

Assessment of the added value of the EU strategy to support Member States in reducing alcohol-related harm

Presentation to the European Alcohol and Health Forum

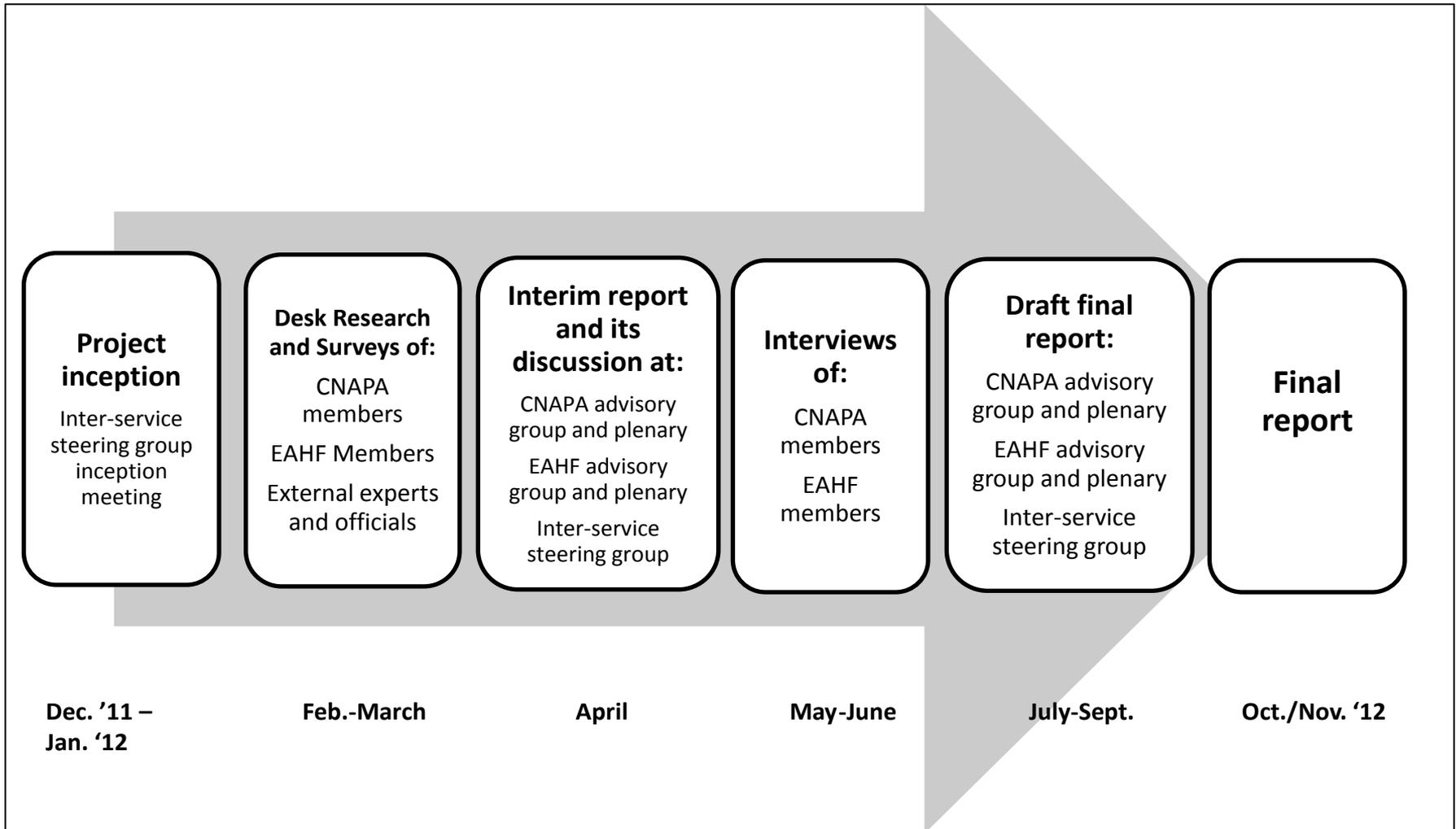
Brussels, 22 November 2012

Topics

- I. Overview of the steps of the evaluation
- II. Main findings and conclusions for:
CNAPA
EAHF
EU strategy overall
- III. Possible ways to enhance effectiveness

I. Overview of the steps of the evaluation

Timeline for the study



Discussions with the advisory groups

- Initial findings were discussed at the April 2012 meetings of the CNAPA and EAHF advisory group
- The September 2012 meeting of the advisory groups reviewed overall findings and commented on the proposals for ways to improve effectiveness

II. Main findings and conclusions: CNAPA

- CNAPA has contributed to the coordination of alcohol policies and to building consensus
- Contributed to policy development, but influence and role has varied across Member States and policy topics
- Common EU indicators developed by CDCID, implementation challenges remain
- EU projects and research have provided input and support for national policy development

Main findings and conclusions: EAHF

1. Mobilising stakeholders and stepping up action to reduce alcohol related harm

- The EAHF has succeeded in mobilising a large number of actors from a broad range of stakeholders:
 - Membership grew from 53 in 2007 to 68 in August 2012
 - Only one member from EU12, though EU12 groups are represented via EU umbrella organisations
- The EAHF has stepped up action:
 - 227 commitments through August 2012
 - 173 commitments completed
 - 54 ongoing (and new commitments expected through end 2012)
- Commitments to action have been undertaken in all EAHF activity areas, with a strong focus on communication/information actions

2. A platform for dialogue, exchange and cooperation

EAHF has provided a platform for dialogue and exchange on issues among members with different interests and opinions:

- Economic operators perceive greater value and benefit from dialogue and exchange than do other members, more of which had worked on alcohol-related harm prior to EAHF
- EAHF has succeeded in promoting cooperation, especially within sectors
- Some members have worked with a range of actors at MS and local levels

3. Development of responsible business practices across the EU in the sales and marketing of alcohol beverages

- Economic operators in EAHF – in particular retail and hospitality sectors – have carried out commitments on responsible practices on the **sales** of alcohol beverages
- In the area of **marketing**, initiatives have build on the model for self-regulation developed by the 2006 Advertising Round Table
- The EAHF process has motivated stakeholders to step up action in the area: as a result, self-regulatory systems across the EU have developed and converged
- Civil society organisations and public health and research institutions in EAHF have monitored alcohol marketing
- An EAHF Task Force has followed the development of self-regulatory systems
- EAHF members have diverging opinions on self-regulation and its results

4. EAHF commitments: links to good practice and to impacts

- Economic operators benchmark their commitments on marketing/communication to the 2006 Roundtable
- However, reference to good practices is not common in the design of commitments in other areas
- Members prepare yearly monitoring reports for their commitments – these in turn are evaluated each year in an independent review
- Some members have assessed the impact of their work; for most, evaluation of their commitments tends to remain at the level of outputs or outcomes, due to both methodological and resource-related challenges
- EAHF members across categories expressed an interest in better documenting the results of their commitments

5. Interactions between EAHF and CNAPA

- Some CNAPA members regularly attend the Forum and follow its work
- Most EAHF members – across different categories – would like stronger interaction with CNAPA
- Within CNAPA opinions vary on greater interaction with EAHF

**Main findings and conclusions:
Added value of the EU strategy as a
whole**

The EU strategy has provided:

- An EU-wide approach to address common issues: a common baseline
- A shared evidence base
- Mobilisation and action by stakeholders across common objectives
- Support for Member State action

III. Possible ways to enhance effectiveness (EAHF and overall)

Expanding EAHF membership

- Seek broader involvement of under-represented sectors:
 - Retailers
 - Health/social insurers
 - Stakeholders from new Member States
- Expand membership in media, including digital media, an area where EAHF has provided a stimulus for action
- Consider ways of involving local/regional levels

Strengthening EAHF action

- Focus EAHF action areas more closely on the priorities of the EU alcohol strategy
- Support members in strengthening their commitments to action:
 - Identify and promote good practices for action, for stakeholders to use in the design of commitments
 - Identify and promote good practices for evaluation
 - Raise the standards for reporting and evaluation of member action to better demonstrate results

Interaction between EAHF and CNAPA

- Provide CNAPA members with further information on active commitments in their Member State
- Invite CNAPA members to participate more in EAHF and to support good practice on commitments in their Member States
- Consider an exchange of experience and lessons learned among EAHF and existing national forums in Austria, Portugal and the UK
- Invite Member States to explore setting up national stakeholder platforms

Common evidence base for the strategy as a whole

- Promote stronger action to ensure implementation of common EU indicators at both EU and MS levels
- Continue joint EC/WHO work on alcohol data gathering
- Continue to address harmful alcohol consumption under the new EU Health Programme and under EU research programmes
- Consider re-establishing the EAHF Science Group as a body that supports the strategy as a whole
- Consider defining concrete targets for the future strategy at EU and Member State levels to contribute to a sharper focus on results

Thank you for your attention

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