



FLASH REPORT
COMMITTEE ON NATIONAL ALCOHOL POLICY AND ACTION (CNAPA)
17TH PLENARY MEETING, 22 SEPTEMBER 2015

The 17th meeting of CNAPA was chaired by Philippe Roux, Head of the Health Determinants Unit, Directorate General for Health and Food Safety.

Presentation of the EU Health Policy Forum

The Commission presented a forthcoming online health policy platform and the possibility for CNAPA to use it to prepare meetings, discuss and exchange information both within CNAPA and with other stakeholder groups.

Action Plan discussion point: Monitoring, alcohol indicators, data collection and dissemination/evaluation of research

Lars Möller from WHO presented the WHO information system on alcohol and health, including their databases, surveys and sources. Marion Devaux from OECD gave a presentation on OECD experience with data on alcohol and highlighted the strong need for improving accuracy of data on alcohol drinking and harmonisation of data collection across countries and over time.

The Chair concluded by highlighting the importance of the work in the Joint Action to Reduce Alcohol Related Harm on cross-country comparable data on levels and patterns of alcohol consumption and on alcohol related harm.

Action Plan discussion point: Alcohol marketing via new media and its impact on young people

Marjatta Montonen from the Finnish National Institute for Health and Welfare

presented the changes in the Finnish legislation to strengthen regulation of alcohol advertising that entered into force 1 January 2015. The changes include prohibition of alcohol advertising and sales promotion activities that involve taking part in a game, lottery or contest and a prohibition of the use of any consumer-produced content and of viral advertising techniques in alcohol advertising disseminated through electronic communication networks.

Paola D'Acapito from the Consumers, Health, Agriculture and Food Executive Agency (Chafea) gave an overview on relevant projects that are and have been funded under the Health Programme, including the ongoing study on the exposure of minors to alcohol advertising.

Action Plan on Youth Drinking and Heavy Episodic Drinking – implementation

The CNAPA members presented the latest developments in their countries, focusing on reducing heavy episodic drinking (binge drinking) and reducing harm from alcohol during pregnancy.

Joint Action RARHA

RARHA Project Leader Patrícia Pissarra gave an update on the Joint Action to reduce alcohol related harm and informed that the next newsletter will be published in November.

A possible new Joint Action

The possibility of a second Joint Action on alcohol related harm was discussed, and it was decided to continue the discussions,

including the willingness of Member states to participate.

Developments in Member States

Ms Leda Christodoulou from the Cyprus Antidrug Council presented the national developments in alcohol policy

in Cyprus, including the results of the pilot mystery shopping programme.

Next CNAPA meeting

The date and place of the next CNAPA meeting will be announced shortly.