



EUROPEAN COMMISSION
HEALTH & CONSUMER PROTECTION DIRECTORATE-GENERAL

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

OPEN (ALCOHOL) FORUM

1st Meeting

BRUSSELS, 17 April 2008

Report

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

1. Welcome

- Mr Madelin welcomed all participants, set out today's programme and explained the difference between yesterday's Plenary Meeting of the European Alcohol and Health Forum and today's Open Forum. He stressed that this is a day for exchange of views and discussion. Therefore he encouraged everybody to be active. Particularly those who are not members of the European Alcohol and Health Forum should use the opportunity of this meeting to act as 'critical observers' towards the Forum process.
- Using a PowerPoint presentation Mr Madelin outlined the process of implementing the 'EU strategy to support Member States in reducing alcohol-related harm', thus placing the European Alcohol and Health Forum and the Open Forum in their context.

2. Addressing alcohol related harm: the role of different actors

- In this part of the programme the efforts to reduce alcohol-related harm at EU-level at different levels of governance were illustrated by three presentations: on developments at the global (WHO initiatives), national (German alcohol policy at federal level) and local level (Swedish municipality project).
- The three presentations were followed by questions and discussion.

3. Progress o the EU Alcohol and Health Forum since 2007

- Michael Hübel, Head of Unit SANCO/C4, introduced the item of the commitments with a short presentation, highlighting the main conclusions of the Summary Report 'Commitments for action by members of the European Alcohol and Health Forum', drafted by the Commission services. After making

a few corrections the document will be available on the website of DG SANCO. A search engine will be available by the end of May.

- A majority of commitments focused on education. Much of the following discussion centred around the definition of education, the relative importance of education (compared to activities such as reducing availability and pricing), its effectiveness, and the credibility of education activities by the different categories of Forum members.
- The Chair concluded by saying that he thought it was good that this kind of discussion takes place, pointing out that the concept of education can be put in practice in various ways.
- After a presentation by the Chair of the Task Force on Marketing Communication (Mr Madelin) on the work done by this Task Force so far, three members of the Task Force had an opportunity to react and discuss with each other (panel) and answer questions from the audience.
- After a presentation by the Chair of the Task Force on Youth-specific aspects of Alcohol (Mr Hübel) on the work done by this Task Force so far, three members of the Task Force had an opportunity to react and discuss with each other (panel) and answer questions from the audience.

4. Contributions from the audience on other issues

- No further issues were raised.

5. Concluding remarks

- Mr Madelin thanked all participants for their contribution, and remarked that:
 - i. all presentations will be available on the website of DG SANCO in short term;
 - ii. the Member States Committee also is an important player in reducing alcohol-related harm.