



EUROPEAN COMMISSION  
HEALTH & CONSUMERS DIRECTORATE-GENERAL

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

## EUROPEAN ALCOHOL AND HEALTH FORUM

9<sup>th</sup> Plenary Meeting

BRUSSELS, 19 OCTOBER 2011

### Summary Report

#### **1. Opening by the Chair, Despina Spanou, Principal Advisor, DG Health & Consumers**

- The Chair welcomed participants (*cf. List in Annex 1*) to the plenary meeting of the European Alcohol and Health Forum (EAHF) focussed on alcohol and youth, one of the five priority themes of the EU alcohol strategy, and marked by the presence of Commissioner John Dalli in the afternoon session.
- The Chair presented a brief overview of major developments since the last plenary meeting, including a Drink Driving Forum organised by Anheuser-Busch InBev<sup>1</sup>, the Week Against Cancer organised by the Association of European Cancer Leagues<sup>2</sup>, and a seminar on FASD organised in the European Parliament by Eurocare<sup>3</sup>. She highlighted in particular the UN Summit on Non-communicable diseases held in September in New York in which harmful use of alcohol was addressed as a major risk factor along with tobacco, unhealthy diet and physical inactivity.<sup>4</sup>
- The Chair drew attention to the situation with active commitments which continues to be unsatisfactory especially in view of the upcoming evaluation of the EU alcohol strategy.

#### **2. Applications for membership**

- Two new Members were admitted to the Forum: the United European Gastroenterology Federation (UEGF) and the European Travel Retail Council (ETRC), which brought the number of members to 67. Both new members were represented in the meeting.

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<sup>1</sup> <http://www.drinkdrivingforum.eu/>

<sup>2</sup> <http://www.eurocancerleagues.org/european-week-against-cancer.html>

<sup>3</sup> [http://www.eurocare.org/press/previous\\_events](http://www.eurocare.org/press/previous_events)

<sup>4</sup> [http://www.un.org/ga/search/view\\_doc.asp?symbol=A/RES/64/265&Lang=E](http://www.un.org/ga/search/view_doc.asp?symbol=A/RES/64/265&Lang=E)

### 3. Reducing harm from alcohol in the workplace

- The Chair of the Forum's Science Group, Professor Sir Ian Gilmore presented the Group's recently adopted scientific opinion on alcohol and the workplace, a priority theme of the EU Alcohol Strategy. The opinion presented in the report *Alcohol, Work and Productivity*<sup>5</sup> summarises scientific evidence on the links between harmful drinking and productivity and employment, and looks at concrete workplace interventions to tackle alcohol problems in the workplace carried out by major alcoholic beverage producers.
- Jesus Alvarez Hidalgo, DG Employment, Social Affairs and Inclusion, outlined EU actions to support workplace health promotion and presented briefly the activities of the EU Occupational Safety and Health Agency<sup>6</sup>. He stressed that any action for health promotion in the workplace needs the participation of key stakeholders including the social partners, insurers, occupational health services and competent authorities. For DG Employment, convincing employers that investment in prevention brings savings is a priority.
- The topic generated lively discussion. It was noted that the majority of the European workforce are employed in small and medium-sized enterprises. The Forum agreed to see how the Science Group's suggestions for future actions could be taken forward.

#### *Drinking by young people*

- The first session focussed on alcohol and youth as a special theme looked at social environment factors which can contribute to young people's healthy choices.

### 4. Approaches to addressing factors in the drinking environment

- Harrie Jonkman from the Verwey-Jonker Instituut presented the project AAAPrevent<sup>7</sup>, recently started with funding from the EU's Research Framework programme. The project uses survey data on 57 000 teenagers from 25 European countries to analyse risk and protective factors related to drinking.
- Magnus Jägerskog, director of the IQ initiative, outlined the Swedish alcohol retail monopoly's approach to minimum age checks, to the use of new media to raise awareness of alcohol related harm, and to supporting local action for alcohol harm prevention through the IQ Initiative. Set up in 2005 and operating with a yearly budget of EUR 2,5 MIO, the IQ initiative has supported more than 1000 good practice projects.<sup>8</sup> Trends in alcohol attitudes are monitored through repeated "alcohol index" surveys.
- Ingunn Aanes and Jan Peloza, representing the Alcohol Policy Youth Network (APYN), described the network members' views on cultural aspects relevant to

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<sup>5</sup> [http://ec.europa.eu/health/alcohol/docs/science\\_02\\_en.pdf](http://ec.europa.eu/health/alcohol/docs/science_02_en.pdf)

<sup>6</sup> <http://osha.europa.eu/fr/front-page>

<sup>7</sup> <http://www.aaaprevent.eu/>

<sup>8</sup> <http://www.iq.se/>

youth drinking<sup>9</sup>, gathered in the context of a youth empowerment and capacity building project under the EU Health programme.

- Lucie Lekešová, DG Education and Culture, addressed youth health in the broader context of EU youth policy stressing that health is a driver for social inclusion and empowerment. While the health of young people in the EU is mostly good, challenges remain concerning nutrition, alcohol consumption, physical activity, sexual health and mental health. Under the EU Youth programme, around 2000 projects related to health were funded in 2008-2009. Equally important would be to take into account the youth dimension in broader EU health initiatives.

## **5. Approaches to addressing alcohol problems in the family**

- Ennio Palmesino from the European Mutual-Help Network for Alcohol-Related Problems (EMNA) discussed support provided for young people within the Italian mutual help clubs for alcoholics in treatment (CAT). Young people attend these clubs either to tackle their own drinking or – more often – accompanying a family member with drinking problem.
- A publication, *Kids in the Clubs*, describes the experiences of children and teenagers based on retrospective interviews which indicate that accompanying parents in the club process contributes to a healthy balanced life in adulthood.<sup>10</sup>

## **6. Young people, alcohol and violence**

- Professor Mark Bellis from the Liverpool John Moores University<sup>11</sup> examined linkages between alcohol and nightlife youth violence. The multi-actor STAD project in Sweden was highlighted as an example of a successful approach to managing nightlife environments, leading to major reduction in serving alcoholic drinks to drunken patrons and substantial reduction in violent crime.
- Professor Bellis also discussed early life experiences which may play a part in predisposing to alcohol abuse and violence. The Adverse Childhood Experiences (ACE) study carried out in the United States indicates that experiences of abuse, neglect or household dysfunction, including substance abuse, may contribute later in life to increased risk of violent behaviour or of alcohol or illicit drug use problems.

## **7. Address to the plenary meeting by Commissioner John Dalli**

- The afternoon session started with Commissioner John Dalli's address to the meeting. Commissioner Dalli expressed his strong commitment to address alcohol-related harm as a key public health priority, given its link to the rising burden of Non-Communicable Diseases. He challenged Forum Members to step up action to reduce alcohol-related harm and to focus on delivery. Commissioner Dalli emphasized the need for further action in the area of marketing and advertising, called for enforcement of minimum age and called for a dynamic multi-stakeholder approach. He also called for the use of modern tools such as digital media to increase impact and outreach of action.<sup>12</sup>

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<sup>9</sup> [http://www.apyn.org/wp-content/uploads/2010/10/cultural-realities-report\\_apyn\\_24.7.111.pdf](http://www.apyn.org/wp-content/uploads/2010/10/cultural-realities-report_apyn_24.7.111.pdf)

<sup>10</sup> A free copy of the booklet in English is available by contacting Dr Palmesino at [ennio@palmesino.it](mailto:ennio@palmesino.it)

<sup>11</sup> <http://www.who.int/violenceprevention/about/participants/cph/en/>

<sup>12</sup> [http://ec.europa.eu/commission\\_2010-2014/dalli/docs/speech\\_alcohol\\_health\\_forum\\_19102011\\_en.pdf](http://ec.europa.eu/commission_2010-2014/dalli/docs/speech_alcohol_health_forum_19102011_en.pdf)

## ***Drinking by young people – continued***

- The youth and alcohol theme was continued with a short film *Alcohol and minors*<sup>13</sup> describing harm prevention activities of the European Forum for Responsible Drinking.

### **8. Approaches to involving young people in alcohol harm prevention**

- The Responsible Party<sup>14</sup> campaign developed by Pernod-Ricard and implemented since 2010 by the Erasmus student exchange network was presented by Damien Lamy-Preto and Leo Smith. Pernod-Ricard provides training for volunteer students as well as posters, gadgets and other material to raise awareness of responsible drinking. Whereas the Responsible Parties so far have gathered 26 000 participants across the EU, a survey carried out in 2011 indicated that of the 2,8% of participants who responded 45% had adapted their behaviour during the party and 74% said they would party more responsible in the future.
- The DARE2BDRINKAWARE<sup>15</sup> film and multimedia competition organised yearly in Ireland was presented by Fionnula Sheehan, CEO with Mature Enjoyment of Alcohol in Society (MEAS). The competition invites students – in any discipline but aged 18 years or more - to tell stories to highlight young people's attitudes to alcohol. The presentation included samples of award winning films from the 2011 competition.

### **9. Age limits are there to protect young people**

- Minimum age limits as an instrument for protecting young people were highlighted in a film *No alcohol under 16, no liquor under 18*<sup>16</sup>, produced by the Belgian alcohol problem prevention association VAD.
- Angela Wiesgen-Pick, Managing Director of the Federal Association of the German Spirits Industry (BSI) presented the training scheme Schulungsinitiative Jugenschutz (SchuJu) targeted to alcohol on and off-trade staff. The main aim is to enhance compliance with minimum age limits. Since the start in 2007, 600 people have participated in face-to-face training and 77 000 people have successfully completed the web based version of the training.<sup>17</sup>

### **10. Towards an evaluation of the implementation and added value of the EU alcohol strategy.**

- Michael Hübel, DG Health & Consumers, Health determinants Unit, informed the Forum about the external evaluation of the EU Alcohol Strategy. An independent contractor will assess the overall added value of the strategy, including the two main structures to support its implementation: the European Alcohol and Health Forum (EAHF) and the Committee on National Alcohol Policy and Action (CNAPA). The final report, which is planned for 2012, will be based on research and interviews with members of the EAHF and of the CNAPA. The conclusions of the evaluation will lead to decisions on EU action

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<sup>13</sup> <http://www.efrd.org/film/film.html>

<sup>14</sup> <http://www.responsible-party.com/>

<sup>15</sup> <http://www.dare2bdrinkaware.ie/>

<sup>16</sup> [http://www.youtube.com/watch?v=zExD\\_VMS7ow&feature=youtu.be](http://www.youtube.com/watch?v=zExD_VMS7ow&feature=youtu.be)

<sup>17</sup> <http://www.schu-ju.de/>

on alcohol and health after 2012. The first results of the evaluation will be discussed in the next meeting of the Forum.

## 11. Stock take on commitments

- Pieter de Coninck, DG Health & Consumers, Health determinants Unit, presented a brief summary of the situation regarding Forum members' commitments. In the last count before the meeting, 25 members were without an active commitment, and five members were suspended for lacking an active commitment for a longer time.
- The results of the 3<sup>rd</sup> round of annual monitoring indicate a continuous trend towards better monitoring and reporting, with the overall median score increased from 3,5 (2010) to 4 (2011). Roughly half of commitment owners had taken on board the individual feedback they had received in last year's round.
- The next deadline for submitting yearly monitoring reports is **end of February 2012**.
- The Chair reminded members of the Forum of the importance of maintaining active commitments throughout their membership in accordance with the Charter. She also highlighted that the scope and content of new commitments or extensions of current ones can deliver added value of substance.

## 12. Further issues and concluding remarks

- Pierre-Olivier Bergeron, Secretary General of the Brewers of Europe, informed the Forum about a joint manifesto of the Spanish Ministry of Health and of a wide range stakeholders who commit to working against alcohol consumption by minors, following the model set by the European Alcohol and Health Forum.<sup>18</sup>
- The Chair informed the Forum about a high level meeting of the Committee on National Alcohol Policy and Action (CNAPA) on 17 November 2011 which will bring together, besides the regular participants, senior officials from Ministries of Health.
- The Chair announced that starting from this meeting a flash report will be published within 24 hours of all EAHF and CNAPA meetings.
- The Chair announced the dates for EAHF meetings in 2012:
  - ❖ **Plenary meeting on 26 April 2012 [N.B.]**
  - ❖ Plenary meeting on 22 November 2012
  - ❖ Open Alcohol and Health Forum on 23 November 2012

For the Open Forum, the last one under the current alcohol strategy, an advisory group can be set up. The Chair asked Forum members let the Commission know if they are interested to contribute to the group.

- The Chair concluded that an interesting range of presentations on youth and alcohol had been heard which matched Commissioner Dalli's key messages, and encouraged Members to take the key messages into consideration when submitting new actions.

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<sup>18</sup> <http://www.pnsd.msc.es/novedades/pdf/Manifiesto.pdf>

## Annex 1 – List of participants

ORGANISATION	SURNAME	FIRST NAME
Active – The Swedish Youth Temperance Association	GRANQVIST	Linnea
Advertising Information Group	RICHTER	Stefan
Alcohol Beverage Federation of Ireland	CLARKE	Aoife
Alcohol Policy Youth Network (APYN)	PELOZA	Jan
	AANES	Ingunn
Association of European Cancer Leagues (ECL)	WOODFORD	Emma
	YARED	Wendy
Association of European Professional Football Leagues (EPFL)-German Football League (DFL )	BROST	Stefan
Association of Television and Radio Sales Houses (Egta)	MURRAY	Conor
Brewers of Europe	SPILLANE	Simon
	BERGERON	Pierre-Olivier
▪ Anheuser-Busch InBev (ABI)	LEROY	Steve
▪ Associazione degli Industriali della Birra e del Malto	TERZAGHI	Filippo
▪ SAB Miller	AGOCS	Monika
▪ Heineken	TEMPLETON	Catherine
	GOETHART	Rutger
Comité Européen des Entreprises Vin (CEEV)	ABAD	Aurora
	FILOPOULOS	Stylios
EUROCARE	SKAR	Mariann
▪ Association Nationale de Prévention en Alcoologie et Addictologie (ANPAA)	CRAPLET	Michel
	RIVIERE	Claude
▪ Institute of Alcohol Studies (IAS)	BONNER	Adrian
▪ IOGT-NTO	ANDERBERG	Alina
▪ Estonian Temperance Union	BEEKMAN	Llauri
▪ German Centre for Addiction Issues	BARTSCH	Gabriele
European Association for the Study of the Liver (EASL)	BURRA	Patrizia
	WALKER	Margaret

ORGANISATION	SURNAME	FIRST NAME
European Association of Communication Agencies (EACA)	LYLE	Dominique
European Cider and Fruit Wine Association (AICV)	PRICE	Robert
European Federation of Associations of Beer and Beverages Wholesalers (CEGROBB)	HERREBOSCH	Walter
European Forum for Responsible Drinking (EFRD)	BRIGADEAU	Carole
	ZWIRN	Gregor
European Mutual Help Network for individuals and families with Alcohol-Related Problems (EMNA)	PALMESINO	Ennio
	WATSON	Fay
European Public Health Alliance	FUCHS	Doriane
	BARA	Luiza
	PRICKETT	Linda
<ul style="list-style-type: none"> <li>▪ Royal College of Physicians, London</li> </ul>	BELCHER	Paul
	SHERON	Nick
European Social Insurance Platform (ESIP)	GALVIS	Fanny
European Spirits Organisation (CEPS)	ALEXANDRE	Laure
<ul style="list-style-type: none"> <li>▪ Bacardi Martini</li> </ul>	FRESI	Stefano
<ul style="list-style-type: none"> <li>▪ Brown-Forman</li> </ul>	SKELLY	Walsh Kelly
	DARMON	Claire
<ul style="list-style-type: none"> <li>▪ Diageo</li> </ul>	BATYI	Csaba
<ul style="list-style-type: none"> <li>▪ Moët Hennessy</li> </ul>	GENEVEY	Noélie
<ul style="list-style-type: none"> <li>▪ Pernod-Ricard S.A.</li> </ul>	HEMARD	Andre
	KATNER	Agnieszka
<ul style="list-style-type: none"> <li>▪ The Absolut Company</li> </ul>	LUKSEP	Peeter
<ul style="list-style-type: none"> <li>▪ The Scotch Whisky Association</li> </ul>	MEIKLE	Douglas
European Sponsorship Association (ESA)	DAY	Helen
HOTREC	MACHADO	Marta
	WARAVKA	Alexis
<ul style="list-style-type: none"> <li>▪ British Beer and Pub Association</li> </ul>	RAWLINGS	Martin
<ul style="list-style-type: none"> <li>▪ Swedish Hotel &amp; Restaurant Association</li> </ul>	LUNDIN	Stefan
Institut de Recherches Scientifiques sur les boissons alcoolisées (IREB)	LEYMARIE	Nicole

<b>ORGANISATION</b>	<b>SURNAME</b>	<b>FIRST NAME</b>
International Center for Alcohol Policies	BINAR	David
International Federation of Medical Students Associations	SATYLGANOVA	Altynai
Standing Committee of European Doctors (CPME)	DAS	Sarada
	KATTELUS	Mervi
World Federation of Advisers (WFA)	LOHAN	Malte
<b>OBSERVERS</b>	<b>SURNAME</b>	<b>FIRST NAME</b>
Erasmus Student Network	LAMY-PRETO	Damien
	SMITH	Leo
European Advertising Standard Alliance	GREY	Olivier
European Travel Retail Consortium	MEHIGAN	Christopher
IQ Initiative	JÄGERSKOG	Magnus
Liverpool John Moores University	BELLIS	Mark
Ministry of Health – Bulgaria	VELIKOVA	Vilia
Ministry of Health Hungary	VANDLIK	Erika
Mature Enjoyment of Alcohol in Society Limited DHR Communications / Drinkaware Ireland	SHEEHAN	Fionnuala
	O'RIORDAN	Megan
National Institute for Health Development - Estonia	TAEL	Mariliis
Permanent Representation of of the Czech Republic to the EU	MIMROVÁ	Denisa
Science Group of the European Alcohol and Health Forum	GILMORE	Ian
The Digital Hub	QUINN	Martina
Verwey-Jonker Institute	JONKMAN	Harre
United European Gastroenterology Federation	LÖHR	Matthias
VAD	LAUDENS	Fred
<b>EUROPEAN COMMISSION</b>	<b>SURNAME</b>	<b>FIRST NAME</b>
Commissioner for Health and Consumer Policy	DALLI	John
DG SANCO	SPANOU	Despina
DG SANCO	HÜBEL	Michael

ORGANISATION	SURNAME	FIRST NAME
DG SANCO	GALLO	Giulio
DG SANCO	MONTONEN	Marjatta
DG SANCO	DE CONINCK	Pieter
DG EMPL	ALVAREZ HIDALGO	Jesus
DG EAC	LEKESOVA	Lucie