

European Alcohol and Health Forum

Satisfaction Survey

Open Forum
Brussels, 30th April 2009

Introduction

DG Health and Consumers wished to obtain participant feedback on the 2nd Alcohol Open Forum which was held on 30 April 2009. Participants were sent a web link to a questionnaire on 25 May 2009 with a reminder on 2 June. In total 54 people responded, and we present the highlights below.

Quantitative analysis highlights

- Overall 75% gave an overall score of "excellent" or "good" to the Open Forum.
- Most participants considered the event to be well planned, and were satisfied with the programme and quality of the information provided beforehand.
- The Round Table on marketing communication and the role of the media was the most appreciated, with 67% considering that it had met or exceeded their expectations.
- More than half of participants felt that the Open Forum provided an opportunity to discuss/develop new ideas
- Participants were less happy with the exhibition, with 63% considering it to be only average, or poor

Qualitative analysis highlights

Critical remarks that can serve as a basis to further improve future Open Forum centred on:

- Many respondents called for greater emphasis/debate/discussion on the Alcohol Forum commitments.
- The need to stimulate more, real debate
- Better youth representation
- A broader range of nationalities included

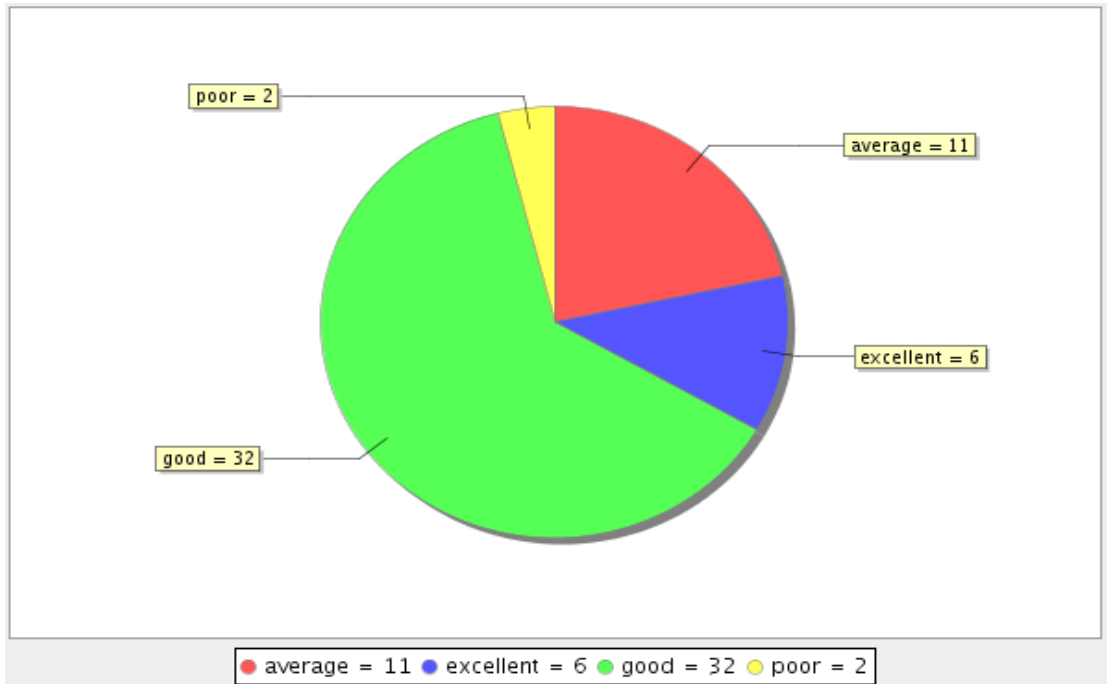
Suggestions for specific topics that should have been added included: minimum pricing, old people and alcohol, workplace and alcohol, prevention among young people, the role of peers and parents, greater emphasis on concrete actions, more about the evaluation of prevention programmes.

To improve the exhibition, ideas included: that exhibitors should be present at some scheduled time; the balance of materials between NGO's and industry needed to be re-weighted more towards NGO and that, ideally, a better space should be found.

In addition to the above, other suggestions included: host the Forum in an environment more connected to young people, like the VUB (Free University of Brussels), make more opportunity for networking (lunch on site, available participants list), break out sessions to discuss specific topics in smaller groups,

Question 1 : What is your overall evaluation of this Open Forum?

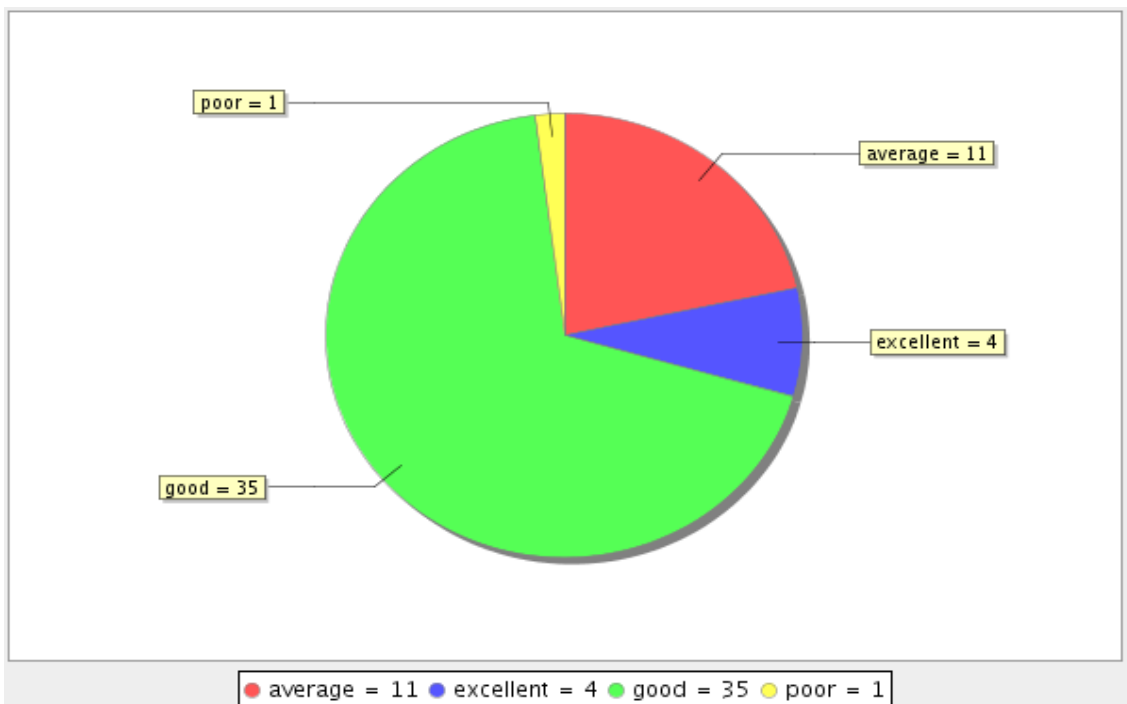
Total = 51 answers: excellent + good = 75%



Question 2 : Was the programme of the conference well-planned ?

Topics

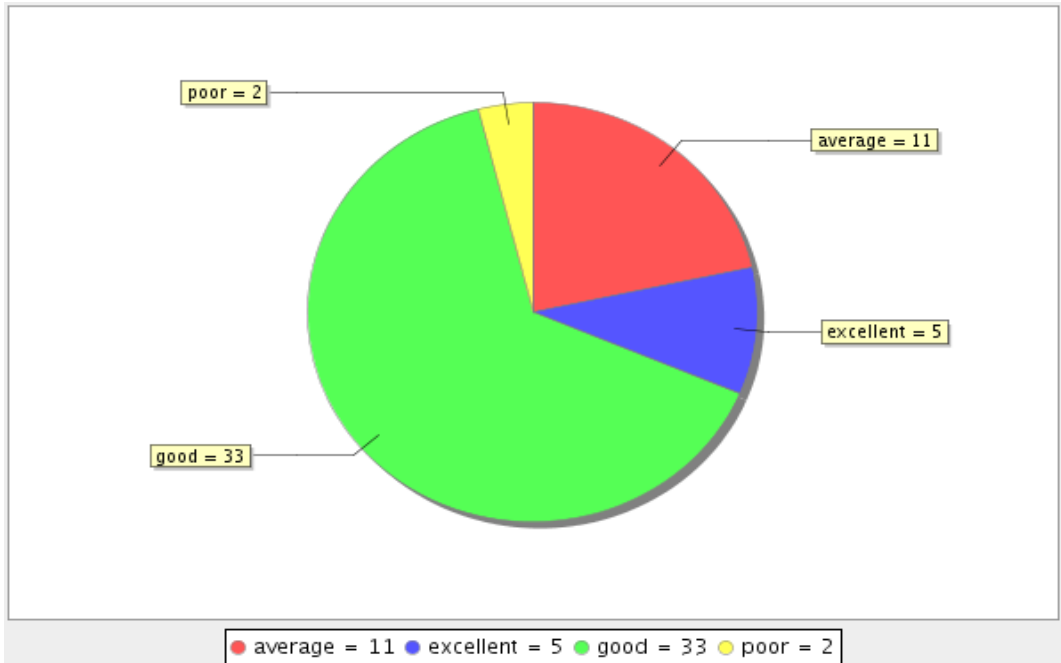
Total = 51 answers: excellent + good = 76%



Question 2 : Was the programme of the conference well-planned ?

Schedule/Programme

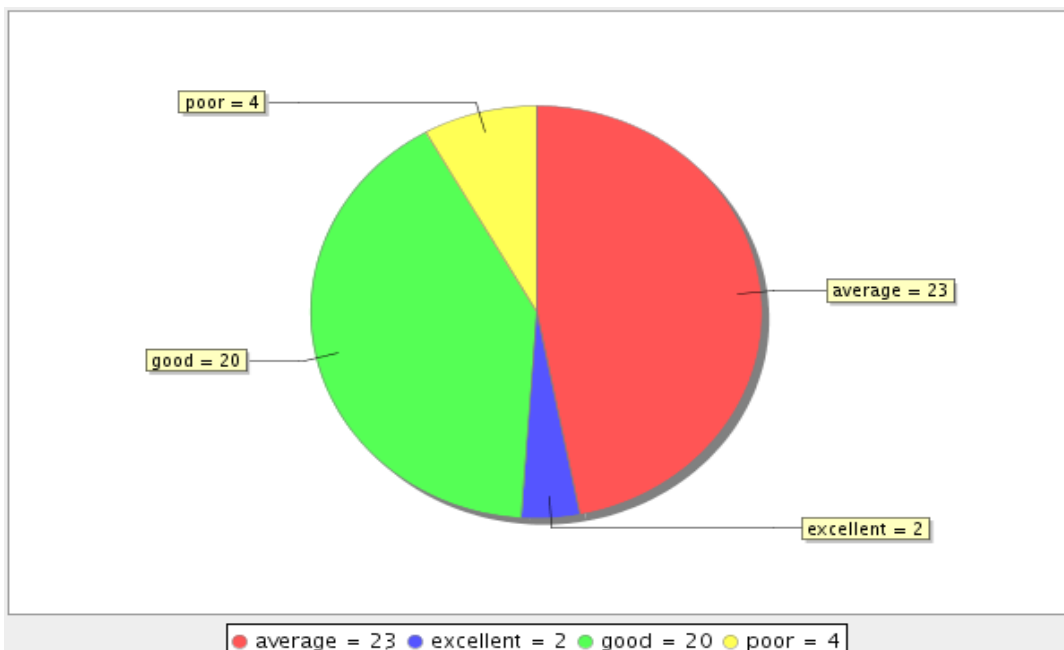
Total = 51 answers: excellent + good = 75%



Question 3 : Did the following round tables meet your expectations ?

Consumer information and education

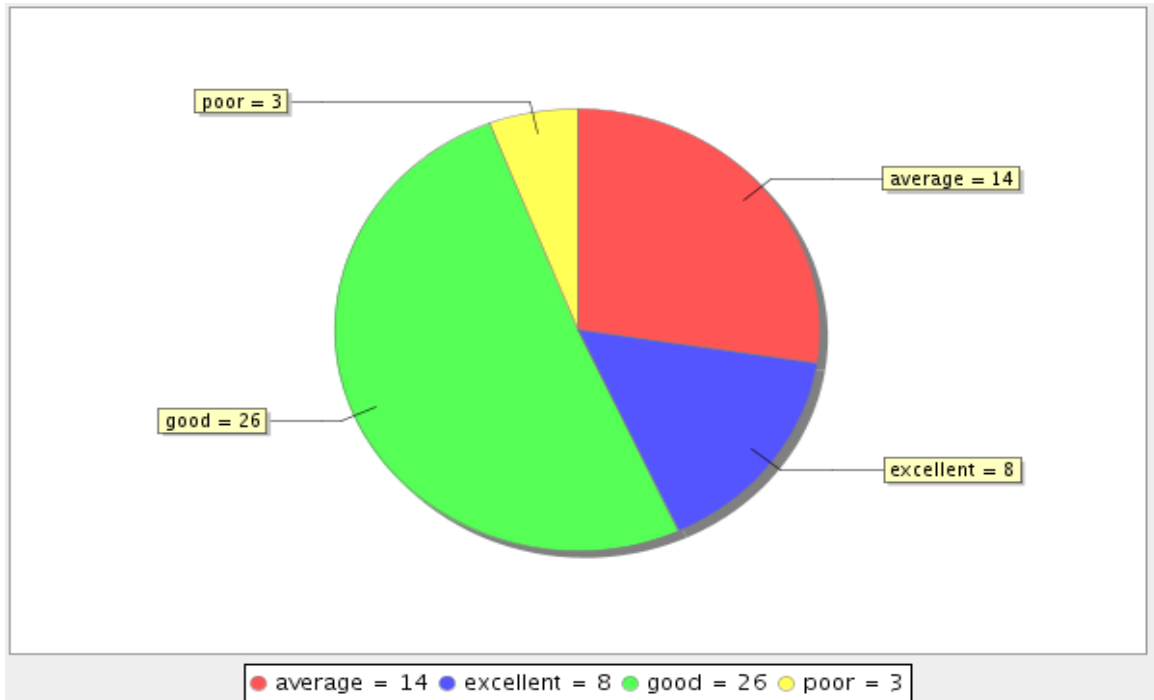
Total = 49 answers: excellent + good = 45% (Average 47%)



Question 3 : Did the following round tables meet your expectations ?

Marketing communication and the role of the media

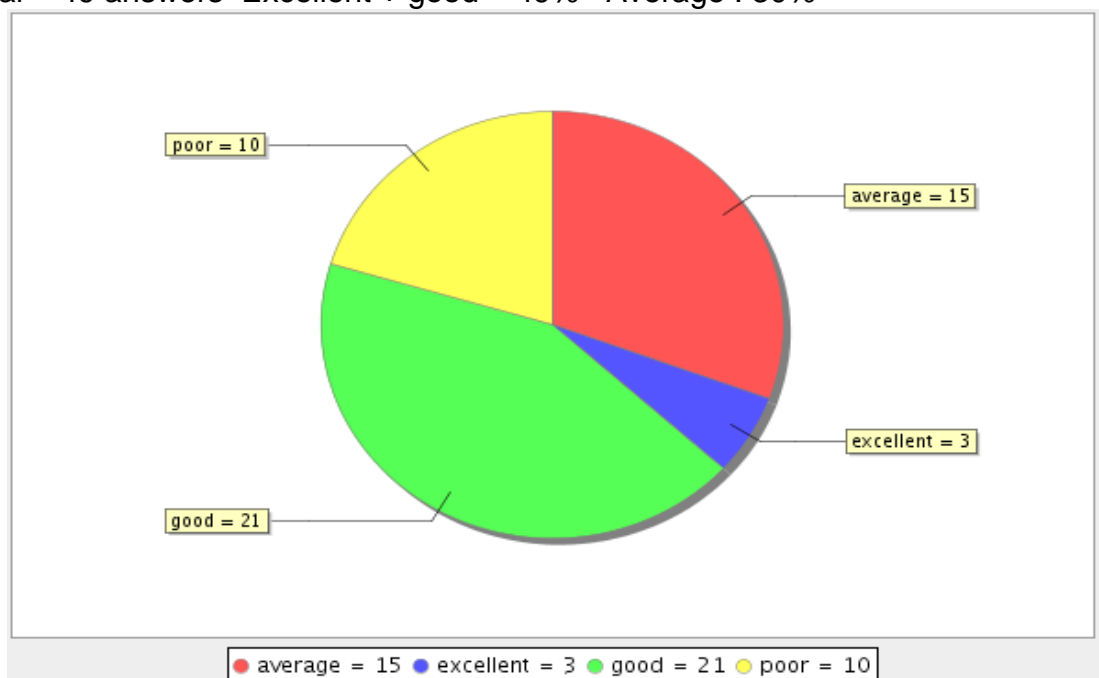
Total = 51 answers: excellent + good = 67%



Question 3 : Did the following round tables meet your expectations ?

Children and young people

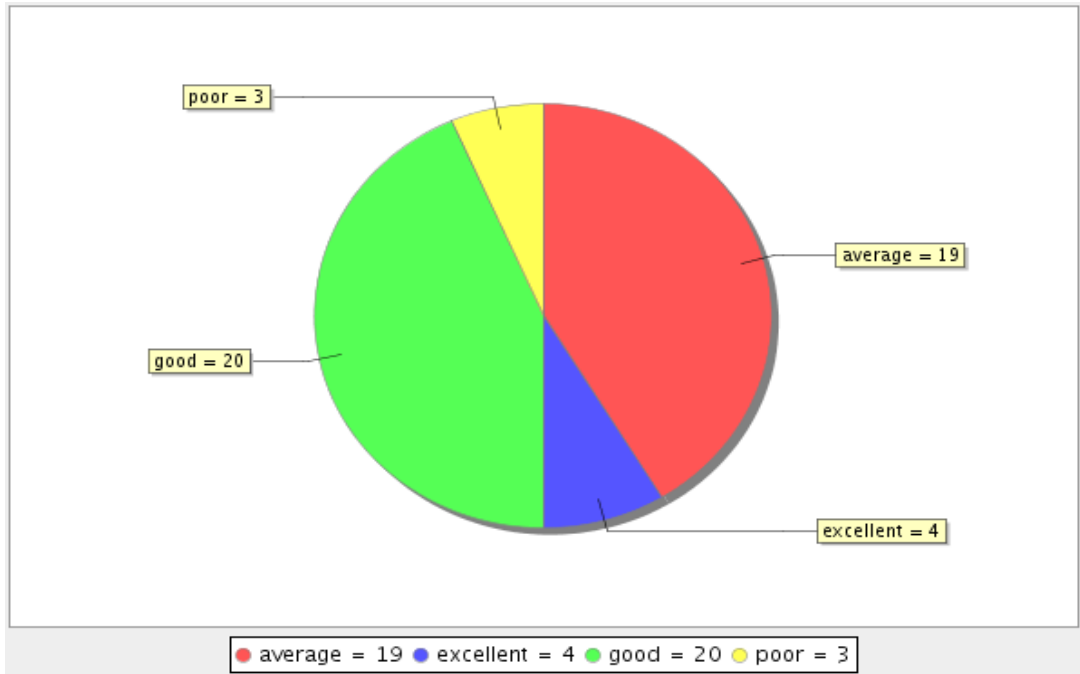
Total = 49 answers Excellent + good = 49% Average : 30%



Question 3 : Did the following round tables meet your expectations ?

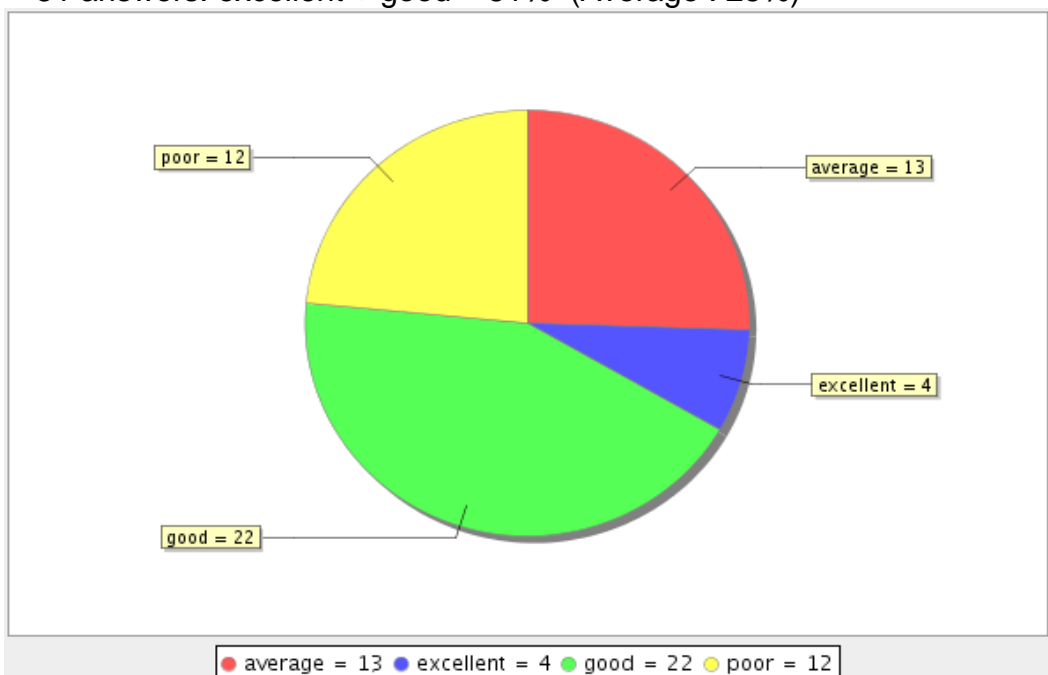
(Inter) governmental policy developments

Total = 46 answers: excellent + good = 52% (Average : 42%)



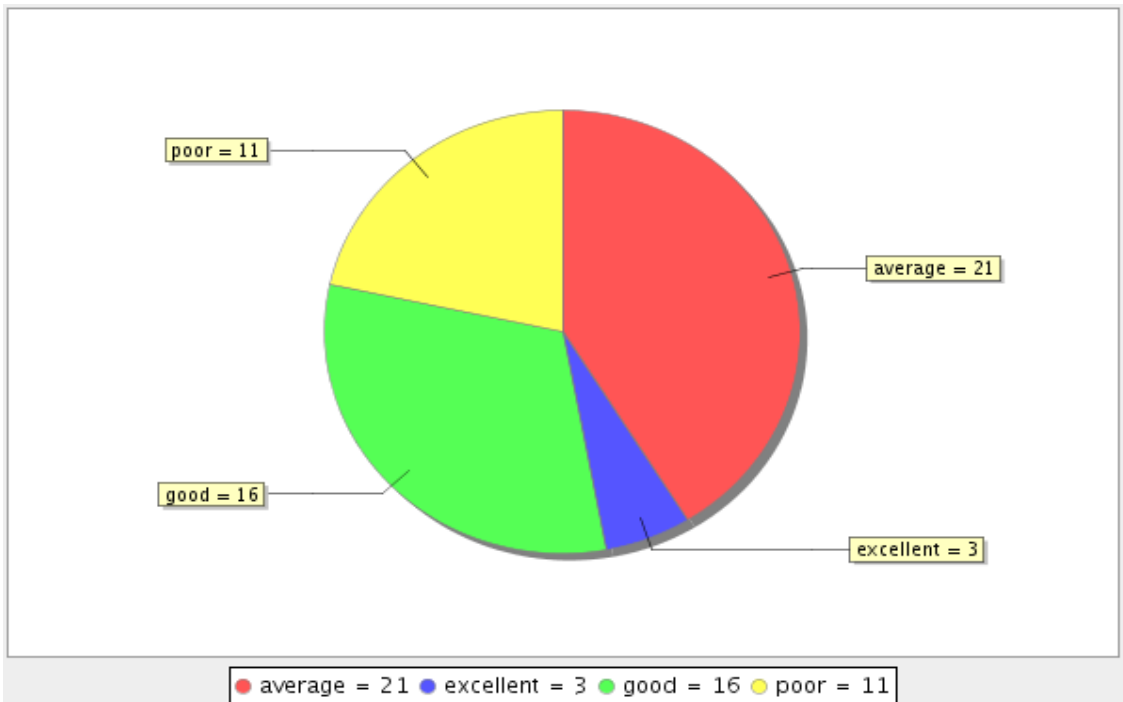
Question 5 : What's your opinion on the potential to discuss/develop new ideas during the open Forum?

Total = 51 answers: excellent + good = 51% (Average : 25%)



Question 6 : What's your opinion on the Exhibition ?

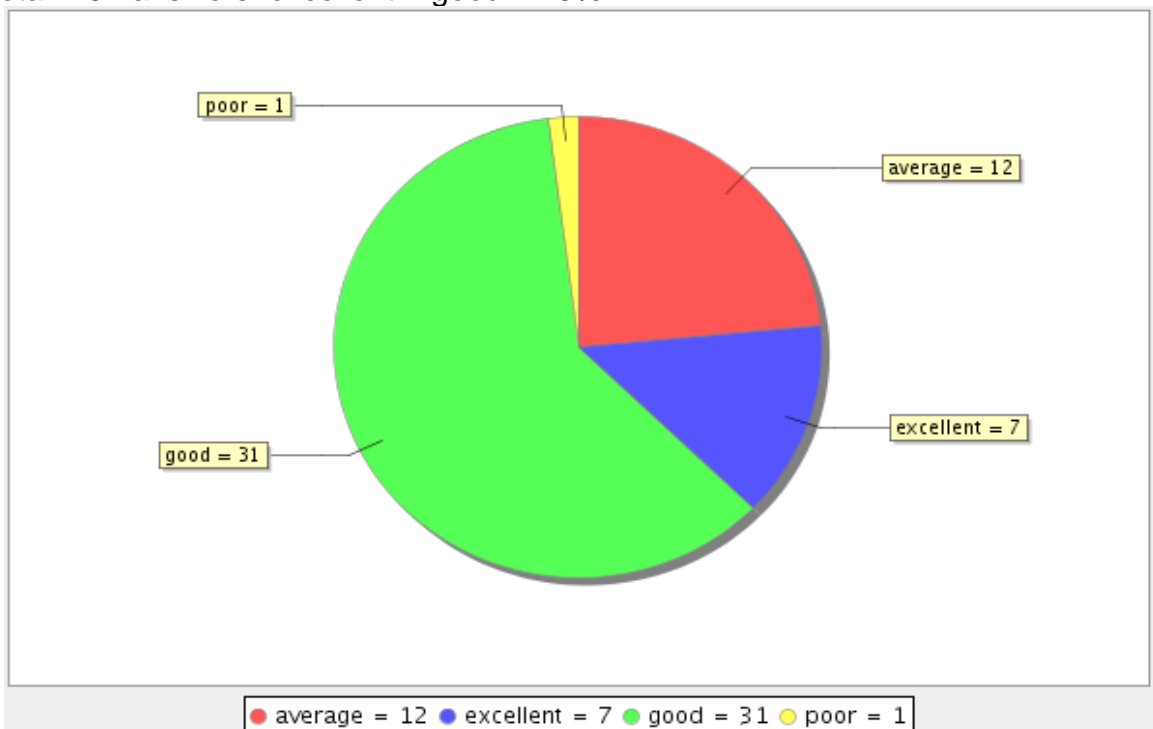
Total = 51 answers: excellent + good = 37% (Average + poor: 63%)



Question 7 : Was the information in advance about the Open Forum

Quality

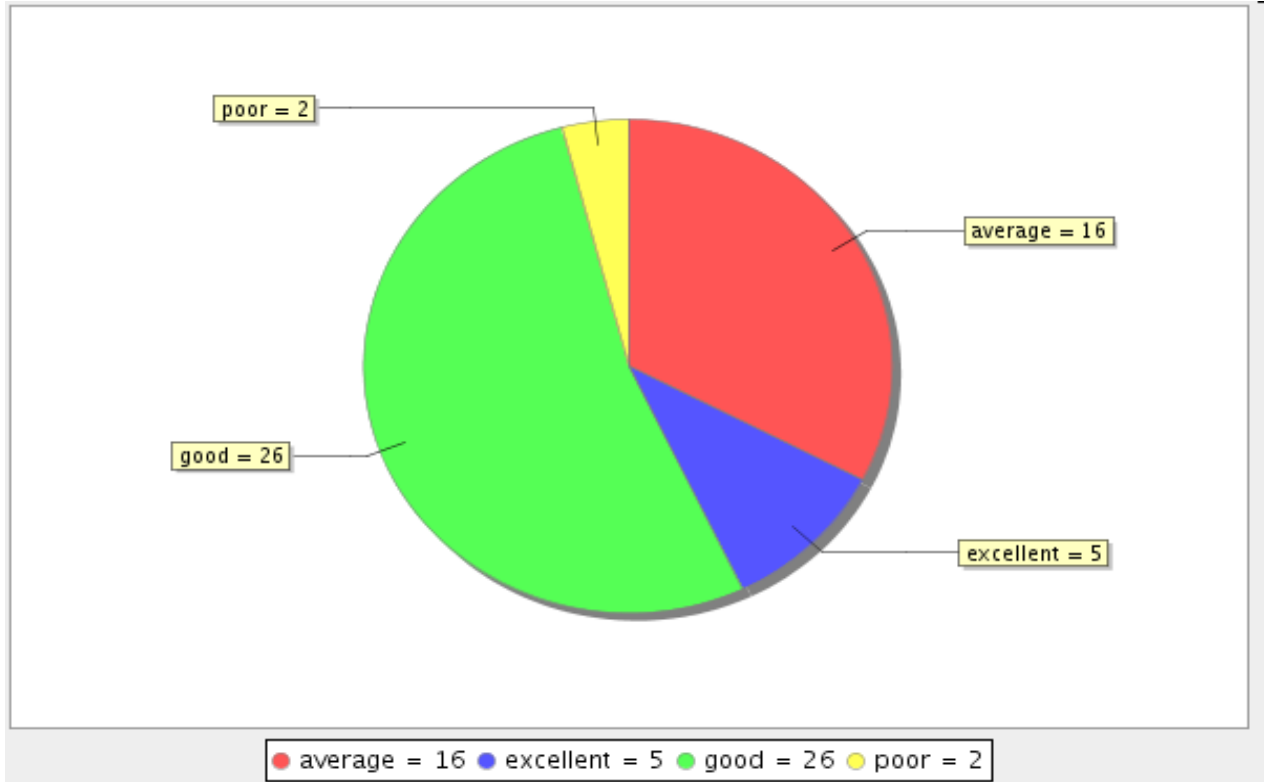
Total = 51 answers: excellent + good = 75%



Question 7 : Was the information in advance about the Open Forum

Timing

Total = 49 answers Excellent + good = 63%



ANNEXES

Question 3 : Did the following round tables meet your expectations ?

Comments

- The time for discussion was too short
- Little time was given for comments and discussion
- Lots of auto congratulation
- A specific moment to share experiences and different ways of show how different countries manages alcohol harm reduction.
- First round table seemed to have no clear topic; no questions raised and no new insights given
- Too short presentations, you almost only get statements that are expected.
- I think there where to many participants in the panels. Less people - more of discussion in the panel.
- Still too much attention being paid to Industry needs and interests and too little about Public Health interests
- There wasn't enough time for discussion. I would've preferred less topics and more time to debate.
- Instead of debating on and on the quality/quantity of the studies, the possible actions should be discussed more
- It wasn't enough youth aspect on the three first round table.

- The panel participants were asked to prepare about commitments but then were asked to respond to other elements such as science committee input which included unscientific examples. Discussions did not highlight the progress on reaching commitments or how parties were working together to achieve the same goal.
- Very well chaired
- Better experts

- it was more a line-up of statements instead of a debate. Not enough focus on what we really can do through the forum to reduce alcohol related harm through concrete commitments
- Most participants just repeated their well known positions, there was no real dialogue or encouragement for it. The Forum became a political platform for advocacy rather being a platform for action and mutual recognition of efforts.
- The only round table that came alive was the one on marketing communication. I had to miss the final round table in order to catch my train so can not comment on this one. I found it difficult to understand some of the speakers, even though it was in English. I'm afraid I found a lot of the discussion rather dreary.
- Not enough time for speakers and for debate
- Far too little focus on the EU Forum commitments.
- The discussions could have been more centred on the commitments and their delivery.

Question 4 : Were there any specific topics/ themes/events that should have been

Omitted?

- Efficiency of initiatives
- Debate on concrete commitments
- Give up the process; it is becoming a sham
- Real threats of alcohol to the health
- Unrelated comment areas

Added?

- Discussion of minimum pricing
- Evaluation of selective and indicated prevention among young people
- Old people and alcohol, work place and alcohol
- Other studies regarding influences of alcohol advertising
- Commitments
- Commitments and their deliveries
- More what the industry really can do to reduce and prevent alcohol related harm
- The role of peers and parents

Emphasised more?

- Concrete actions to reduce harm
- Efficiency of measures
- Health impact assessment and alcohol and Health impact system assessment
- Instead on debating on the quality/quantity of studies, the possible actions should be discussed
- The concrete commitments should have been much more emphasized.
- Alcohol marketing, operators responsibilities
- Commitments and delivery

- Debate
- On children and young people preventive programs
- Partnership into stakeholder collaboration
- Young people
- Youth
- Youth aspect

Emphasised less?

- Industry position
- Instead on debating on the quality/quantity of studies, the possible actions should be discussed
- General views taking the debate back
- Policy options
- Research with no clear evidence (rand)
- Respective political positions

Question 5 : What's your opinion on the potential to discuss/develop new ideas during the open Forum?

Comments

- How will be possible to collect data in each countries that would be more harmonized with the European data
- There has been a shortage of time.
- There was a lot of room for discussion, that was positive
- Positive to let the new participants be more active - in stead of the usual. More time needed for discussions
- The industry representatives outnumber the NGOs representatives, and in average they are more professional, therefore there are more interventions from industry than from NGOs, an unbalance that should be corrected
- Not enough time, there is potential, yes. But we don't make the most of it.

Question 6 : What's your opinion on the Exhibition ?

Comments

- Very useful, I brought lots of information with me.
- Presenters should be in attendance at some scheduled time
- Very good materials, but the stands were not well disposed, cannot circulate freely.
- Too little space
- Not so important for me
- More emphasize/support needs to be put on NGOs. Too much industry.
- Little opportunity to merchandise commitments. Space should have been given outside the room. No support from the Chair for the efforts made by exhibitors.
- More space and a dedicated room/space for the exhibition would have been appreciated, e.g. using the entrance hall/coffee break room for the exhibition
- Ask people to exhibit on specific themes
- Dominated by rich organisations/industry
- Not enough room for professional exhibition
- The exhibition suffered from the limited space of the venue. Maybe it could be more structured around the priorities of the alcohol strategy.
- Insufficient space. Limiting in that it prevents interactive exhibits.

Question 7 : information in advance about the Open Forum

Comments

- No information that there was no lunch provided
- I expected quicker answer to my application email.
- Confirmations should've been A LOT earlier for flight buying. We knew the date a year before, but didn't get a confirmation until 2 weeks before.

- The final program might have been circulated earlier
- The final agenda was late
- I have been to the website to check if the presentations that had been prepared for the roundtables have been posted.
- Agenda finalised too late.
- Seemed okay to me.
- A bit chaotic regarding confirmation of attendance, not to mention the option for exhibition.

Question 8 : Would you like to make any suggestions for the next year

Open Forum ?

Comments

- How can National Alcohol Forum (when it exists) be in direct connection with European Alcohol and Health Forum Health Impact Assessment and Alcohol Mental Care and Alcohol Primary Health Care EIB Intervention and Alcohol Network between intersectorial Ministers and Alcohol
- Do it where there are young people (like VUB) - otherwise it becomes the blind leading the blind
- More place and discussion about evaluation of the prevention programs related with the alcohol.
- Definition of responsible/harmless consumption
- I felt like the open forum was the vitrine of the Platform, coming back on the achievements. Without denying the encouraging results of the platform, the open forum should look more into the future.
- Yes, like we did this year - however too few suggestions were taken into consideration!! we need more speakers from more countries - giving their examples.
- Some more time to lunch-break. maybe 1.5 hour.
- Topics youths health, alcohol among youths-effective policies and legislation and responsible adults says no to alcohol consumption among youths.

- The role of peers and parents should be discussed as it seems to be the major driver of behaviour.

A stronger focus on the commitments should be set up next year. The idea of the EAHF is to commit, evaluate the commitments and see whether they help or not. Almost nothing has been said to that issue which is the core concern of the Forum. The next edition should be dedicated to that task: speaking of the commitments and communicating on what has been achieved thanks to these commitments.

- Emphasize concrete actions to be taken to reduce harm, we have been so far too much academic !!!
- Registration and confirmation need to be earlier. More time for debate. More emphasis on letting the people specific of each topic to talk.
- The role of NGO's and cooperation with the civil society and governments.
- focus of commitments with factual results. Focus of educational program.
- The chair was excellent and the success of the event depends on it.
- more room for exhibition of commitments
- I would suggest to focus more on the actions of the members and what those actions delivered on experience and learnings.
- This was the first time that I have ever attended an EU event and I was very disappointed. There was no delegate list on arrival so this made it very difficult to network effectively. There was no explanation on the use of the microphones, no information about lunch (I thought sandwiches would be provided and everyone would stay on site - this would have been another networking opportunity. However, everyone just disappeared to God knows where.) More effort needs to be made to keep things on time, as the schedule slipped badly. Could I also suggest that an announcement is made at the beginning to ask people not to chat etc. whilst people were speaking. I don't know what it was, but I found it very difficult to hear what was being said - there was background noise, air conditioning and chatter - and the PA system just seemed to muffle what was being said. I noticed that more and more people were listening to the interpreters as the day wore on, so I don't think I am the only person to think this.
- Break-out sessions to discuss the topics in smaller groups
- That after two years the Open Forum focused on commitments by Forum Members.

- Another venue could make the event more attractive and the exhibitions more meaningful (Maybe Charlemagne, instead of Brochette)