

## 2<sup>ND</sup> OPEN EUROPEAN ALCOHOL AND HEALTH FORUM

Thursday, 30 April 2009  
10h00 to 17h00

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

### DRAFT PROGRAMME

1. **Welcome by Robert Madelin** (European Commission, Director General for Health and Consumers, Chair of the European Alcohol and Health Forum)  
(10.00 - 10.45)

- Introduction to the program
- The EU Alcohol Strategy and its implementation
- The Forum process

2. **Round table on consumer information and education** (10.45 - 11.45)

**Moderator:** Robert Madelin (European Commission, Director General for Health and Consumers, Chair of the European Alcohol and Health Forum)

**Panelists:** Michel Craplet (Eurocare)  
José Ramon Fernandez (Comité Européen des Entreprises Vins - CEEV)  
Doris Kohl (Federal Ministry for Health, Family and Youth, Austria)  
Prof. Giorgio Vittori (President, Italian Society for Gynaecology and Obstetrics)  
*nn* (Standing Committee of European Doctors - CPME) (*speaker to be confirmed*)

*Coffee break – 11.45 - 12.00*

3. **Round table on marketing communication and the role of the media** (12.00 - 13.00)

**Moderator:** Robert Madelin (European Commission, Director General for Health and Consumers, Chair of the European Alcohol and Health Forum)

**Scene Setter:** Jacek Moskalewicz (Science Group of the European Alcohol and Health Forum)

**Panelists:** James Doorley (National Youth Council of Ireland)  
Tilmann Holzer (Federal Health Ministry, Germany)  
David Mahon (European Federation of Magazine Publishers – FAEP)  
Angela Mills-Wade (European Publishers Council)  
Wim van Dalen (National Foundation for Alcohol Prevention – STAP, Netherlands)  
Catherine van Reeth (Brewers of Europe)

*Lunch break 13.00 - 14.30*

4. **Round table on children and young people** (14.30 - 15.30)

**Moderator:** Michael Hübel (European Commission, Chair of the European Alcohol and Health Forum's Task Force on Youth-specific aspects of alcohol)

**Scene Setter:** Björn Hibell: The European School Survey Project on Alcohol and Other Drugs (ESPAD)

**Panelists:** Jamie Fortescue (European Spirits Organisation - CEPS)  
Annina Hirvonen (European Confederation of Youth Clubs - ECYC)  
Natalia Holvova (ReLeaf Europe)  
Joao Salviano (Alcohol Policy Youth Network - APYN)  
Marina Valverde (Eurocommerce)  
Kadri Vanem (European Youth Forum)

5. **Round table on (inter)governmental policy developments** (WHO, EU, MS, regions)  
A round table for reflection of public policy makers on their contribution to the alcohol strategy debate – links to WHO strategy, MS work and regional/local partnerships (15.30 - 16.30)

**Moderator:** Robert Madelin (European Commission, Director General for Health and Consumers, Chair of the European Alcohol and Health Forum)

**Panelists:** Crispin Acton (Department of Health, United Kingdom)  
Mauro Cibir (Regione del Veneto, Drug Addiction Department)  
François Decaillet (World Health Organisation, Regional Office for Europe)  
Dominic Lyle (European Association of Communications Agencies)  
Maria Renstrom (Ministry of Health and Social Affairs, Sweden)  
Cristina Ribeiro (Instituto da Droga e da Toxicodependencia, Lisbon)

6. Discussion on perspectives and next steps (16.30-16.45)

7. Concluding remarks (16.45-17.00)

*Commission staff (Kathia Weissenbacher) will be available at one of the computers in the lobby throughout the day to explain the commitments data base, commitment forms, reporting templates etc.*