissemination of good practice



# OUR WORK

Voice the concerns of its membership into the political agenda of governmental institutions



# OUR WORK



Elaboration of policies and positions, which are based on the opinions, experiences and expertise of young people from all over Europe.

# HEALTH

## Objective:

Raise awareness of health issues among youth organisations and facilitate youth involvement in health policy development.





# YFJ POSITION

## Basis:

- Europe is the heaviest drinking region in the world & alcohol abuse is one of the highest risk factors for ill-health.
- Heavy and frequent drinking when young can lead to a greater onset of alcohol dependence in later life.
- Young people are more susceptible to the risks.
- Young people are often the victims of secondary effects of alcohol abuse.



# CHANGING THE IMAGE OF ALCOHOL USE

- Raising awareness on alcohol related harm
- Actively changing public perceptions of alcohol, through innovative ways.
- The impact of alcohol promotion and marketing in different ways should also be considered

# CHANGING THE IMAGE OF ALCOHOL USE

- Warning labels
- Restrictions based on audience profile
- No exposure in youth environments
- Alternative techniques should be regulated.
- Committees to monitor the marketing of alcohol should be established with civil society representatives.

# WHAT NEEDS TO BE DONE?

2 interconnected angles:

- How to protect young people under legal age?
- How to address misuse of alcohol and change the perception of alcohol among all young people?



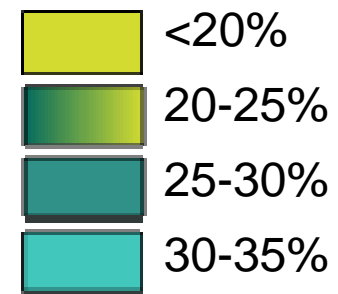
# IMPACT OF MARKETING

- Impact or no impact of marketing?
- Importance of perception and surroundings.
- Portrayal leads to a imperfect knowledge of risks & threshold for risks.

Conclusion: In order for young people to make informed decisions, restrictions on alcohol marketing should be put in place and enforced.



### % minors of total population



% minors in EU27 countries:

**19.4 %**

Source: Eurostat, 2006



# RECOMMENDATIONS

- A 30% target rule lacks protective power. 20% would be more relevant but would still imply a significant exposure.
- To ensure advertising does not reach under age people, the target audience should be older.
- If the perception of alcohol does not change, alcohol could continue to cause a lot of harm among young people.
- Young people should be more involved in defining what appeals to them.
- Independent monitoring bodies must be put in place.

Thank you  
for your attention





**This paper was produced for a meeting organized by Health & Consumer Protection DG and represents the views of its author on the subject. These views have not been adopted or in any way approved by the Commission and should not be relied upon as a statement of the Commission's or Health & Consumer Protection DG's views. The European Commission does not guarantee the accuracy of the data included in this paper, nor does it accept responsibility for any use made thereof.**