

# EUROPEAN ALCOHOL AND HEALTH FORUM

## TASK FORCE MARKETING COMMUNICATION

### *4th Task Force Meeting - Social Marketing Workshop* *Wednesday 12 November 2008, 11h30 – 17h00*

**Centre Albert Borschette**

**Room 3C**

**Rue Froissart 36**

**Brussels**

#### DRAFT AGENDA

- 1) Welcome and introduction by the Chair (*11h30 – 11h45*)
- 2) "Social Marketing: main principles, tools and theoretical models" (Dr. Karine Gallopel-Morvan, University of Rennes), presentation and discussion (*11h45 – 12h45*)
- 3) Examples of private initiatives in Social Marketing in the area of reducing alcohol related harm (*12h45 – 15h00*)<sup>1 2</sup>:
  - "Experience as external evaluator of a social marketing campaign ('*Drink you're a fool campaign*')" (Mikko Salasuo, Finnish Youth Research Network)
  - "The choice is yours"-campaign (Diageo)
  - "Delivering in partnership through Social Marketing" (Fionnuala Sheehan, Director General, MEAS: Mature Enjoyment of Alcohol in Society Limited)

---

<sup>1</sup> Lunch break is scheduled from 13h00 – 14h30.

<sup>2</sup> Due to time constraints presentations under agenda items 3 and 4 should not last longer than 10 minutes.

- 4) Examples of governmental initiatives in Social Marketing in the area of reducing alcohol related harm (15h00 – 15h45):
  - "Risky business: How the alcohol social marketing strategy for England can help harmful drinkers help themselves" (Nick Tancock, Department of Health, UK)
  - "Aktionswoche Alkohol", Germany (Sonja Brandt-Michael, director of consulting company for Science and Society)
  - "Alcohol Prevention Day in Italy" (Tiziana Codenotti, Vice Chairperson of Eurocare)
- 5) Reconsidering Professor Gerard Hastings' issues paper on Social Marketing (15h45 – 16h15)
- 6) Way forward: discussion and conclusions (16h15-17h00)