



EUROPEAN COMMISSION
HEALTH & CONSUMERS DIRECTORATE-GENERAL

Directorate C - Public Health and Risk Assessment
Unit C4 – Health Determinants

EUROPEAN ALCOHOL AND HEALTH FORUM

3rd Plenary Meeting

BRUSSELS, 13 NOVEMBER 2008

Summary Report

The meeting was chaired by Robert Madelin, Director General, DG Health and Consumers.

1. Welcome

- The Chair welcomed all participants (*cf. List in Annex 1*), stating that while much has been achieved in the Forum to date, it is now at a challenging point, both in view of how to take forward work on the commitments, and in view of work of the Task Forces. In his view, the Task Forces would both present reports on their activities in view of a discussion on their future in the spring 2009 plenary meeting of the Forum.
- The agenda was approved without modifications.

2. Membership requests

- The European Cider and Fruit Wine Association (AICV) made a formal request for membership of the European Alcohol and Health Forum.
- Given that the European Cider and Fruit Wine Association (AICV) fulfils the criteria for membership set out in the Forum Charter, the Forum decided to accept AICV as a new member.
- As a result, the total number of Forum members is now 60.

3. Exchange of information regarding the commitments

a) Update of Summary Report on commitments

- The Commission services presented the main findings of the Summary Report 'Commitments made by the members of the European Alcohol and Health

Forum' (update of the report presented at the 2nd plenary meeting)¹, which had been circulated to Forum members before the meeting:

- 23 new commitments were introduced since the first commitments analysis of April 2008, bringing the total number of commitments to 102; two Forum members (Association of European Cancer Leagues and National Youth Council of Ireland) have not submitted a commitment yet.
 - Regarding the priority areas targeted by the commitments, almost 45% of the commitments are related to 'education' ('Develop information and education programmes on responsible patterns of consumption' and 'Develop information and education programmes on the effect of harmful drinking'), whereas only 7% of the commitments relate to 'Promoting effective behavioural change among children and adolescents' and 'Developing strategies aimed at curbing under-age drinking'. The ongoing work of the Marketing Communication Task Force on the issue of social marketing, as well as the work of the Task Force on Youth-specific aspects of alcohol, should provide input for supplementary action in these under-represented areas.
 - Within the commitments, there are currently no partnerships between Forum members representing economic operators and those representing NGOs. Most partnerships are between members belonging to the same category of stakeholders, with only few exceptions (in particular, co-operations between producers of alcoholic beverages and Forum members belonging to the category 'advertising, marketing and sponsorship'). However, a number of Forum members have within their commitments established cross-sector multi-stakeholder partnerships at national level.
 - The monitoring section of the commitment forms still lacks a sufficient level of detail in many cases.
- The Chair announced that future plenary meetings of the Forum would look in greater detail at the content of commitments in the individual priority areas, with a particular focus on results, obstacles and partners.
 - The Chair requested those two organisations who have not submitted a commitment yet to do so before the end of the year; otherwise, their membership of the Forum will be suspended.

b) Monitoring and evaluation of commitments

- Tom Ling (RAND Europe) reported on the results of a screening of commitments made under the Nutrition & Physical Activity Platform². The exercise had three main objectives: (compiling the achievements of the Platform; analysing the “quality” of Platform members’ monitoring practices;

¹ presentations:

http://ec.europa.eu/health/ph_determinants/life_style/alcohol/Forum/docs/ev_20081113_co01_en.pdf; summary report: http://ec.europa.eu/health/ph_determinants/life_style/alcohol/Forum/docs/report_commitments_en.pdf

² presentation:

http://ec.europa.eu/health/ph_determinants/life_style/alcohol/Forum/docs/ev_20081113_co02_en.pdf

offering advice on monitoring to Platform members where requested); monitoring 'scores' were revealed to the commitment owners only. The presentation underlined that adopting better monitoring practices is not necessarily a large or difficult undertaking, and can provide substantial added value.

- The Chair announced that a similar approach is to be followed for evaluating the monitoring provisions in the commitments made under the Forum process.

c) Interim and final reports on commitments

- The Chair announced the following schedule for reporting on commitments:
 - Before the end of the year, a draft template for interim/final reports is to be circulated to Forum members, who will be requested to comment on the template design by mid-January 2009;
 - The final templates should be made available to Forum members by the end of January 2009;
 - Forum members should submit intermediate or final reports on all current commitments by the end of March 2009;
 - The reports should be published on the Forum's website in the course of April 2009.

4. Reporting from the Science Group

- Replacing the Chair of the Science Group (Prof. Ian Gilmore), Dr. Jacek Moskalewicz summarised the work of the Science Group, which has met two times so far (30 June 2008³, and 29 October 2008⁴).
- Dr. Moskalewicz focused in particular on the Science Group's approach to deal with the first task request it has received from the Forum's Chair ("The impact of marketing communication on the volume (and patterns) of consumption of alcoholic beverages, especially by young people"):
 - A working group has been established, chaired by Dr Peter Andersen (Institute of Alcohol Studies); representatives of the Science Group in this working group are Dr. Martinic, Dr. Moskalewicz and Dr. Nociar, as well as Prof. Foxcroft and Prof. Kaner as corresponding members.
 - The working group has agreed on the best available methodology (primarily longitudinal studies) for answering the Forum's task request.
 - According to the agreed time schedule, it is foreseen that the Science Group adopts a scientific opinion on the task request at its 3rd meeting (scheduled for 23 February 2009).
- The Chair thanked the Science Group for the impressive speed with which it has set about its task.

³ summary report:

http://ec.europa.eu/health/ph_determinants/life_style/alcohol/Forum/docs/ev_20080630_mi_en.pdf

⁴ summary report:

http://ec.europa.eu/health/ph_determinants/life_style/alcohol/Forum/alcohol_science_group_en.htm

- Future representation of the Science group at Forum plenary meetings will depend on the substance of the issues under discussion. Normally, in line with Annex 3 of the Forum Charter, the Chair of the Science Group reports to the Forum plenary meetings on the work of the Group; further members may attend if required.

5. Reporting from the Task Force on Marketing Communication

- The Chair of the Task Force (R. Madelin) reported on the 3rd Task Force meeting of 16 July 2008⁵ and on the Social Marketing Workshop of 12 November 2008⁶.
- The next meeting of the Task Force is scheduled for 10 March 2009.
- It is intended to submit the following documents summarising the Task Force's work to the Forum members (written procedure) for adoption:
 - report on Self Regulation
 - report on Social Marketing
 - report on “targeting/not targeting youth”.

6. Reporting from the Task Force on Youth-specific aspects of Alcohol

- The Chair of the Task Force (M. Hübel) reported on the 3rd Task Force meeting of 18 September 2008⁷.
- The next meeting of the Task Force is scheduled for 20 January 2009 (Luxembourg).
- The meeting will focus on further discussion of the 'clearing house' scheme, on harm suffered by young people because of alcohol consumption by other people, and on summarising the Task Force's work (report to Forum plenary).

7. Report on progress of study on affordability of alcoholic beverages

- Lila Rabinovich (RAND Europe) reported on the methodology and state of progress of the study currently carried out under a contract from the Commission ("Understanding the links between alcohol affordability, consumption and harms in the EU")⁸.
- The main preliminary findings of the study include:
 - the real value of alcohol excise duty has decreased across the EU since 1996;
 - alcohol affordability has gone up in most EU countries;

⁵ presentations and summary report:

http://ec.europa.eu/health/ph_determinants/life_style/alcohol/Forum/ev_20080716_en.htm

⁶ presentations and Chair's:

http://ec.europa.eu/health/ph_determinants/life_style/alcohol/Forum/ev_20081112_en.htm

⁷ presentations and summary report:

http://ec.europa.eu/health/ph_determinants/life_style/alcohol/Forum/ev_20080918_en.htm

⁸ presentation:

http://ec.europa.eu/health/ph_determinants/life_style/alcohol/Forum/docs/ev_20081113_co05_en.pdf

- there is evidence for a positive relationship between alcohol affordability and consumption;
- there is evidence for a positive relationship between alcohol consumption and at least two measures of harm (fatal traffic accidents and traffic injuries);
- Forum members were invited to send any relevant data, references or suggestions to RAND Europe by 30 November 2008.

8. Open Forum (30 April 2009)

- Given that 2009 will be a transition year (new Commission, EP election), the Chair suggested that the focus for the 2nd Open Forum should be on Forum achievements so far (Task Forces, commitments, monitoring, delivery...). Closer to the event, the Commission services will circulate a note on the structure of the 2nd Open Forum.
- All owners of commitments under the Forum process should be represented at the Open Forum. Forum members should start reflecting about the materials they wish to put on display.
- The Commission services will try to find a venue offering more space for displays than at the 1st Open Forum.

9. Forum timeline, next meetings

- The next plenary meetings of the Forum will take place on 11 March and 12 November 2009.
- The next meeting of the Task Force "Youth-specific aspects of Alcohol" will take place on 20 January 2009 in Luxembourg; the next meeting of the Task Force "Marketing Communication" will take place on 10 March 2009 in Brussels.

10. Any other business

- The Chair announced that the Commission has contracted an external organisation to support the Commission in implementing specific measures under the EU Alcohol Strategy, including administrative and scientific support for the management of the Forum process and Forum meetings. The contract should be signed before the end of 2008.
- The Chair informed Forum members that the Commission services will organise the 1st meeting of the Committee on Data Collection, Indicators and Definitions referred to in the Forum Charter on 4 December 2008.
- The Chair drew Forum members' attention to the ongoing discussions in WHO about reducing alcohol-related harm at a global level; these discussions are likely to frame the public debate over the next two years.

- The representative of Anheuser-Busch drew Forum members' attention to a Social Norms Forum which will be organized by Anheuser-Busch on 31 March 2009.

Annex 1 – List of participants

ORGANISATION	SURNAME	FIRST NAME
Advertising Information Group (Zentralverband der deutschen Werbewirtschaft and Fachverband Werbung und Marktkommunikation Österreich)	BUSSE	Julia
Alcohol Beverage Federation of Ireland (ABFI)	MARINO	Aoife
Alcohol Policy Youth Network (APYN)	SALVIANO CARMO	Joao
	RODRIGUEZ -MCCULLOUGH	Nathalie
Comité Européen des Entreprises Vin (CEEV)	ABAD	Aurora
	FERNANDEZ	José Ramon
COPA-COGECA	CORRAL	Eva
	NICKENIG	Rudolf
EUROCARE	RAPLEY	Emilie
	SKAR	Mariann
<ul style="list-style-type: none"> ▪ Alcohol Action Ireland 	RYAN	Fiona
	MURPHY	Cliona
<ul style="list-style-type: none"> ▪ Association Nationale de Prévention en Alcoologie et Addictologie (ANPAA) 	CRAPLET	Michel
<ul style="list-style-type: none"> ▪ EUROCARE Italia 	CODENOTTI	Tiziana
<ul style="list-style-type: none"> ▪ Estonian Temperance Union 	BEEKMANN	Lauri
<ul style="list-style-type: none"> ▪ German Centre for Addiction Issues (DHS) 	BARTSCH	Gabriele
<ul style="list-style-type: none"> ▪ IOGT-NTO 	CARLSSON	Sven-Olov
	ODIN	Susanna
<ul style="list-style-type: none"> ▪ Institute of Alcohol Studies (IAS) 	OWEN	Aneurin
<ul style="list-style-type: none"> ▪ National Foundation for Alcohol Prevention (STAP) 	VAN DALEN	Wim
EUROCOMMERCE	VALVERDE-LOPEZ	Marina
<ul style="list-style-type: none"> ▪ Delhaize Group 	BORGERHOFF	Katja
<ul style="list-style-type: none"> ▪ Royal Ahold 	BYRNES	Hugo
European Association of Communication Agencies (EACA)	LYLE	Dominic
European Federation of Associations of Beers and Beverages Wholesaler (CEGROBB)	HERREBOSCH	Walter
European Federation of Magazine Publishers (FAEP)	MAHON	David
European Forum for Responsible Drinking (EFRD)	BRIGAUDEAU	Carole

ORGANISATION	SURNAME	FIRST NAME
European Mutual Help Network for individuals and families with Alcohol-Related Problems (EMNA)	PALMESINO	Ennio
European Public Health Alliance (EPHA)	IMBERT	Jessica
<ul style="list-style-type: none"> Royal College of Physicians, London 	SHERON	Nick
European Publishers Council (EPC)	MILLS-WADE	Angela
European Sponsorship Association (ESA)	DAY	Helen
European Social Insurance Platform (ESIP-REIF)	GOUELLO	Martine
HOTREC	SEQUARIS	Marguerite
	VALLINI	Marco
<ul style="list-style-type: none"> British Beer and Pub Association 	RAWLINGS	Martin
<ul style="list-style-type: none"> Swedish Hotel and Restaurant Association (SHR) 	SUNDQUIST	Sara
Institut de Recherches Scientifiques sur les boissons alcoolisées (IREB)	LEYMARIE	Nicole
International Center for Alcohol Policies (ICAP)	GRANT	Marcus
ReLeaf (European Young Persons' Network for Drug and Alcohol Health Promotion)	HOLVOVA	Natalie
	JAKUBIK	Oliver
Standing Committee of European Doctors (CPME)	RIBON	Sandra
	WILKS	Michael
The Brewers of Europe	BERGERON	Pierre-Olivier
<ul style="list-style-type: none"> Anheuser Busch 	WIMPISSINGER	Sabine
	MACK	Rob
<ul style="list-style-type: none"> Heineken (International) 	GOETHART	Rutger
<ul style="list-style-type: none"> INBEV 	VAN REETH	Catherine
<ul style="list-style-type: none"> SAB Miller 	GARAMSZEGI	Gabor
The European Spirits Organisation (CEPS)	FORTESCUE	Jamie
<ul style="list-style-type: none"> Bacardi Martini 	SEARLE	Chris
<ul style="list-style-type: none"> Brown-Forman 	CROSSICK	Elizabeth
<ul style="list-style-type: none"> Diageo 	SCOTT-WILSON	Joseph
	LUPPINO	Joseph

ORGANISATION	SURNAME	FIRST NAME
▪ Moët Hennessy	DE GUITAUT	Guillaume
▪ Pernod-Ricard S.A.	CONNOR HERMARD	Rick André
▪ The Scotch Whisky Association	EVANS	Campbell
▪ V&S Group	LUKSEP	Peeter
World Federation of Advertisers (WFA)	LOERKE	Stephan
	LOHAN	Malte
• UK Advertising Standards Authority	TODD	Michael

OBSERVERS (MEMBER STATES)	SURNAME	FIRST NAME
Czech Republic - Ministry of Health	GOTTVALDOVA	Eva
Denmark	HANSEN	Steen-Hartvig
Malta	MANGANI	Manuel
Sweden - Ministry of Health and Social Affairs	NILSSON	Karin
United Kingdom - Department of Health	NICOL	Jean
	CAVENDISH	Will

OBSERVERS	SURNAME	FIRST NAME
Association of Commercial TV in Europe (ACT)	HAUK	Maxim
International Organisation of Vine and Wine (OIV)	RUF	Jean-Claude
WHO	REKVE	Dag
RAND	RABINOVICH	Lila
	LING	Tom
Science Group of the European Alcohol and Health Forum	MOSKALEWICZ	Jacek

EUROPEAN COMMISSION	SURNAME	FIRST NAME
DG SANCO	MADELIN	Robert
DG SANCO 02	BACK	Jonathan
DG SANCO 02	BILLAUX	Cécile
DG SANCO C4	HÜBEL	Michael
DG SANCO C4	KAMPHAUSEN	Wilfried
DG SANCO C4	DE CONINCK	Pieter
DG SANCO C4	WONNER	Josepha
DG SANCO C5	OBIERZYNSKA	Danuta
DG SANCO C4	BARANIK	Urszula