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Implementation of the EU Alcohol Strategy: Reporting and Next Steps

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EU Alcohol Strategy

- **Adopted by the Commission in October 2006**
- **Running until the end of 2012**
- **First progress report presented at Expert Conference on Alcohol and Health, organised by the Swedish EU Presidency in September 2009**



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Goals - common concerns across the EU

- Protect **young people**, children and the unborn child.
- Reduce injuries and deaths from alcohol-related **road traffic** accidents.
- Prevent alcohol-related harm among adults and reduce the negative impact on the **workplace**.
- Inform, **educate** and raise awareness on the impact of harmful and hazardous alcohol. consumption, and on appropriate consumption patterns.
- Develop, support and maintain a common **evidence** base.

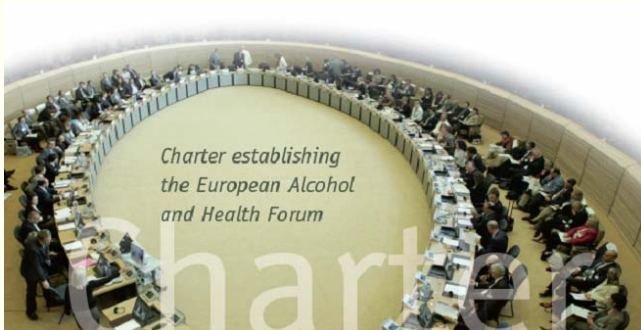


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Implementing the EU Alcohol Strategy

- Work across EU policies
- Cooperation with Member States
- Stakeholder platform



European Alcohol and Health Forum	Committee on National Alcohol Policy and Action (CNAPA) Member States	Health in other policies
Plenary		<ul style="list-style-type: none"> ▪ transport ▪ youth ▪ information society ▪ research ▪ employment taxation
Open Forum		Committee on Data Collection Indicators and Definitions
Task Forces		Community Health Programme
Science Group		



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First Progress Report

- **Broad EU consensus for action**
- **Structures set up and operational**
- **Steady convergence of MS actions (higher age limits, lower BAC limits) but still several differences**
- **Stakeholder action being generated at EU and national level**
- **Stronger evidence base, e.g. around role of marketing and advertising and affordability**
- **Alcohol consumption up to and including 2006 more or less stable in most EU Member States, but increase in 8 Member States**

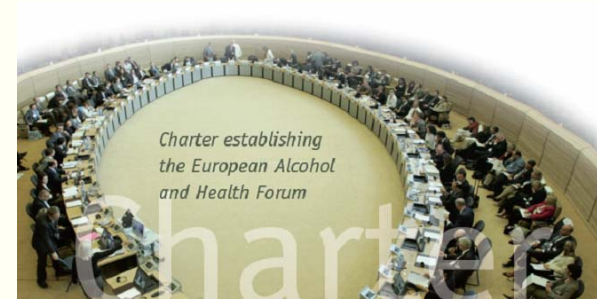


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Stakeholder cooperation



- **European Alcohol and Health Forum**
 - **More than 60 members, more than 160 commitments to action since 2007**
- **Two Taskforces: Marketing Communication and Youth-related aspects of alcohol**
 - **Reports mapping capacity for self-regulation**
 - **RAYPRO online resource on alcohol and youth projects**
- **Science Group's opinion**
 - **Impact of marketing communication on volume and pattern of alcohol consumption by young people**



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Towards 2012

- **Main elements to be covered in evaluation:**
 - **Developments in Member States**
 - **Structures at EU level**
 - **Health in EU policies**
- **Compared with the 1st Progress Report the second will be:**
 - **more evaluative**
 - **more based on commissioned studies**
 - **presenting new data on alcohol-related health outcomes**



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Developments in MS

- **EC baseline survey 2007**
 - alcohol policies and measures
 - **EC/WHO surveys 2008 & 2011**
 - alcohol consumption and related harm
 - alcohol policies and measures
 - timeline of alcohol policy developments
 - good practice examples
-
- **What has changed since 2006?**
 - **For better or for worse?**
 - **Implications for future work?**



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Structures at EU level

- **Set up to mobilise and support implementation of EU Alcohol Strategy**
 - **CNAPA and cooperation with MS**
 - **EAHF and stakeholder action**

- **What worked, what didn't?**
- **Was there added value? At EU level? At national level?**
- **Should they be continued? What could be improved?**

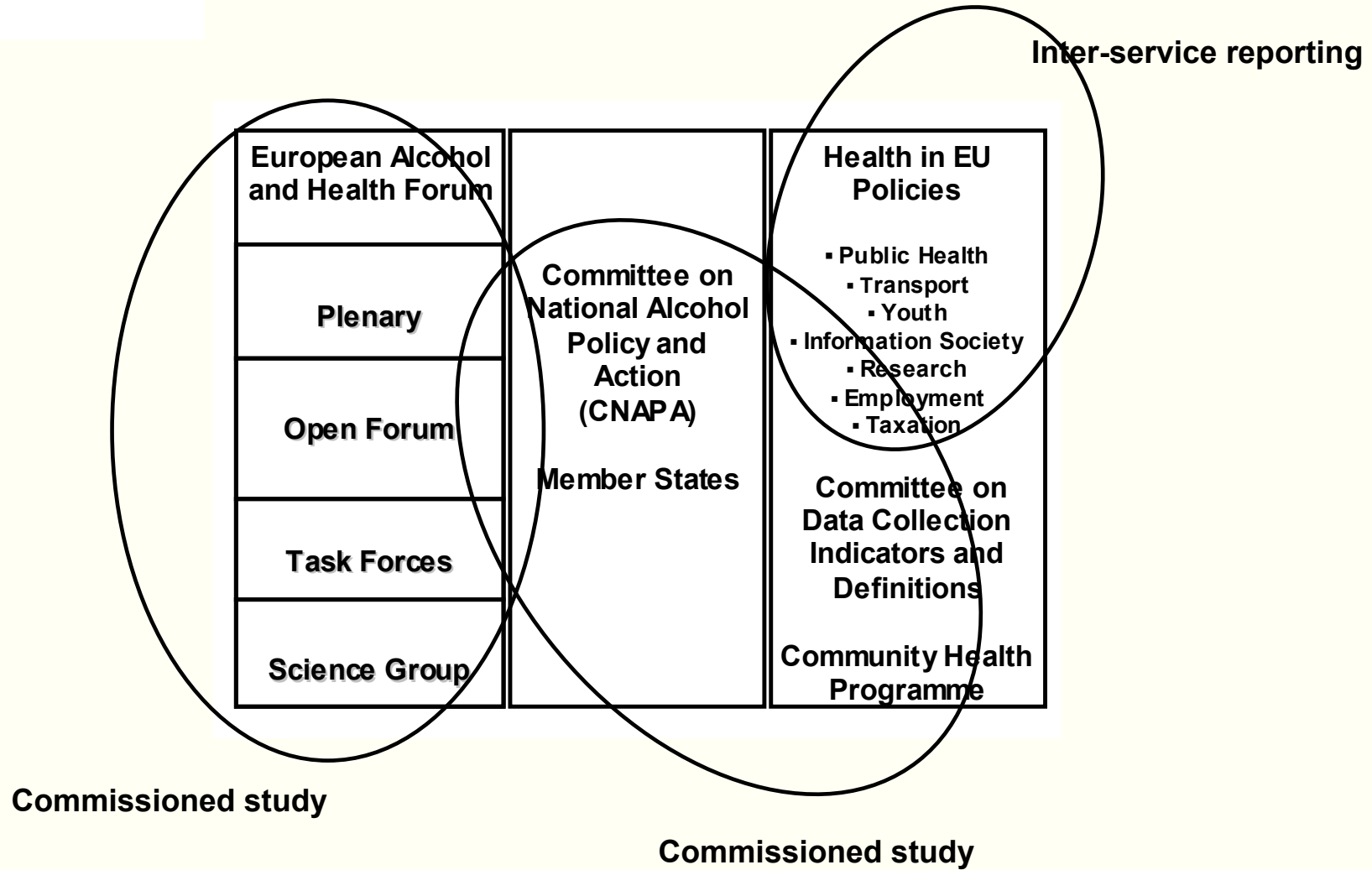


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Structures at EU level





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Evaluation of the Alcohol and Health Forum process



Contribution towards the aims of the EU Alcohol Strategy:

- **Commitments – action at EU and national level**
- **Plenary meetings – debate & good practice**
- **Open Forum – dissemination of good practice**
- **TF Marketing – reports mapping capacity for self-regulation**
- **TF Youth – RAYPRO web resource**
- **Science Group – scientific opinions**



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Evaluation approach

- **Modelled on the evaluation of the Platform for action on diet, physical activity and health**
- **Outline of methodology**
 - **Analysis of documents**
 - **Questionnaire study**
 - **Key informant interviews**
- **A participatory approach**
 - **Steering Group**
 - **Presentation and discussion in EAHF plenary meetings**



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Timeline for EAHF evaluation

- **Early 2011: contract for independent evaluation, setting up steering group**
- **Spring 2011: outline of work plan, preliminary research questions**
- **Fall 2011: preliminary findings for discussion**
- **Early 2012: Final report**



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Further info and resources

DG Health & Consumers website

- <http://ec.europa.eu/health>
- http://ec.europa.eu/health/alcohol/policy/index_en.htm

EU Information System on Alcohol and Health

- <http://apps.who.int/globalatlas/default.asp>

RAYPRO Resource on Alcohol and Youth Projects

- https://webgate.ec.europa.eu/sanco_eahf/raypro/

EU Public Health Portal

- <http://health.europa.eu>

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