

# OPEN (ALCOHOL) FORUM

## *1st Meeting*

Thursday 17 April 2008  
10h00 to 17h00

Centre Albert Borschette  
Room 0-A  
Rue Froissart 36  
1040 - Brussels

### PROGRAMME

1. Welcome by Mr. Robert Madelin, Director-General for Health and Consumer Protection
  - Introduction to the program
  - Addressing alcohol related harm within the EU: setting the scene
2. Addressing alcohol related harm: the role of different actors
  - Presentation by WHO (Maria Renstrom)
  - Presentations by Member States: Sweden (Charlotta Rehman) and Germany (Tillmann Holzer)
  - Questions and discussion
3. Progress of the EU Alcohol and Health Forum since June 2007:
  - Work on Marketing Communication: Panel with Task Force Chair (Robert Madelin), Anders Ulstein (Eurocare), Catherine van Reeth (The Brewers of Europe) and Dominic Lyle (European Association of Communication Agencies)
  - Work on Youth-related aspects of Alcohol: Panel with Task Force Chair (Michael Huebel, DG SANCO), Elizabeth Crossick (The European Spirits Organisation - CEPS), Julie Teng (European Youth Forum ) and Nathalie A. Rodriguez McCullough (Alcohol Policy Youth Network), including a presentation by the Alcohol Policy Youth Network (Joao Salviano Carmo)
  - Commitments for action made by the members of the European Alcohol and Health Forum: presentation of a summary by the Commission
  - Other developments
  - Questions and discussion after each sub-point
4. Contributions from the audience on other issues
5. Concluding remarks