Alcohol Prevention Day in Italy

Tiziana Codenotti – Vice Chairperson EUROCARE
United States National Alcohol Screening Day®

“National Alcohol Screening Day® (NASD) is an annual awareness event that provides education about alcohol and health as well as free, anonymous screening for alcohol use problems. The program is designed to provide outreach, screening and education about alcohol’s effects on health for the general public.”

Where the idea came from..........

www.mentalhealthscreening.org
MESE DI PREVENZIONE ALCOLOGICA
ALCOHOL PREVENTION MONTH - APRIL
Launched in 2001 and promoted by NGOs

SIA - the Italian Society of Alcohology
EUROCARE ITALIA
AICAT - Association of the Clubs of Alcoholics in Treatment

- Raising awareness in the general population AND among professionals about the risks related to alcohol use
- Mobilizing local communities with active involvement in the activities
- Production of common materials available online for use and collected in a CD rom (booklets, leaflets, posters)
ALCOHOL PREVENTION DAY
National Institute of Health, Rome
First Edition 2002
Repeated every year since then
Within the framework of the Alcohol Prevention Month
Thursday 12th april

9.00 Registration of the participants
9.15 Workshop opening; welcome adresses by the invited Authorities Enrico Garaci
09.45 First session: introduction
   Chair: Stefania Salmaso
10.00 Alcohol: the strategies of the Ministry of Health
   Donato Greco
10.15 World Health Organization initiatives to reduce alcohol-related harm
   Dag Rekve
10.30 Alcohol-attributable avoidable deaths in Italy
   Jurgen Rehm
10.45 Discussion
11.00 Coffee break
11.30 Drinking patterns and models of consumption in Italy
   Emanuele Scafato
11.45 Alcohol abuse and binge drinking in Italy: the ISTAT survey
   Linda Laura Sabbadini
12.00 EU alcohol strategy: Eurocare recommendations
   Tiziana Codenotti
12.15 Alcohol and Health Promoting Hospitals: the priorities of the pilot experience
   Valentino Patussi
12.30 Discussion
13.30 Conclusions Emanuele SCAFATO
WHAT HAPPENS IN ITALY EVERY YEAR IN APRIL

Joint initiatives by governmental and nongovernmental organizations

One-day workshop
National and International level

- Dissemination of epidemiological data
- Dissemination of evidence-based data and policy options
- Identification of priorities

TARGET
- Alcohol professionals
- Policy makers

Awareness events in local communities
- Distribution of information materials
- Mobilising local communities
- Building alliance with other local organization

TARGET
- General population
- Specific target groups: workplace, young people, women during pregnancy

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eurocare
EUROPEAN ALCOHOL POLICY ALLIANCE
Alcol: sai cosa bevi?
Piu' sai, meno rischi!

17 aprile 2008

Eurocare
EUROPEAN ALCOHOL POLICY ALLIANCE
Outcomes

National recognition

Impact on Policy makers: development of activities within the whole country

Use of standardized information materials

Press coverage

Impact on consumers’ behaviour
Thank you
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