



European  
Commission



Directorate-General for  
Health & Consumers

# *EU Alcohol and Health Strategy: the Forum contribution*

*Robert Madelin  
Director General  
Health and Consumers  
European Commission*

*European Alcohol and Health Forum  
2<sup>nd</sup> Open Forum  
Brussels  
30 April 2009*



European  
Commission



Directorate-General for  
Health & Consumers

# A European issue

- consumption levels going down across Europe - but Europe still is region with highest alcohol consumption in the world
- moreover, decrease in consumption is levelling off
- most countries in EU face similar problems (*"convergence of harm"*):
  - under-age drinking
  - drink-driving
  - binge drinking (not only "North": France, Spain...)



European  
Commission  
Directorate-General for  
Health & Consumers

# A key health determinant

- **7,5% of all ill health and early death in EU**
- **195,000 premature deaths per year in EU**
- **alcohol is a contributory factor for 60 acute or chronic diseases**
- **in 15-29 year olds: 25% of male deaths and 10% of female deaths are caused by excessive alcohol consumption**



European  
Commission  
Directorate-General for  
Health & Consumers

# Eurobarometer survey (2007)

- citizens support action to address alcohol harm:
  - 44% of EU citizens believe that **public authorities** have to intervene in order to protect individuals from alcohol related harm
  - 77% agree to put **warnings** on alcohol bottles and adverts with the purpose to warn pregnant women and drivers of dangers of drinking alcohol
  - 73% agree to **lower blood alcohol level** (0.2 g/l) for young and novice drivers
  - 80%: "**random police alcohol checks** would reduce alcohol consumption before driving"
  - 87% agree that **selling and serving** alcohol to people under the age of 18 years should be banned
  - 76% agree that alcohol **advertising** targeting young people should be banned



European  
Commission  
Directorate-General for  
Health & Consumers

# Alcohol Strategy

- adopted by Commission in October 2006
- endorsed by
  - Council Conclusions November 2007
  - EP Report August 2007
- goals:
  - 1) Protect **young people**, children and the unborn child
  - 2) Reduce injuries and deaths from alcohol-related **road traffic** accidents
  - 3) Prevent alcohol-related harm among adults and reduce the negative impact on the **workplace**
  - 4) Inform, **educate** and raise awareness on the impact of harmful and hazardous alcohol consumption, and on appropriate consumption patterns
  - 5) Develop, support and maintain a common **evidence** base



European  
Commission  
Directorate-General for  
Health & Consumers

# Implementing the EU Strategy

## Implementing the EU Strategy

**European  
Alcohol and  
Health Forum**

**Member States:  
Committee on  
National  
Alcohol Policy  
and Action**

**Health in other  
policies**

**Data Collection  
Indicators /  
Definitions**



European  
Commission



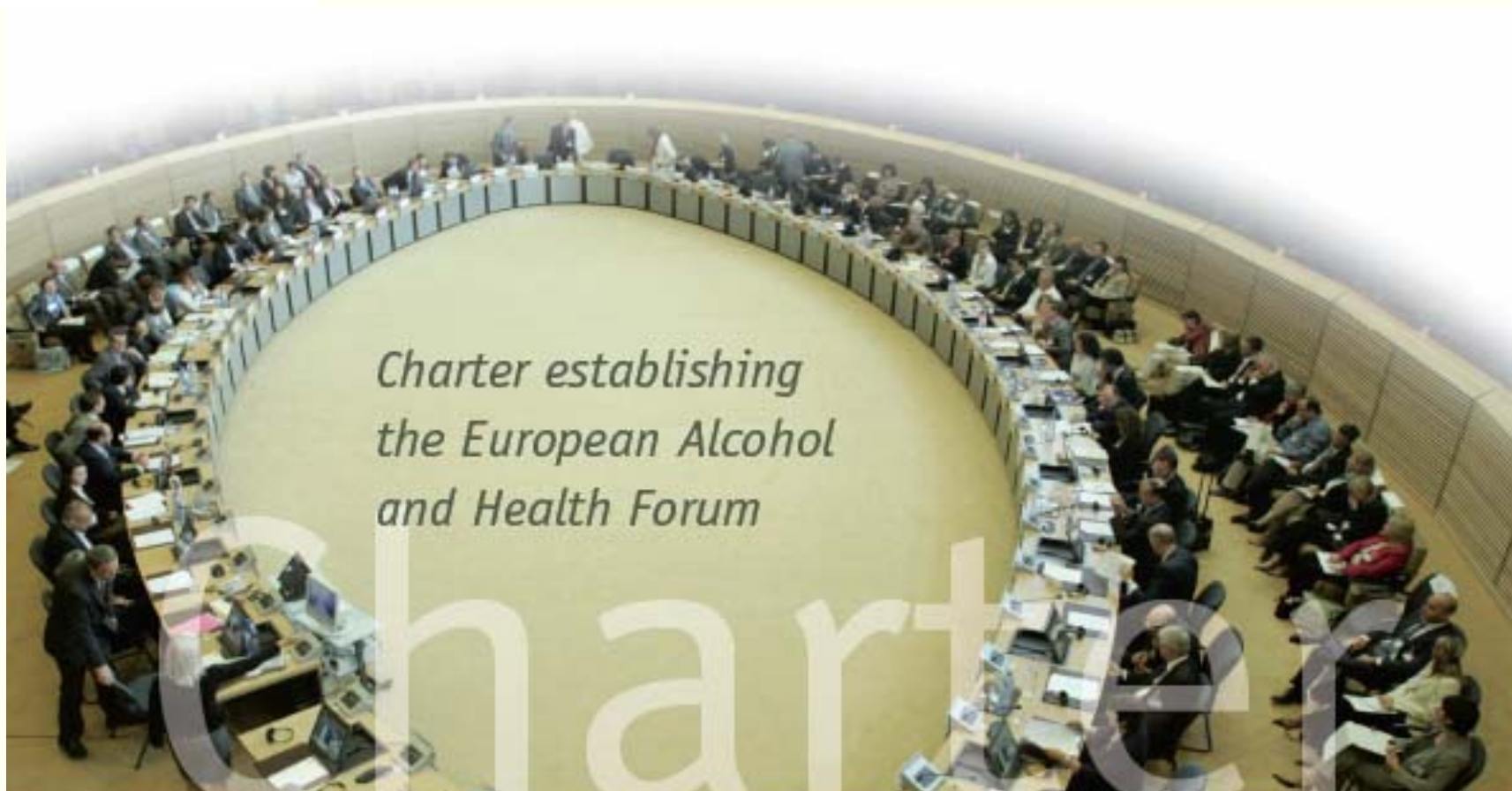
Directorate-General for  
Health & Consumers

- 1) **Cooperation with Member States (*Committee for National Alcohol Policy and Action*):**
  - coordination of government-driven policies, further development of alcohol policies
  - issues e. g. labelling, unit size, price/affordability...
  - Preparing Swedish Presidency (*last Round Table today*)
- 2) **Work across EU policies**
  - Public Health
  - data collection (Committee on Data Collection, Indicators and Definitions)
  - Transport (road safety/drink driving, Road Safety Day...)
  - Taxation (excise)
  - Education (youth)
  - Agriculture (wine promotion)
  - Research (input into Framework Programme priorities...)
- 3) **stakeholder partnership approach:**
  - multi-stakeholder platform "European Alcohol and Health Forum"



European  
Commission  
Directorate-General for  
Health & Consumers

# European Alcohol and Health Forum



European Commission





European  
Commission



Directorate-General for  
Health & Consumers

- **overall objective:**
  - provide common platform for all interested stakeholders at EU level willing to step up actions aimed at reducing alcohol harm
- **main areas to be addressed:**
  - under age drinking
  - information on effect of harmful drinking
  - responsible drinking/promote behavioural changes
  - consumer information
  - commercial communication



European  
Commission



Directorate-General for  
Health & Consumers

# European Alcohol and Health Forum

Science  
Group

Plenary  
Session

Open  
Forum

Task Force on  
Marketing  
Communication

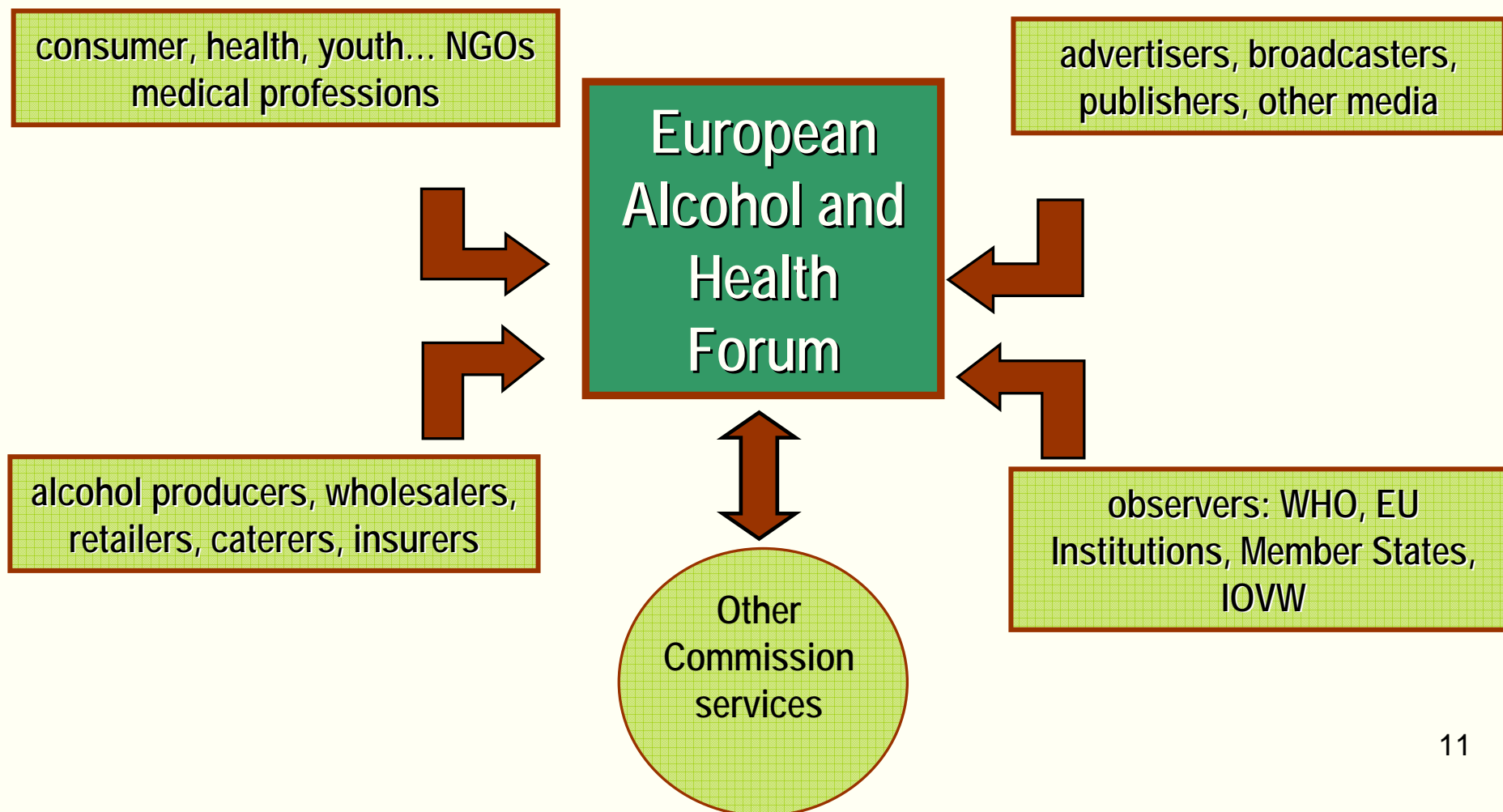
Task Force on  
youth-specific  
aspects of alcohol



European  
Commission



Directorate-General for  
Health & Consumers





European  
Commission  
Directorate-General for  
Health & Consumers

# Eligibility

- **umbrella organisations operating at a European level**
  - capable of playing active role in reducing alcohol-related harm in EU
  - willing to engage in concrete and verifiable commitments
- **organisations operating at national or sub-national level, or individual companies**
  - willing to engage in concrete and verifiable commitments
  - European-level umbrella organisation or federation needs to be Forum member
- **50 Founding Members at Forum launch, 60 at present**



# Commitments

- members formally and publicly commit to concrete action ("*commitment*")
- commitments to indicate level of relevant current activities as baseline
- members to devote increasing level of effort beyond baseline to commitments
- commitments to indicate measurable objectives
- all commitments, including reporting on monitoring/implementation, feed into public data base
- 108 commitments received so far



European  
Commission  
Directorate-General for  
Health & Consumers

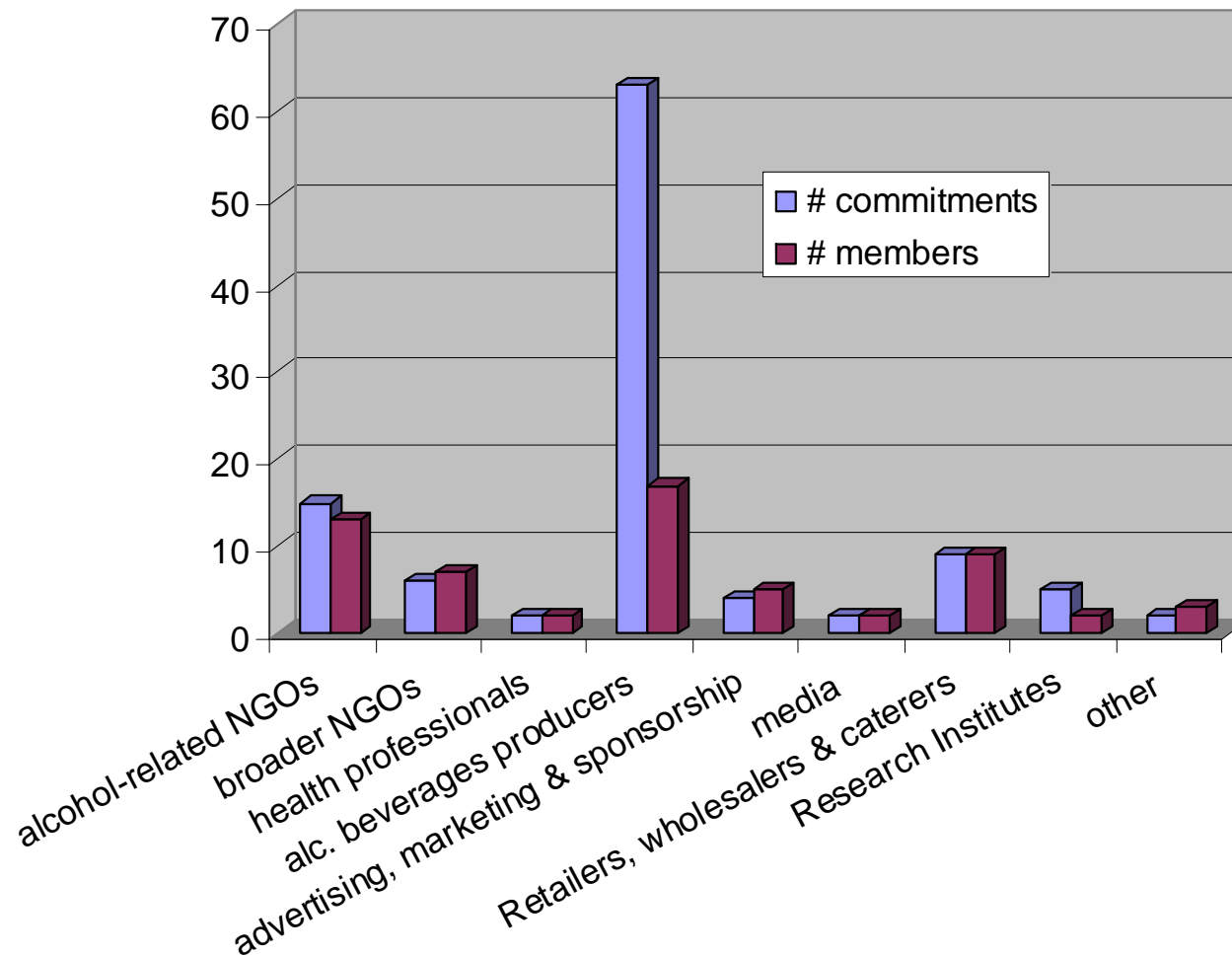
# Monitoring, Evaluation

- **commitments monitored + evaluated in transparent, participative and accountable way**
- **outside involvement in reviewing progress and outcomes (to create trust in process)**
- **monitoring and evaluation plan for each commitment**
  - **in line with agreed monitoring guide**
  - **reports on input, output and outcomes of commitments (publicly available)**
- **periodic Commission reports on Forum progress**



European  
Commission  
Directorate-General for  
Health & Consumers

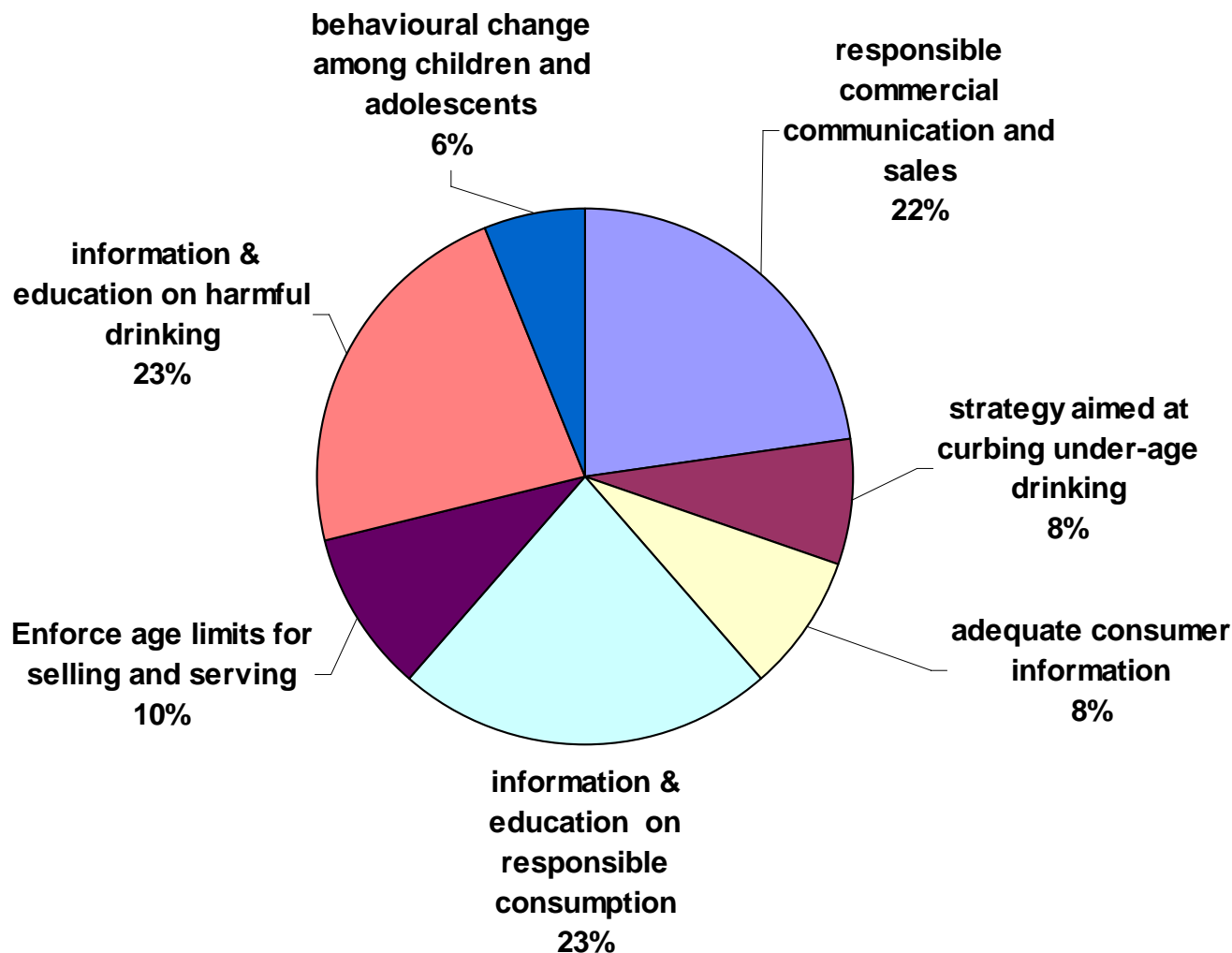
# Commitments by category of Forum members





European  
Commission  
Directorate-General for  
Health & Consumers

# Commitments by priority area

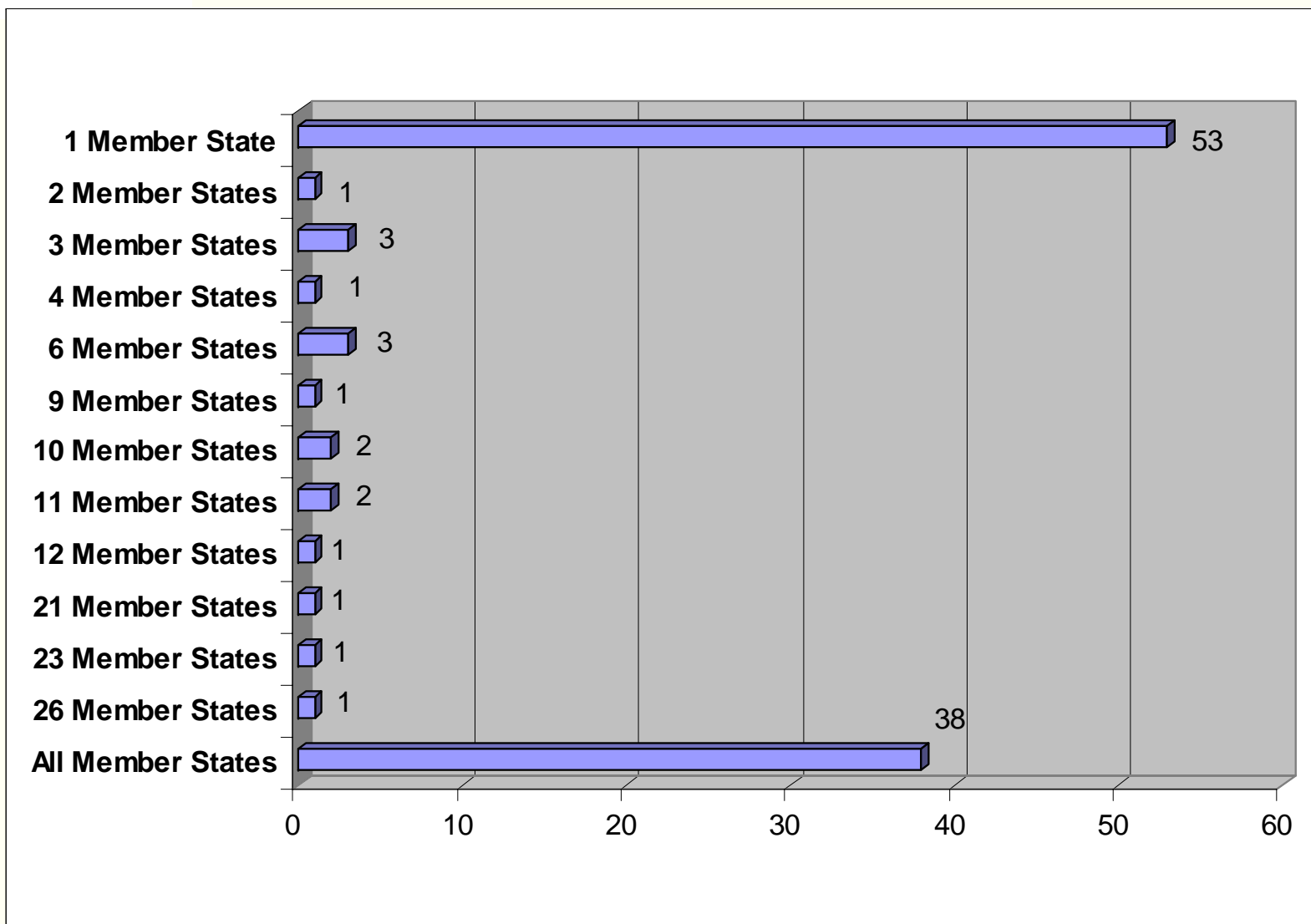






European  
Commission  
Directorate-General for  
Health & Consumers

# Commitments: MS coverage





European  
Commission  
Directorate-General for  
Health & Consumers

# commitments: partnerships

- within the 108 current commitments, most partnerships are between members belonging to the same category of stakeholders (e. g. producers...)
- also some co-operations between producers of alcoholic beverages and Forum members belonging to 'advertising, marketing and sponsorship'
- currently no partnerships between Forum members representing economic operators and those representing NGOs
- however, some Forum members have within their commitments established cross-sector multi-stakeholder partnerships at national level (e. g. alc. producers with medical professions and public authorities – *example in 1st Round Table today*)



European  
Commission  
Directorate-General for  
Health & Consumers

# Commitments data base

- **full details on all commitments made by Forum members are online at [ec.europa.eu](http://ec.europa.eu) website**
- **on-line data base is searchable, so that it is possible to display:**
  - **all commitments made by a given Forum member;**
  - **all commitments implemented in a given Member State;**
  - **commitments made by all or single Forum members in a given priority area;**
  - **commitments by type of activities;**
  - **commitments by target group;**
  - **types of activities foreseen in commitments from a given Forum member**



European  
Commission  
Directorate-General for  
Health & Consumers

# Commitments data base

Contact

## European Alcohol and Health Forum

HOME

### European Alcohol and Health Forum - Commitment Search Tool

#### Select search criteria

Submission date: -- --

Commitment title:

Commitment summary:

Commitment objective:

Commitment baseline:

Activities:   
Commercial Communication  
Consumer Information  
Counselling

Member states:   
Austria  
Belgium  
Bulgaria

Forum members:   
Advertising Information Group (ZAW and WKÖ)  
Association of European Cancer Leagues (ECL)  
Association of small and independent breweries in Europe (SIB)

Priority areas:   
Develop a strategy aimed at curbing under-age drinking  
Develop information and education programmes on the effect of harmful drinking  
Develop information and education programmes on responsible patterns of consumption

Target groups:   
No target group specified  
Children  
Children in families with alcohol problems

Clear

Search

© DG SANCO 2008

#### Alcohol Forum



**demonstration / help  
regarding data base  
available outside the  
meeting room  
(Ms Kathia  
Weissenbacher)**




European  
Commission  
Directorate-General for  
Health & Consumers

# Reporting on commitments

## European Alcohol and Health Forum

### European Alcohol and Health Forum - Commitment Search Tool

Search result(s): 1 commitment(s)

Submission Number	Commitment Information
12282269-7284-850 	<b>Advertising Information Group AIG (representing ZAW and WKÖ)</b> <u>Strengthening advertising self-regulatory effectiveness</u> Provision of training for the industry on the voluntary self-regulatory codes in the area of alcohol of the training: Firstly the various obligations to prevent disconstrued as promoting alcohol abuse or harmful prohibit commercial communication for alcoholic The training covers the scope of the self-regulatory when promoting alcoholic beverages.

indicates that report  
is available for this  
commitment

New Search

© DG SANCO 2008



European  
Commission



Directorate-General for  
Health & Consumers

- **Forum members report on the implementation of their commitments**
- **reports are published, together with commitments, on public data base**
- **reporting template follows guidelines set out in the 'Monitoring Commitment' which is part of the Forum Charter**
- **monitoring reports submitted for 87 out of the 108 commitments**



European  
Commission



Directorate-General for  
Health & Consumers

- **commitment owners describe**
  - in which way the objectives set out in the original commitment form have been achieved;
  - how the commitment contributed to achieving the overall aims of the Forum;
  - the resources allocated to the commitment ("What was done to put the objectives into practice?");
  - the output indicators ("What was achieved with the resources allocated to the commitment?");
  - the outcome and impact indicators ("How successful has the commitment been in relation to the original objectives?");
  - the evaluation details (tools and methods used, internal or external evaluators...);
  - how the results of the commitment were disseminated.



European  
Commission  
Directorate-General for  
Health & Consumers

# commitments: analysis

- overall, good compliance with Forum rules (*both on commitments and reporting*)
- impressive range of activities
- great discrepancies as regards scope and potential impact of commitments (*many examples in Summary Report*)
- some relate to legal obligations (*e. g. checking age of customers*), some are very small scale (*e. g. updating websites...*), some are aimed only at very small target group (*e. g. staff of alcohol producers*)
- many commitments on 'education' – but few on empowerment and mobilisation
- few examples of sustainable information dissemination, which - embedded in wider strategy to empower or advocate - is more likely to contribute to change in attitudes to alcohol





European  
Commission  
Directorate-General for  
Health & Consumers

# Examples I

## ■ *Information campaign:*

**Royal College of Physicians: *'Promoting the understanding of alcohol related harm and effective health strategies'***

- **Aim:** improve understanding of the nature and scale of alcohol-related health issues and promote effective public health measures
- **Working methods:** providing editorial content for media, input in meetings and forums of the health community
- **Evaluation:** media coverage of alcohol issues  
December 2007 - June 2008: nearly 50% originated directly from RCP's work
- **Comment:** demonstration of how a key group of professionals can make a difference at national level.



## Examples II

### ■ ***Empowerment:***

#### **International Center for Alcohol Policies: '*ICAP Blue Book - Practical Guides for Alcohol Policy and Targeted Interventions*'**

- guide for development of alcohol policies, highlighting interventions that target risk populations, produced by industry-funded think tank
- available in print and on-line, accompanied by Quick Reference Guide
- executive summary and Quick Reference Guide translated into several languages
- website visits are monitored, visitors invited to fill in user questionnaire to help further development
- launched in 2005, the Blue Book is a "living document" that has been updated already several times before being submitted as a Forum commitment
- example of high quality work (made possible through availability of adequate resources)

## Examples III

### ■ ***Mobilisation:***

#### **Alcohol Policy Youth Network (APYN):** ***'Youth Empowerment for a better life!'***

- **Aim:** creating a network to build capacity and empower young people to become actors in the definition, promotion, implementation and evaluation of alcohol policies and programmes (28 members)
- **Working methods:** Training courses, Advocacy School, workshops, newsletter, advocacy work...
- **Evaluation:** Range of evaluation methods:
  - overall feeling of empowerment, increased awareness, enhanced knowledge and skills...
  - External evaluation of project management showed need for improvement as regards communication and sustainability

## Examples IV

### ■ **Commercial communications:**

**Association of Television and Radio Sales Houses:**  
*'Compendium of regulations, self-regulatory standards and industry codes of conducts on audiovisual advertising of alcoholic beverages'*

- **Aim:** update database of statutory and voluntary regulations relevant to alcohol advertising on TV
- **Working methods:** survey carried out in co-operation with the Association of Commercial Televisions
- **Output:** detailed compendium covering almost all relevant information in EU; will form basis for on-line database
- **Evaluation:** follow-up survey planned
- **Comment:**
  - most detailed and up-to-date review of regulations concerning promotion of alcoholic beverages on TV
  - useful source of information for advocates, regulators and marketers
  - since TV is most widely regulated area of alcohol advertising, with frequent changes, future updating of compendium/database is crucial



European  
Commission  
Directorate-General for  
Health & Consumers

# Examples V

- **Commercial communications/mobilisation:**  
Comité Européen des Entreprises Vins (CEEV):  
*Programme "Wine in Moderation - Art de vivre"*
  - **Aim:** to mobilise a fragmented industry sector to implement the programme at national level
  - **Working methods:**
    - disseminating moderation messages to industry and consumers
    - setting up Wine Information Council to collect and establish best practice
    - developing standards for the wine sector on commercial communications
  - **Activities in 9 countries, including:**
    - Moderation message used in corporate communication of many national associations
    - "Art de vivre" websites developed in France and Italy
    - Training for wine sector professionals in Germany and Portugal
    - Wine Information Council has facilitated dialogue and cooperation between national Wine & Health and Social Aspects Organisations in Europe
    - Wine Communication Standards developed
    - National wine advertising code adopted by the Spanish wine association
  - **Comment:**
    - A programme that combines mobilisation, development of self-regulation of commercial communications and moderation education directed to the general public



European  
Commission



Directorate-General for  
Health & Consumers

## more action needed...

- **reduce exposure of children and young people to alcohol advertising and sponsorship**
  - Science Group opinion: *“Alcohol marketing increases the likelihood that adolescents will start to consume alcohol, and to drink more if they are already consuming alcohol.”*
- **ensure that SROs become more transparent and open:**
  - members of relevant NGOs, medical associations, parents and youth organisations should be involved
- **stop cut-price promotions for alcoholic beverages:**
  - happy hours, two-for-one, drink-all-you-can, loss-leaders in retail...
- **crucial question:**
  - Will commitments contribute to a change of focus in commercial communications so that we can see change in the exposure of young people, or in the messages and images conveyed by alcohol advertising?



European  
Commission  
Directorate-General for  
Health & Consumers

# Forum process: way forward

- establishment of Clearing House (as main outcome of the work of the TF on youth-specific aspects on alcohol)
- finalisation of mapping exercises undertaken in context of TF on Marketing Communication (on self regulation, (not) targeting youth, and social marketing – *copies of draft reports available*)
- benchmark and improve the quality of reporting
  - individual feedback to commitment owners
  - general 'monitoring progress report' (June-July 2009)
- analysis of relevance/impact of commitments:
  - at next Forum plenary meetings, analysis of groups of commitments in specific areas
- assessment of Forum process so far will be part of report on implementation of EU strategy (to be published 2<sup>nd</sup> half 2009)



European  
Commission



Directorate-General for  
Health & Consumers

# your input sought...

## ■ issues for today:

- consumer information and education
- marketing communication and the role of the media
- children and young people
- (inter)governmental policy developments: WHO, EU, MS, regions



**This paper was produced for a meeting organized by Health & Consumer Protection DG and represents the views of its author on the subject. These views have not been adopted or in any way approved by the Commission and should not be relied upon as a statement of the Commission's or Health & Consumer Protection DG's views. The European Commission does not guarantee the accuracy of the data included in this paper, nor does it accept responsibility for any use made thereof.**