



**FLASH REPORT**  
**EUROPEAN ALCOHOL AND HEALTH FORUM**  
**PLENARY MEETING OF 22 NOVEMBER 2012**  
**OPEN ALCOHOL AND HEALTH FORUM**  
**MEETING OF 23 NOVEMBER 2012**

The 11th Plenary meeting of the European Alcohol and Health Forum (EAHF) focused on strengthening future work on alcohol and health.

**New Members**

The admission of three new members brought the membership to 71. The new members are: the European Federation of Pharmaceutical Industry and Associations (EFPIA), the Scottish Health Action on Alcohol Problems (SHAAP), under the umbrella of Eurocare), and HORECA Vlaanderen (under HOTREC's umbrella).

**Address by Director-General**

In the address to the plenary meeting, Director-General for Health and Consumers, Paola Testori-Coggi, welcomed the new members noting that expansion of the membership demonstrates that commitments to action under the European Alcohol and Health Forum can make a difference. Referring to the results of the independent evaluation of the *EU strategy to support Member States in reducing alcohol related harm*, the Director-General underlined that the priority themes for action remain relevant and that alcohol related harm can only be endorsed through a wide range of instruments. While demonstrating that the European Alcohol and Health Forum has contributed to mobilising action to reduce alcohol related harm, the evaluation also identifies areas where work needs to be strengthened, especially as regards young people and children.

**Towards future work**

The morning session, which focused on future work on alcohol and health, started with a brief overview of the main findings from an *Assessment of the added value of the EU strategy to support Member States in reducing alcohol related harm* by COWI Consortium. The final evaluation report will be available soon. The findings spurred lively discussion that highlighted, on the one hand, a wide interest in identifying areas for joint work amongst different members of the Forum and, on the other, a need for further work to strengthen the evidence base.

Prospects for future work and commitments by the EAHF members were outlined in a round table with the participation of the Brewers of Europe, the European Committee for Wine Enterprises (CEEV), the European Spirits Organisation (CEPS), the umbrella association of Hotels, Restaurants and Cafes in Europe (HOTREC), the European Association of Communication Agencies (EACA), the Standing Committee of European Doctors (CPME), Eurocare, the European Public Health Alliance (EPHA) and the European Medical Students' Association (EMSA).

There was strong commitment across the round table to continue work to address alcohol-related harm and a willingness work in partnership, though further reflection is needed to identify areas that such collaboration would benefit most. In concluding, the Chair highlighted that while efforts are being made for joint action, it is

important to continue work in members' respective core areas.

### **Issue in focus: responsible marketing**

The afternoon session concentrated on progress in responsible marketing. RAND Europe presented findings from an *Assessment of young people's exposure to alcohol marketing in audiovisual and online media*. The presentation focused on young people's exposure to alcohol advertising on TV, measured by using data on audience composition and on the placement of alcohol commercials. The full report is available on: [http://ec.europa.eu/health/alcohol/docs/alcohol\\_rand\\_youth\\_exposure\\_marketing\\_en.pdf](http://ec.europa.eu/health/alcohol/docs/alcohol_rand_youth_exposure_marketing_en.pdf).

A round table to explore ways to ensure self-regulatory codes on alcohol marketing are in pace with the changing media landscape and public expectations. The European Forum for Responsible Drinking (CEPS), the Brewers of Europe, Diageo on behalf of the World Federation of Advertisers (WFA), Eurocare, the Royal College of Physicians and the Alcohol Policy Youth Network (APYN) expressed views on self-regulation but also on specific proposals, such as the call for the industry to make data on exposure of children publicly available.

In concluding the discussion, the Chair noted that the Responsible Marketing Pact led by the WFA, as well as the beer, wine and spirits CEOs commitment to global actions on harmful drinking, provide important building blocks for ambitious work in the future. Key issues include moving forward on data and methodologies for monitoring young people's exposure to alcohol advertising, modernising codes to reflect current trends (such as use of social media) and challenges. The Chair also underlined there is willingness across the board to work on this and called on NGOs to come forward with suggestions for improving actions and assessing impacts.

### **European Alcohol and Health Forum: ways forward**

The participants also discussed the working methods of the European Alcohol and Health Forum, following suggestions emerging from the evaluation carried out by COWI Consortium. Among proposed improvements are expanding the membership, re-focusing work on fewer action areas and revising the commitments mechanism. Main conclusions, reached by the members, were that there is a call for: a more focussed and goal oriented approach; updating the commitments mechanism; enhancing effectiveness; and more interaction between the Forum and Member States' Committee.

Yearly reports on the implementation of commitments under the Forum are due on **31 March 2013**. The next EAHF plenary meeting will take place on **25 April 2013**.

### **Open Alcohol and Health Forum**

The 4<sup>th</sup> Open Alcohol and Health Forum gathered 130 participants, including both the EAHF members and external stakeholders interested in the process. The programme included presentations of initiatives implemented by the EAHF members, examples of multi-stakeholder approaches at European, national and local levels, as well as input from new members. A compilation of commitments ("*Highlights*") was presented by the European Commission prepared on the occasion of the Open Alcohol and Health Forum, available on:

[http://ec.europa.eu/health/alcohol/docs/alcohol\\_health\\_forum\\_highlights\\_en.pdf](http://ec.europa.eu/health/alcohol/docs/alcohol_health_forum_highlights_en.pdf)

The Chair of the European Alcohol and Health Forum also reported on the High Level Meeting of the Committee on National Alcohol Policy and Action (CNAPA), where Member States called for the continuation of the work on alcohol and health at EU level. The Chair also informed participants about the

commitment of stakeholders, in the EAHF

to maintain and intensify voluntary action.