

eurocare

European Alcohol Policy Alliance

**European Alcohol and Health Forum
Commitments Underage Drinking**

18 May 2015



European Alcohol Policy Alliance

The European Alcohol Policy Alliance (Eurocare) was formed in 1990 with 9 member organisation

Today:

- 58 member org
- 25 countries
- Secretariat in Brussels



The screenshot shows the Eurocare website homepage. At the top is a navigation menu with links for Home, About Us, Resources, EU Projects, Press, and Contact Us. Below the menu is the Eurocare logo and a banner image of people raising their hands. The main content area is divided into several sections: 'In focus' (highlighting the 8th European Alcohol Policy Conference on 21-22 June 2009), 'Upcoming events' (listing EC Law and trade agreements, Information Day, and WHO Consultation Meetings), 'Alcohol in the news' (listing US, Canada, and UK news items), 'Our newsletter' (with a subscription form), 'Special Topics' (listing EU Alcohol Strategy, Alcohol and Health Forum, Advertising, Labeling, Taxes, Alcohol Policy and the WHO, Road Safety, Alcohol and Pregnancy, Alcohol Industry, Trade and Development, and EU Health Strategy), and 'Latest News' (with three news items dated 09/02/2009, 04/02/2009, and 29/01/2009).

Goals and mission

1. **Raise awareness** among decision makers of the harms caused by alcohol (social, health and economic burden) ensuring that these are taken into consideration in all relevant EU policy discussions
2. Promote the development and implementation of **evidence-based policies** aimed at effectively preventing and reducing this burden
3. Population-level policy instruments, such as taxation, marketing and action on physical availability

Less is better

- Monitoring policy development and engaging in dialogue with policy makers
- Advocacy campaigns
- Building coalitions with other NGOs and public health experts

Under age drinking commitment

- Eurocare has promoted health information labels since 2008



DON'T SERVE ALCOHOL TO MINORS



**DON'T SERVE ALCOHOL
TO MINORS**

Eurocare reports on labelling

The image displays three reports from the Eurocare European Alcohol Policy Alliance. Each report features the organization's logo and a decorative horizontal bar with colored segments (yellow, orange, blue, red, purple).

- Left Report:** Titled "Preliminary library of alcohol health information and warning labels".
- Middle Report:** Titled "Library of ALCOHOL HEALTH WARNING LABELS".
- Right Report:** Titled "What's not on the bottle? Eurocare Reflections On Alcohol Labelling 2014". The cover features a blue background with white stars and silhouettes of various alcohol bottles.

At the bottom of the right report, the following contact information is provided:
17 Rue Archimede | 1000 Brussels | Belgium | Tel +32 (0)2 736 05 72 | Tel +32 (0)2 732 67 82
info@eurocare.org | www.eurocare.org

Thank you for your attention

Mariann Skar
Secretary General

17, Rue Archimède
1000 Brussels, Belgium

Tel+32 (0)2 736 05 72
GSM+32(0)474 830 041

www.eurocare.org