

Working across society to address alcohol related harm - APYN's perspective



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Why is important to invest in young people?



What is the Alcohol Policy Youth Network?

- to empower young people and youth organizations to become actors in the definition, promotion, implementation and evaluation of alcohol policies and programs at the national and European Level

- In '08 formed by YFJ and Eurocare, '11 established as Intl. NGO
 - Supported by IAS, IOGT-NTO, Eurocare, Slo MH, EAHC



Nothing for us without us!

- Inclusion of young people in all stages of planning, executing and evaluating policies and campaigns
- Training on advocacy
- **Inspire, inform, involve**



APYN



Capacity building
for youth
organizations
and youth clubs



Research on
alcohol and
youth



Advocacy for
better alcohol
policy



Partners and members

IPSF

National Youth Council of Slovakia

National Youth Council of Slovenia

EMSA

National Youth Council Georgia

DEMYC (Cyprus)

Estonian National Youth Council

Youth can do it Romania

Civil Dialogue Association Turkey

National Youth Council Latvia

National Youth Council Azerbaijan

National Youth Council Lithuania

National Youth Council Moldova

National Youth Council Ireland

International Federation of Medical
Students' Associations

UNF

National Youth Council Greece

Youth Exchanges for Understanding

EEE-YFU

European Confederation of Youth
Clubs

Portuguese National Youth Council

Cyprus Youth Council

National Youth Council of Armenia

Nemzetközi Ifjúsági Koordinációs
Iroda

Österreichische Kinder-und
Jugendvertretung (Austria)

Belarusian Union of Youth and
Children's Public Associations

National Youth Council of Russia

Consejo de la Juventud de España
(Spain)

Austrian Youth Council

Kunsill Nazzjonali Taz-Zghazagh
(Malta)

Romanian National Youth Council

Ukrainian Youth Forum

Youth can do it! Romania



Tipping point

- Young People (YP) drink more and on more occasions than in the past
- Alcohol consumption among YP became a social norm
 - Youth Organizations (YO) are in many cases the reasons for young people to start drinking



Why did we get establish? (EAHF commitment)

- Create a network of YO across Europe that work or are willing to work in the field of Alcohol Policy.
- It will be a capacity building network aiming at empowering YP and YO to become actors in the definition, promotion, implementation and evaluation of alcohol policies and programmes at the national and European levels.
 - APYN will mainly organise training courses, advocacy schools, training for trainers, seminars and conferences, while developing materials and resources for use by YP and YO during their own projects and actions.

**What has been your greatest
achievement in terms of
commitment to action under the
Forum?**



EAPYCYC

First European Alcohol Policy Youth Conference

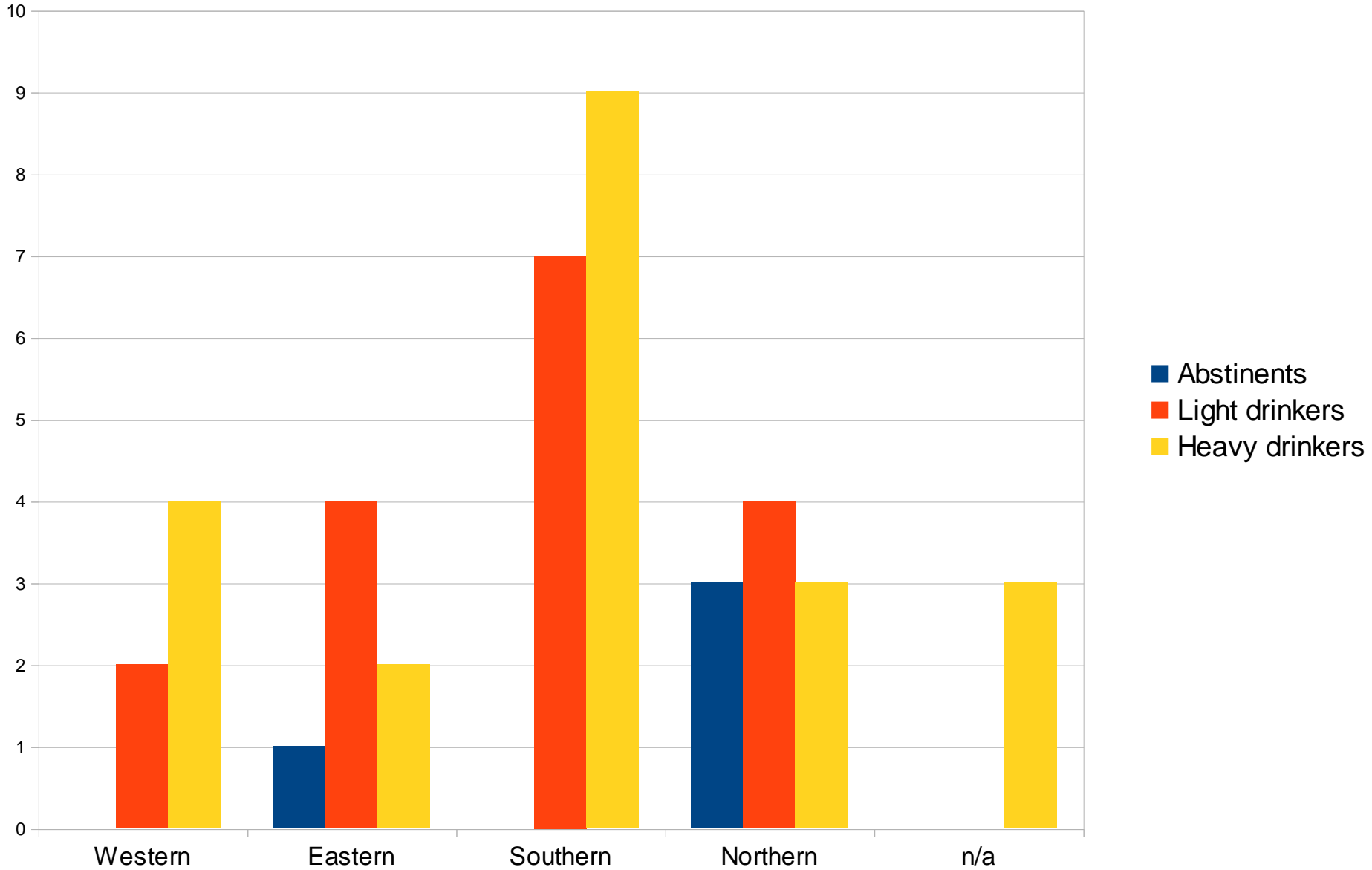
NO EXCUSE

Mladinska zveza Brez izgovora

Bled, 8th – 14th November 2012



Drinking Levels by Regions of Europe





Aims of the Conference

- Enable YP with skills needed to lead projects on prevention and reduction of alcohol-related harm, advocacy campaigns and youth research projects
- Present the latest developments on effective alcohol policy
- Networking

Agenda of EAPYCN

- 2 plenaries – introduction in Bled and closing in Ljubljana
- 5 parallel workshops
- Process of drafting the Bled Youth Paper on Alcohol
- Leisure activities





EAPYCYC

First European Alcohol Policy Youth Conference

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Alcohol Policy Youth Network

Bled Youth Paper on Alcohol



AIM OF THIS PAPER

We have written and adopted this paper to make:

1. young men and women in Europe aware of the global problem of alcohol consumption
2. show our commitment to address the problem
3. urge youth stakeholders to take action to prevent alcohol-related harm on:
 - themselves
 - others
 - society

We are going to present

How can these young stakeholders work towards prevention and reduction of alcohol-related harm:

1. Youth organizations
2. Student organizations
3. Young individuals

Youth organizations



- *organized youth*
- E.g.:
 - Youth political parties
 - Sports organizations
 - Scouts/ Guides
 - Charity youth organisation
 - Youth temperance organisations
 - Religious youth organisations
 - Cultural organisations
 -

Youth organizations (2)

- Start and sustain projects that work towards prevention or reduction of harm caused by alcohol
- Create alcohol free environment for young people, promote and run alcohol free events
- Encourage collaboration with researchers, temperance organizations (where members are abstaining from alcohol use) and other alliances

Build a new or join an existing coalition that works towards the aim of this paper

Youth organizations (3)

- Don't accept donations or sponsorships from alcohol industry or other institutions that are related to it + explain the membership why it is not good to do so
- Start a new or join an existing advocacy campaign to ban alcohol marketing + !!!
- !!! raise awareness among young people why is important to ban alcohol ads, where are they seen and what effect they have on their alcohol consumption
be a role model for youngsters during gatherings of the organization

Students Organizations (2)

- Raise awareness among young people on negative effects of youth drinking
- Start and lead or join advocacy campaigns to implement effective alcohol policies
- Train medical and public health students to become trainers on alcohol-related topics in their organizations, among their peers or in their university

Young individuals

- *Pupils, students, employed young people etc.*
- E.g.:
 - Young teachers
 - Young drivers
 - Young journalists
 - Young celebrities
 - Young doctors
 - Young politicians
 - Young mothers
 - ...



Young individuals (2)

- **Young parents**
- Try to provide alcohol-free environments for kids' development – e.g. alcohol is related to special occasions, holidays, celebrations etc.

be a role model for their children

Young individuals (3)

- **Young celebrities**
- be a role model for their followers and to avoid drinking alcohol in public and shows
- do not give your brand/image/name/face to advertise alcohol products

do not participate in cultural events that are mainly sponsored by alcohol industry – e.g. Heineken Jamming Festival

Young individuals (4)

- **Young Journalists**
- Write also about negative stories of alcohol drinking – e.g. make an interview with relatives of an alcohol depended person, articles on alcohol and cancer etc.
- inform society about alcohol related harm in line with the aim of this paper
- promote events for free events that are alcohol free or that have a positive approach towards preventing or reducing alcohol-related harm

More to be elaborated...

- Non-organized youth – e.g. Youth Centers
- Youth/ student representative mechanisms – e.g. Student parliaments, Student unions etc.
- More in details about specific youth/ student organizations – e.g. Young political parties, Scouts/ Guides, Sport clubs, Youth religious groups...

Follow-up

- Bled Youth Paper to be:
 - To be finalized in more details
 - Printed in hard copy
 - Presented to public
 - Distributed among different youth groups in Europe
 - Evaluated if it will be of any help to youth groups at all...
- Start using the young people's potential not to just be a problem, but a resource to resolved it

Supporters



REPUBLIKA SLOVENIJA
MINISTRSTVO ZA ZDRAVJE
DIREKTORAT ZA JAVNO ZDRAVJE



Youth
in Action
Programme

eurocare
European Alcohol Policy Alliance



Institute
of Alcohol Studies



**Would that have happened
without the Forum?**



**What are your future objectives in
the Forum's context?**

- Be in line with the mission and vision of APYN
- Encourage young people and train them to be active citizens on the alcohol topic
- Teach about real youth participation (not *tokenism*)
- Place for networking and learning how industry works
- **Advocate:**
 - **For monitoring of programmes (including APYN) – as “cool” is not always effective**
 - **Take industry out of the EAHF**

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QUESTIONS? (:

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