



Overview of the 2015 Annual Report

European Alcohol and Health Forum Plenary meeting, 18th May 2015

ICF Study team

This presentation has two objectives

1. Provide an overview of the 2015 Annual Report, based on the findings from the monitoring reports submitted and/or updated in 2014
2. Present the key findings, conclusions and recommendations of the report

It is in three parts

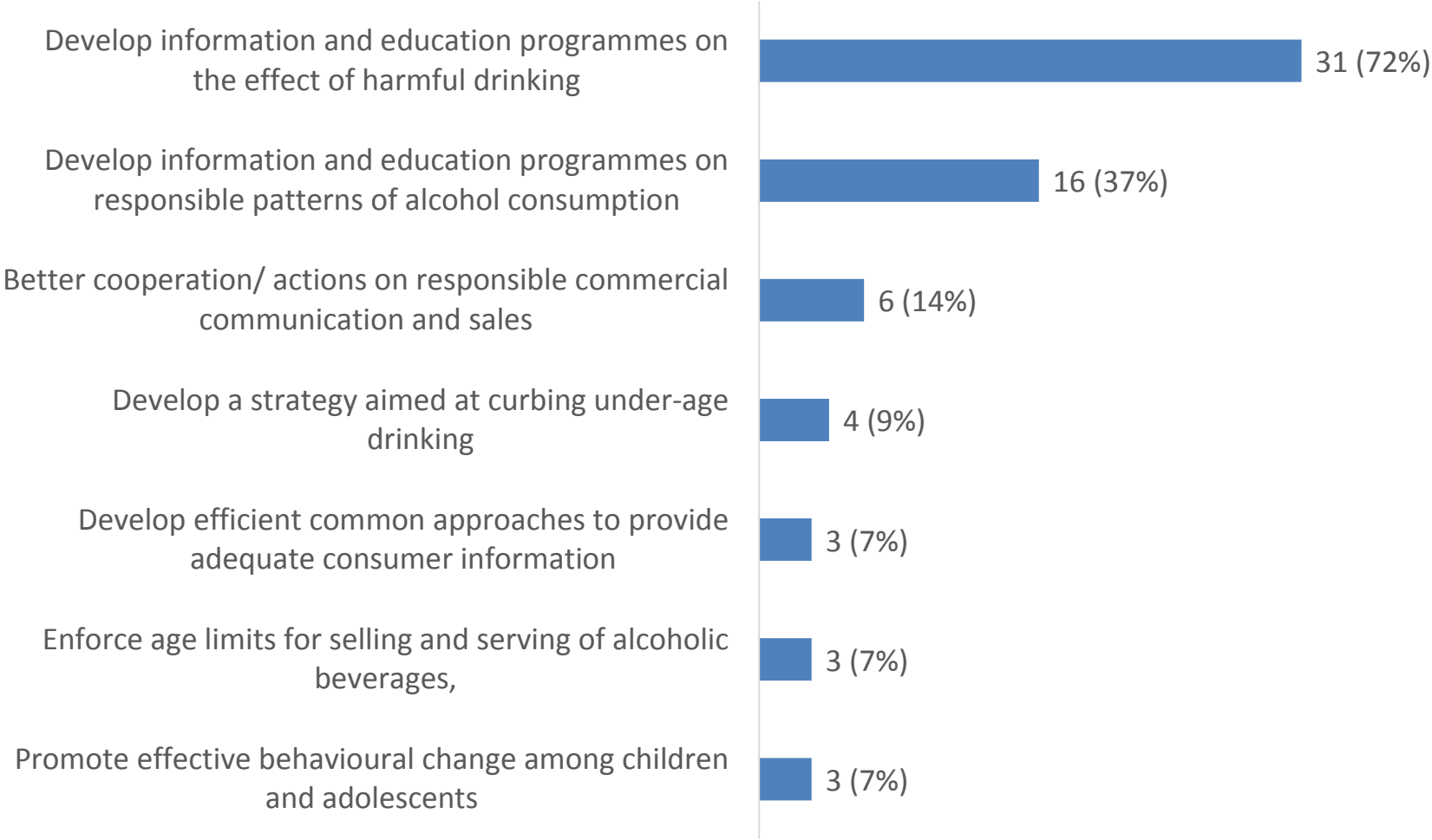
A. General overview of commitments

B. Analysis of commitments:

- Design and intent of commitments
- Implementation and results
- Overall assessment of the quality of commitments

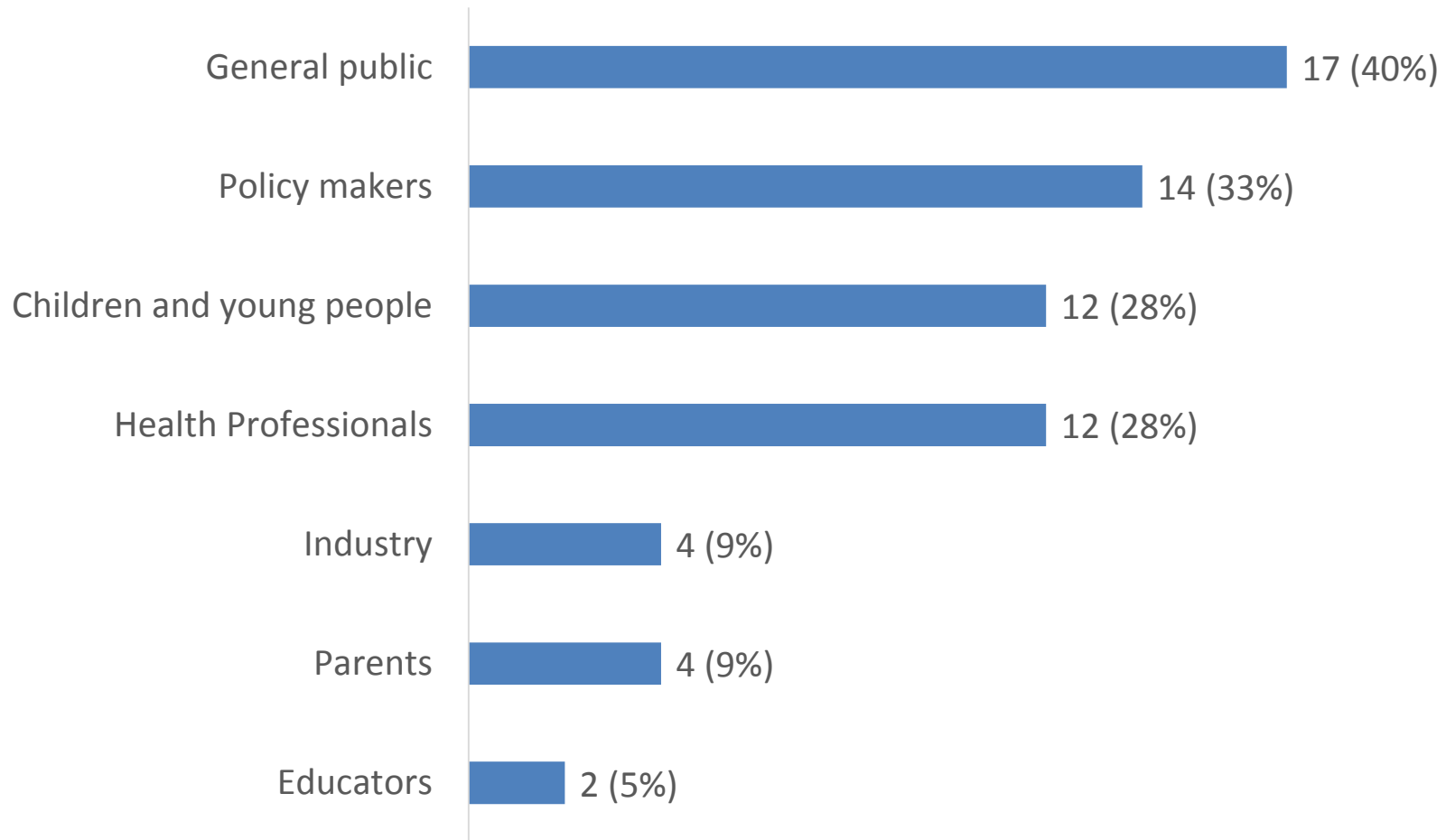
C. Conclusions and recommendations

'Develop information and education programmes on the effect of harmful drinking' was the most common priority area of the monitored commitments



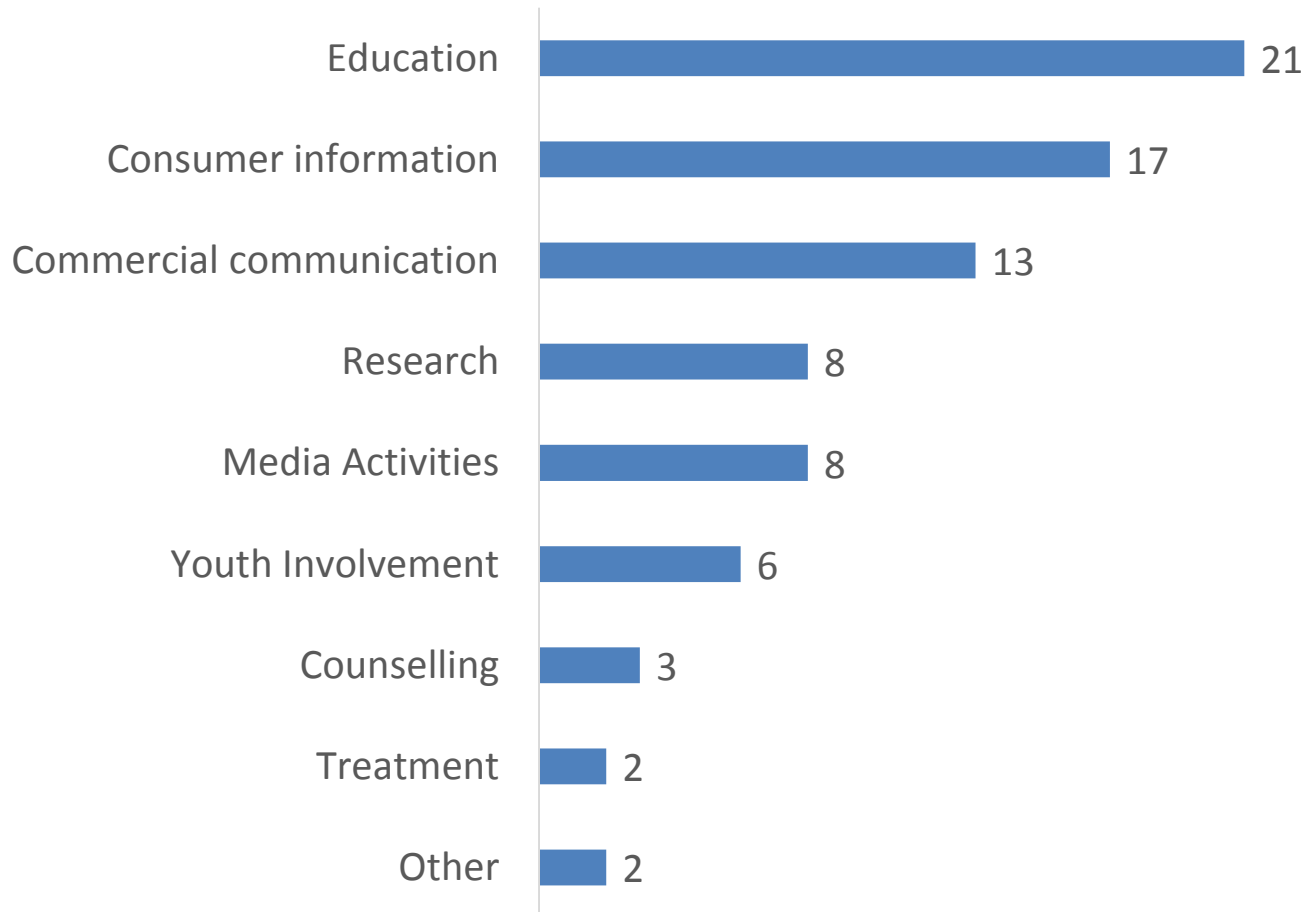
Source: Forum monitoring reports 2007-2014, N=43

The 'general public' were the most common target group, followed by 'policy makers'



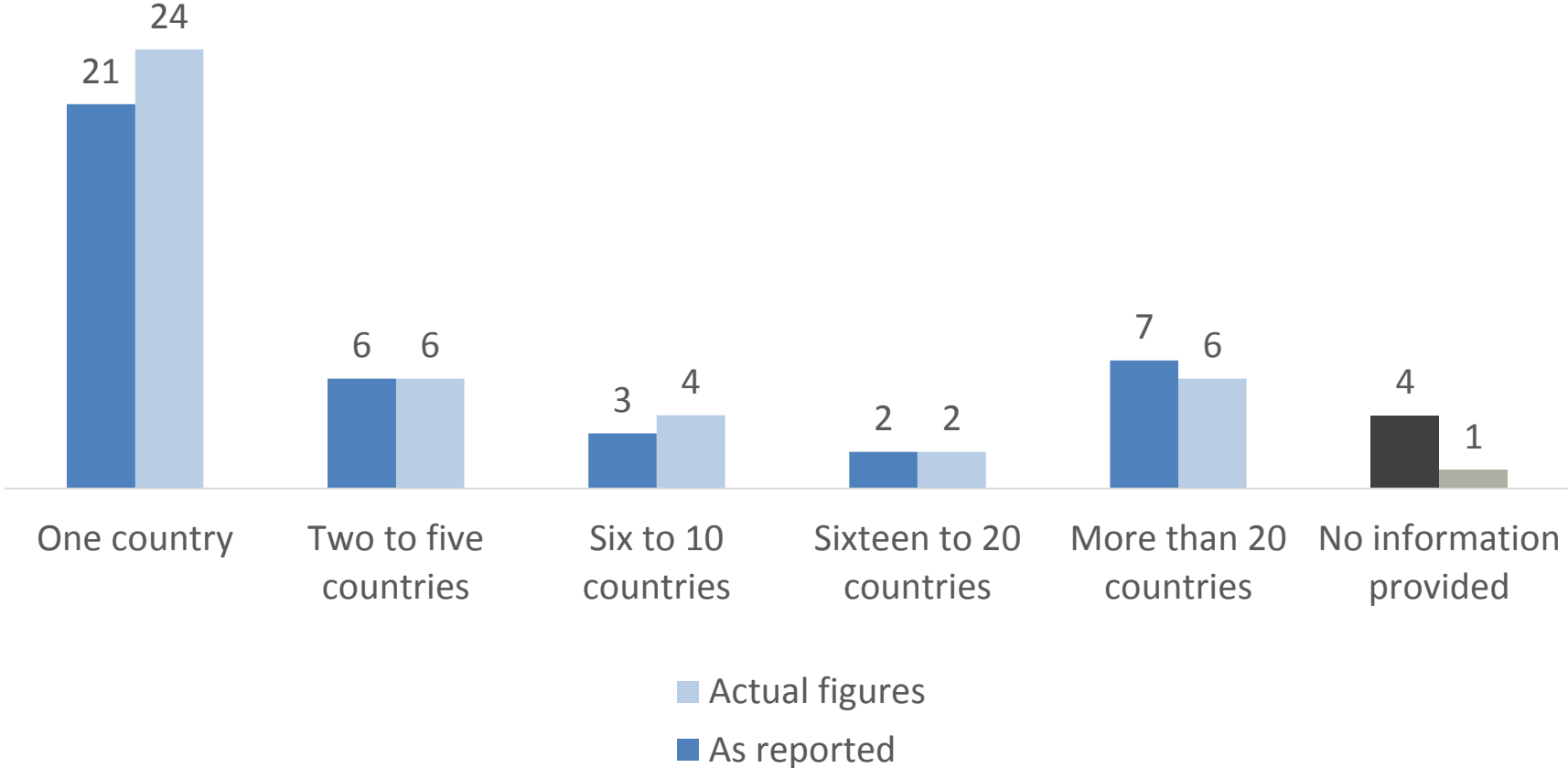
Source: Forum monitoring reports 2007-2014, N=43

'Education' was the most common type of activity of the monitored commitments, followed by 'Consumer information'



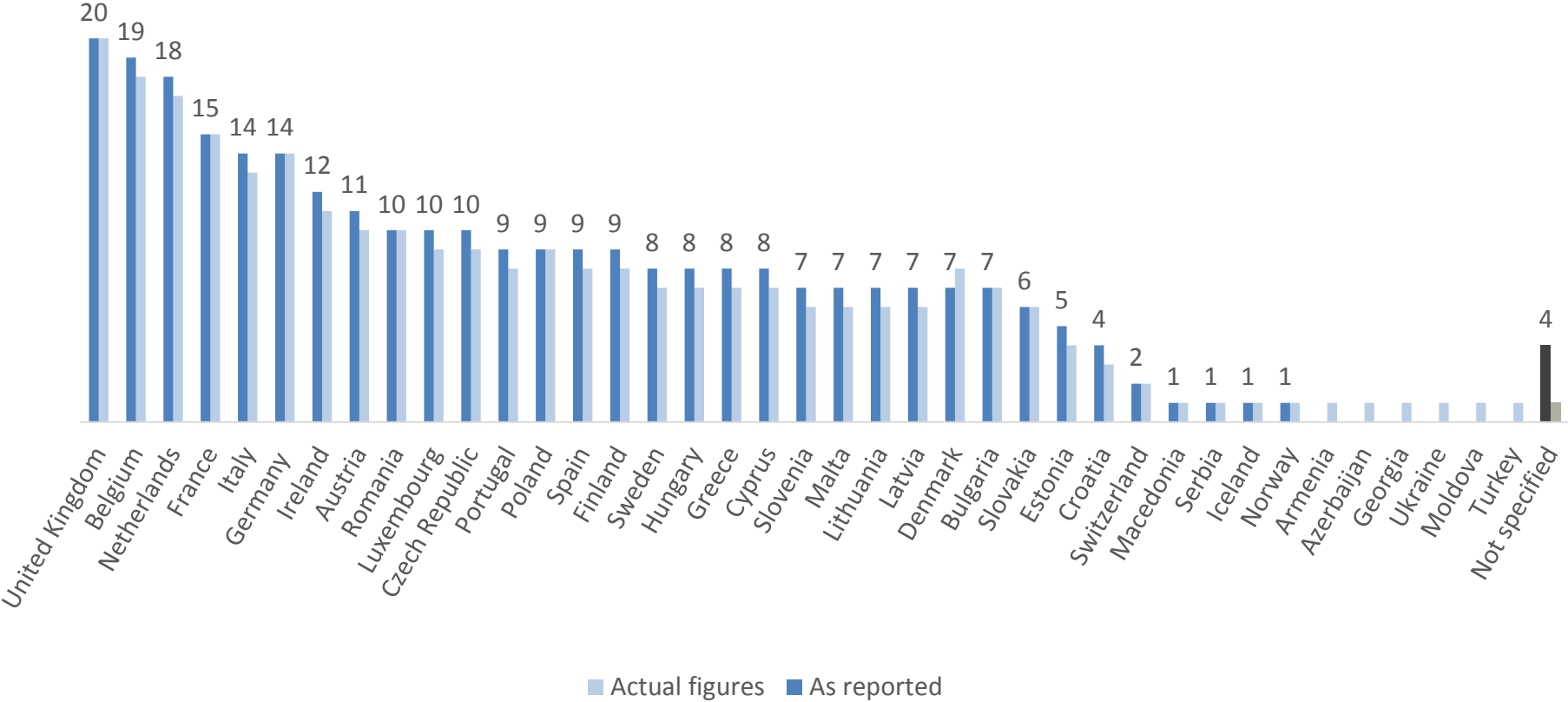
Source: Forum monitoring reports 2007-2014, N=43

Almost half the commitments operated in only one country



Source: Forum monitoring reports 2007-2014, N=43

The UK, Belgium and the Netherlands had the most commitments; most countries had over seven commitments



Source: Forum monitoring reports 2007-2014, N=43

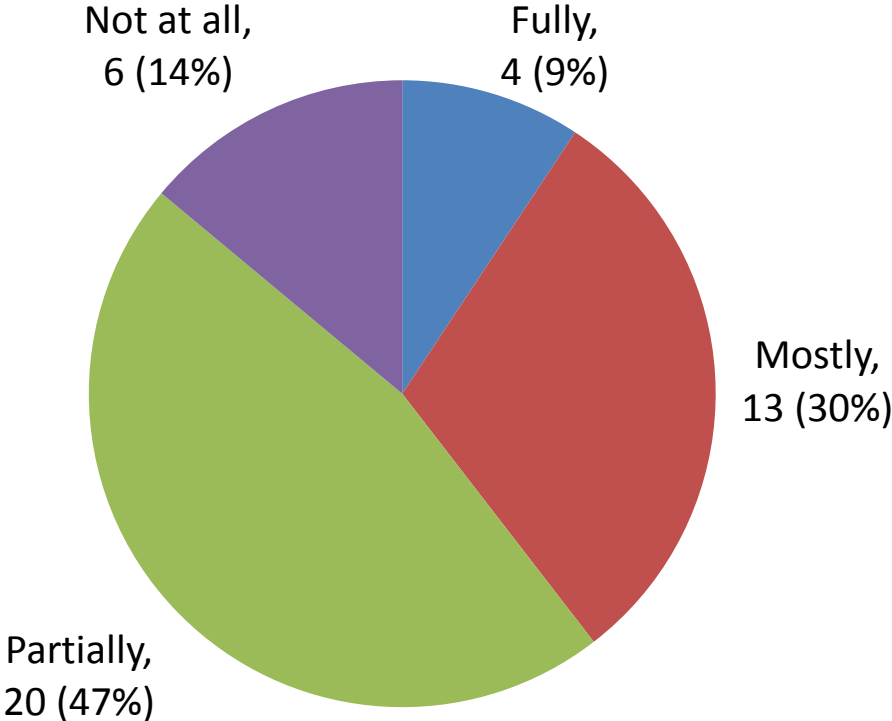
Design and intent of commitments

This section provides analysis on:

- How “SMART” the stated objectives were
- Their relevance in relation to the aims of the Forum and related EU- policy goals
- Whether health inequalities was taken into consideration
- To what extent (if at all) evidence was used in the design

More than 60% of commitments had 'not at all' or 'partially' SMART objectives

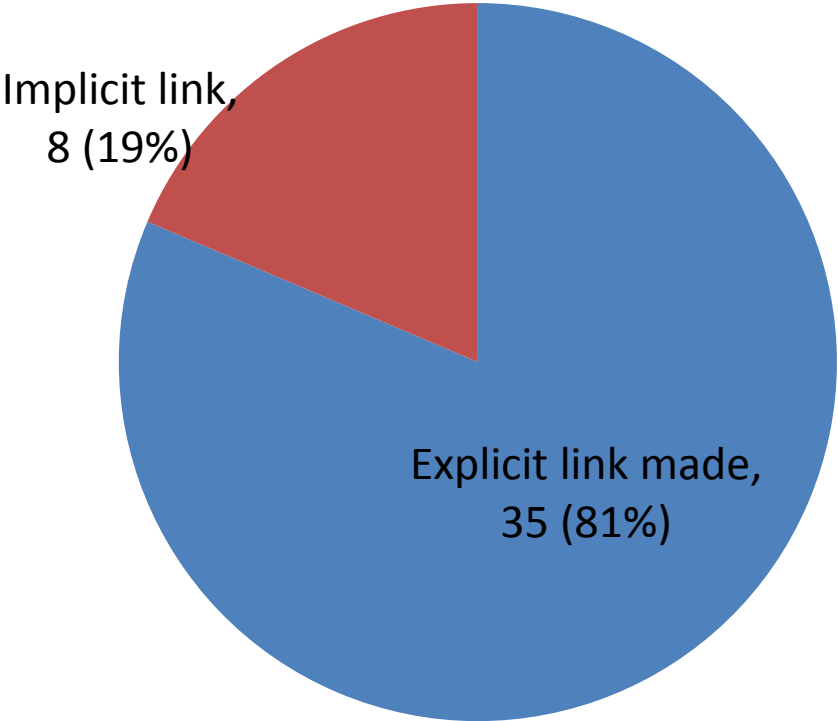
The extent to which objectives had fully, mostly, partially or not at all SMART objectives (Specific, Measurable, Achievable, Realistic and Time-bound)



Source: Forum monitoring reports 2007-2014, N=43

All commitments made a link to the priorities of the Forum; a majority of links were explicit

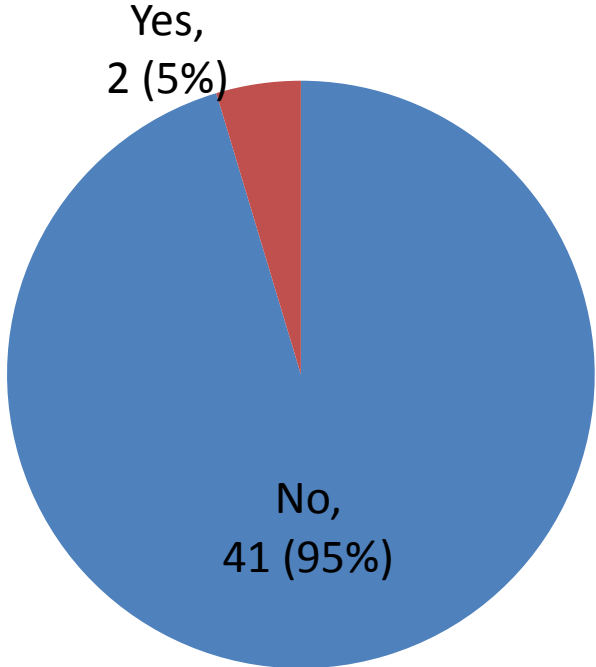
The extent to which objectives are relevant to the stated priorities of the Forum, based on explicit statement in the report of relevance to the priorities of the Forum and / or wider EU policy goals:



Source: Forum monitoring reports 2007-2014, N=43

Only two commitments explicitly set out to reduce health inequalities

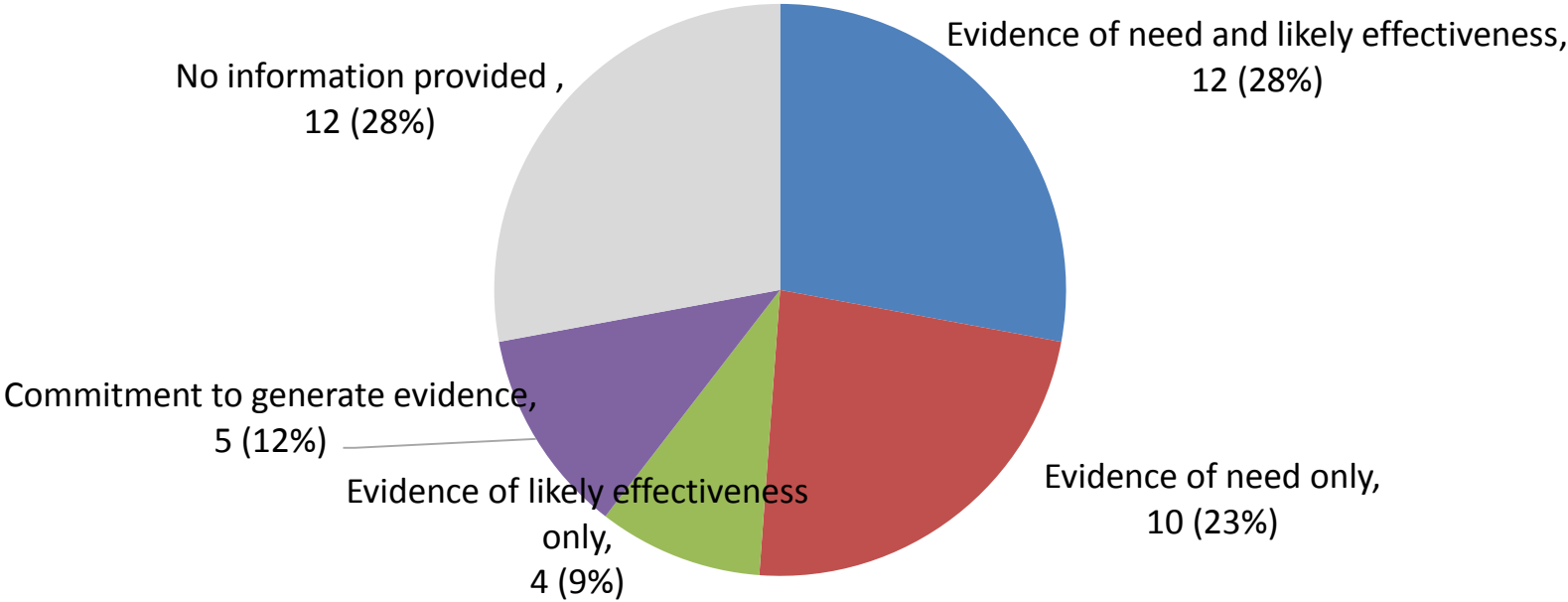
Share of commitments setting out to reduce health inequalities and/or target lower socio-economic groups



Source: Forum monitoring reports 2007-2014, N=43

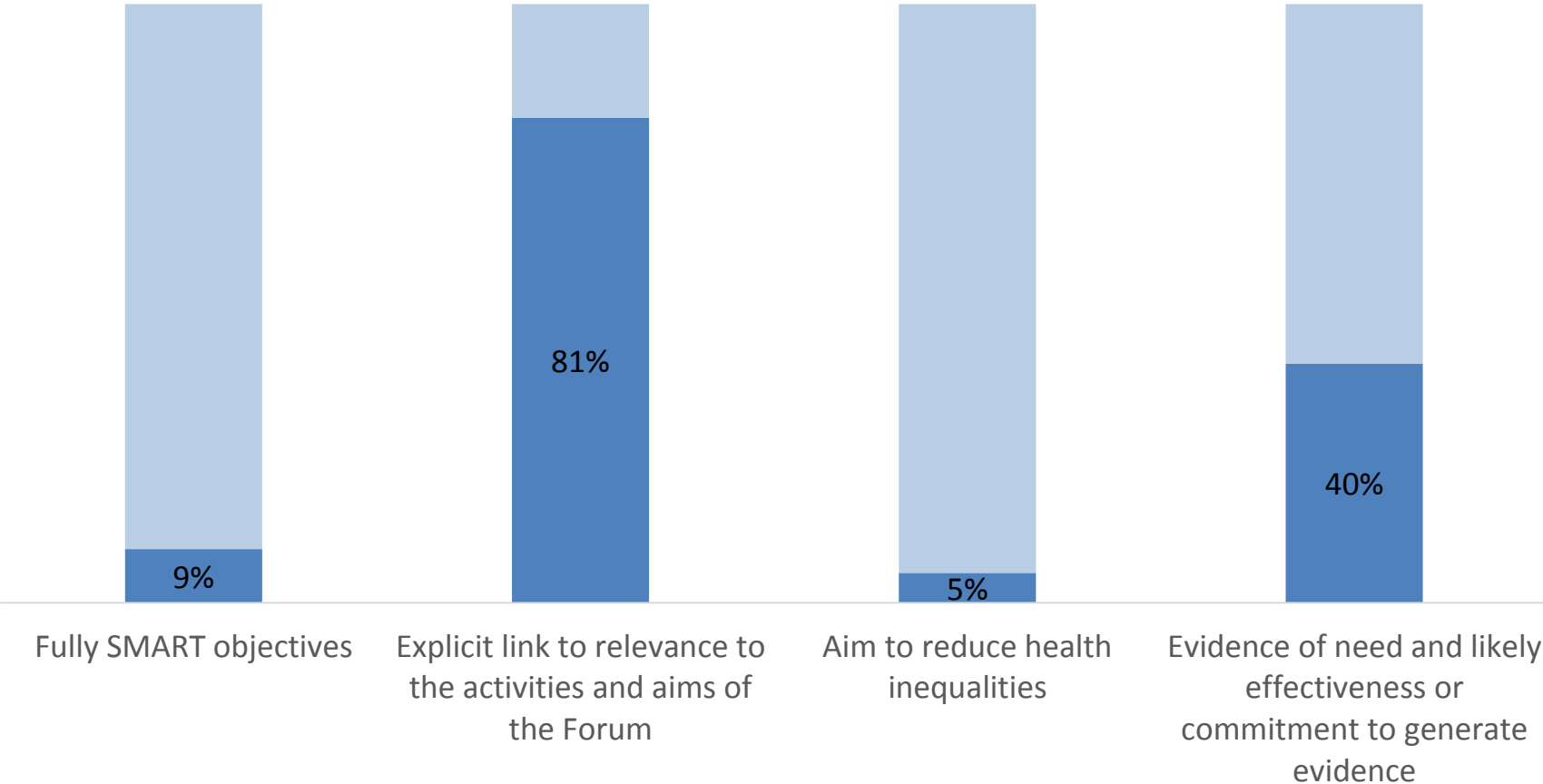
Around 70% of commitments made some reference to evidence in their design

Share of commitments indicating evidence of need, evidence of likely effectiveness or if the commitment aims to generate evidence



Source: Forum monitoring reports 2007-2014, N=43

Summary of findings: design and intent



Source: Forum monitoring reports 2007-2014, N=43

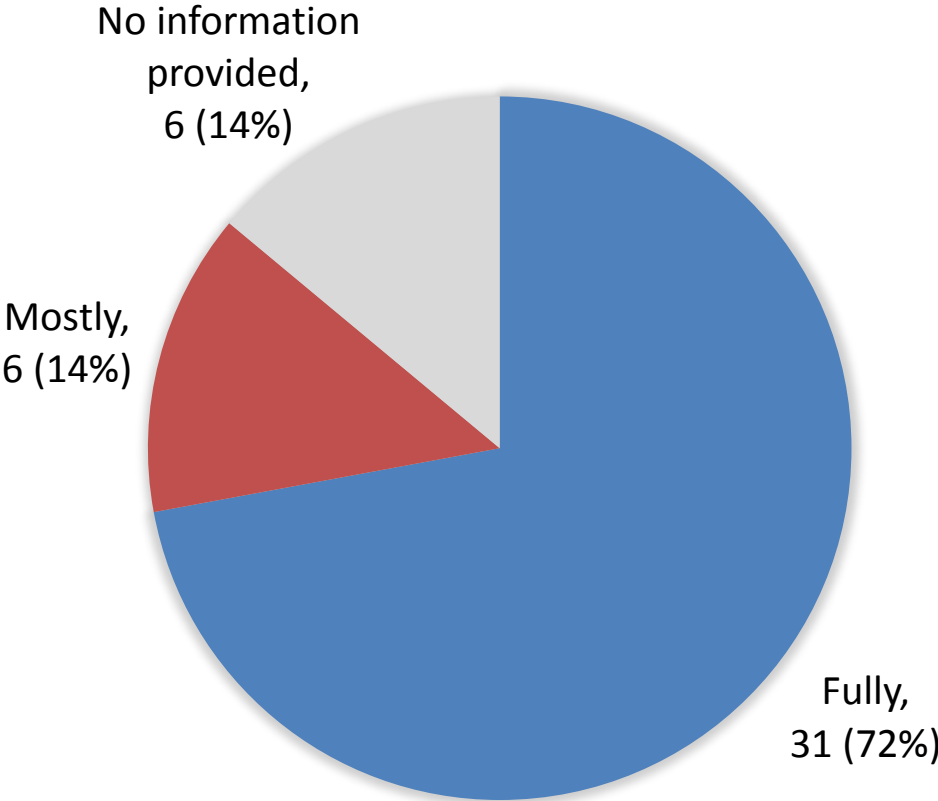
Implementation and results

This section provides insight on:

- How fully implemented the actions were
- How detailed the reporting of inputs, outputs and outcomes was
- Whether an evaluation of the commitment took place (self/external) and how;
- To what extent the results of the actions were disseminated
- To what extent actions were additional
- To what extent the reports highlighted the EU-added value of the actions

Almost three quarters of planned actions were ‘fully’ implemented

To what extent were planned actions implemented?



Source: Forum monitoring reports 2007-2014, N=43

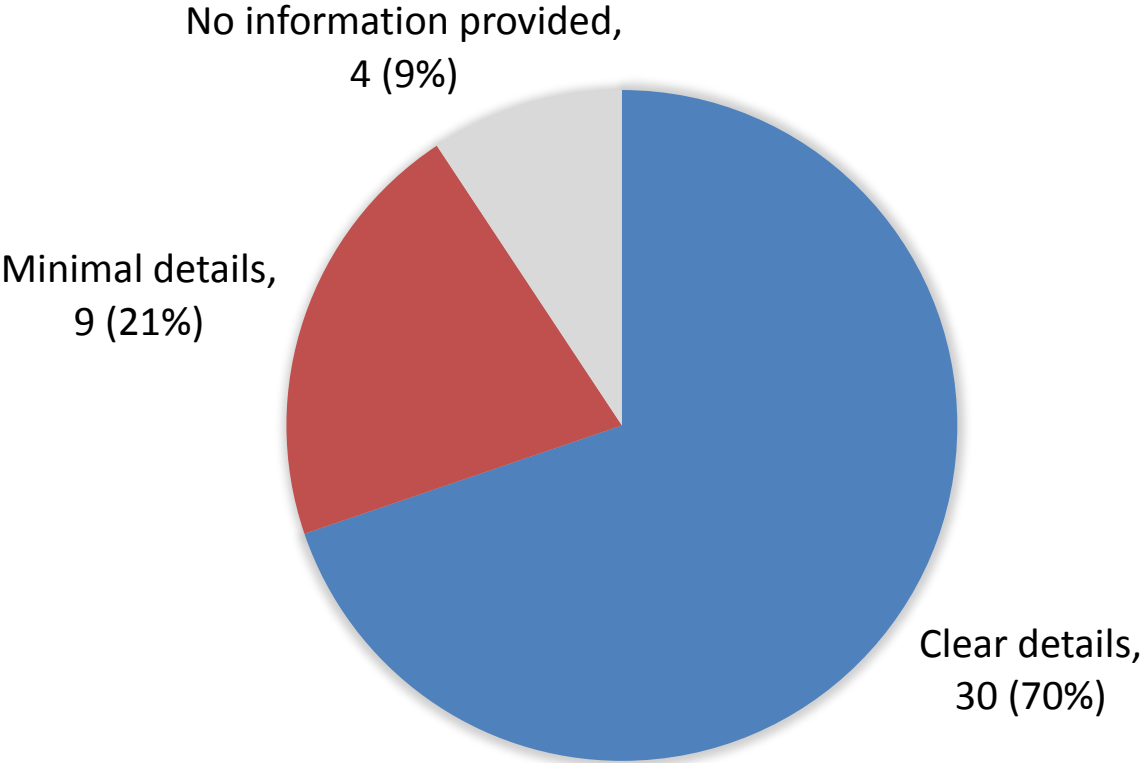
Financial inputs were well reported on; in general, there was little information on human resources

There were gaps in this information, making it difficult to aggregate inputs related to commitments, but the following was observed:

- Financial resources: information on the monetary costs of the inputs was provided by 30 commitments (70%), counting for around **8,057,000 EUR**.
- Human Resources: Number of hours spent in the action: 24 of the commitments (56%) did not provide information that allowed the calculation of the number of hours spent. The 19 other commitments comprised a total of more than **26,030 hours**.
- Only three commitments reported using volunteers to help with their projects. The rest of commitments (93%) did not provide information on this matter.

Seventy per cent of commitments provided clear details for output indicators

Share of reports that provided clear details concerning outputs of the actions

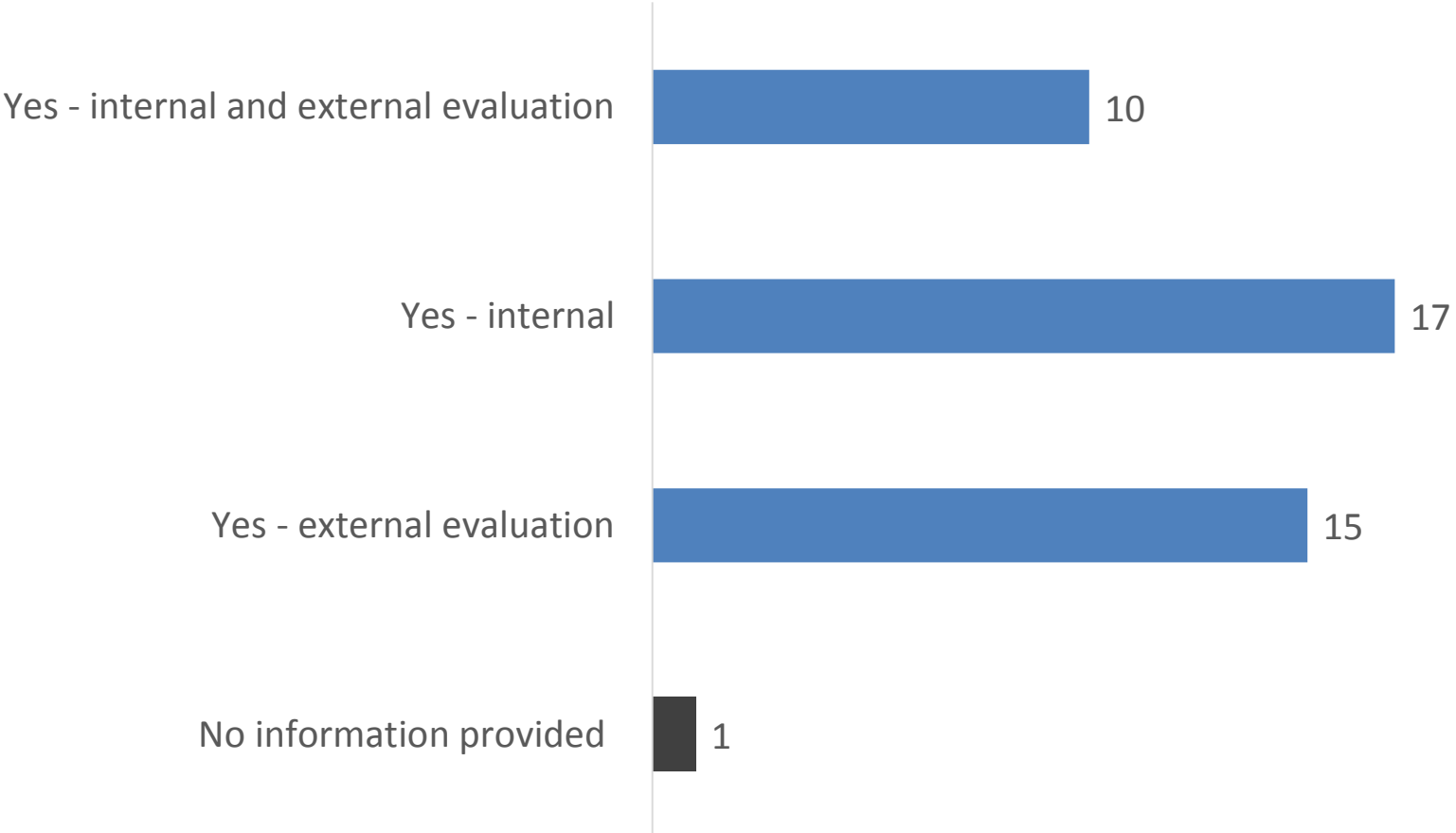


Source: Forum monitoring reports 2007-2014, N=43

In general there was too little and not relevant enough information concerning outcome indicators

- 31 commitments (72%) provided information on short term impacts. In many cases, the information did not relate to outcomes (but to objectives, outputs etc.), was insufficient or not supported with quantitative evidence.
- 18 commitments (42%) did not provide information on medium term impacts. Out of the ones that did, few provided relevant information.
- The majority of the commitments (22 or 51%) did not provide information on this section and none of the commitments that did gave relevant information. However, a number of Forum members indicated goals they would like to reach with the action in the long term.

All but one commitment reported having undertaken an external and/or internal evaluation



Source: Forum monitoring reports 2007-2014, N=43

All of the commitments indicated how the results were disseminated

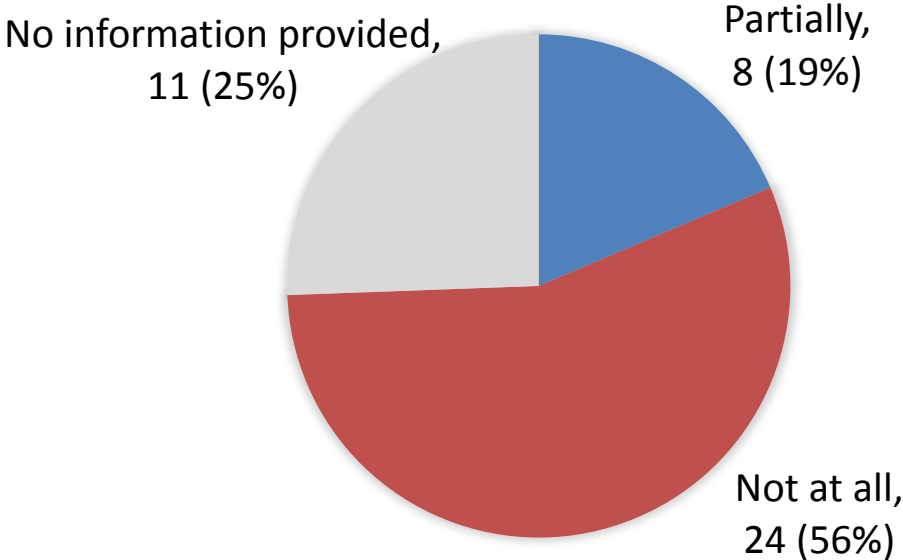
- Reporting of dissemination varied among members.
- Some reports only indicated the type of dissemination (e.g. presented results in conferences)
- Other reports provided detailed information (e.g. presented results in x number of conferences attend by x number of people).

In general, there was too little information to assess the additionality of the actions

- Scarce information was found in the monitoring reports. Therefore, it was in most cases difficult to assess whether the actions would have taken place had the commitment not been submitted under the remit of the Forum.
- Three commitments (seven per cent) had additional actions.

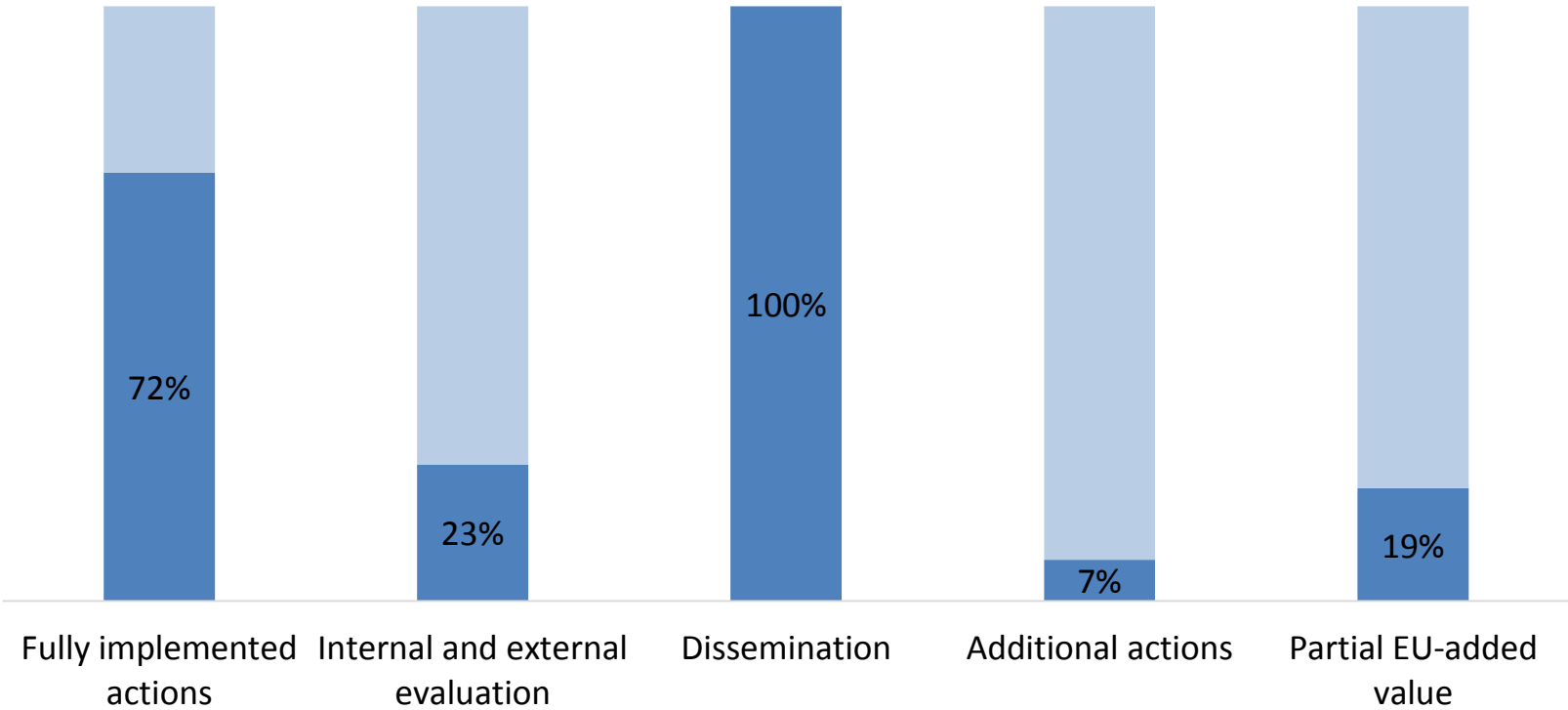
More than half of the commitments did not highlight the EU-added value of the Forum

Extent to which the commitments highlighted the EU-added value of the Forum (e.g. the promotion of the commitment results would not be as successful if the Forum did not facilitate dissemination of good practice)



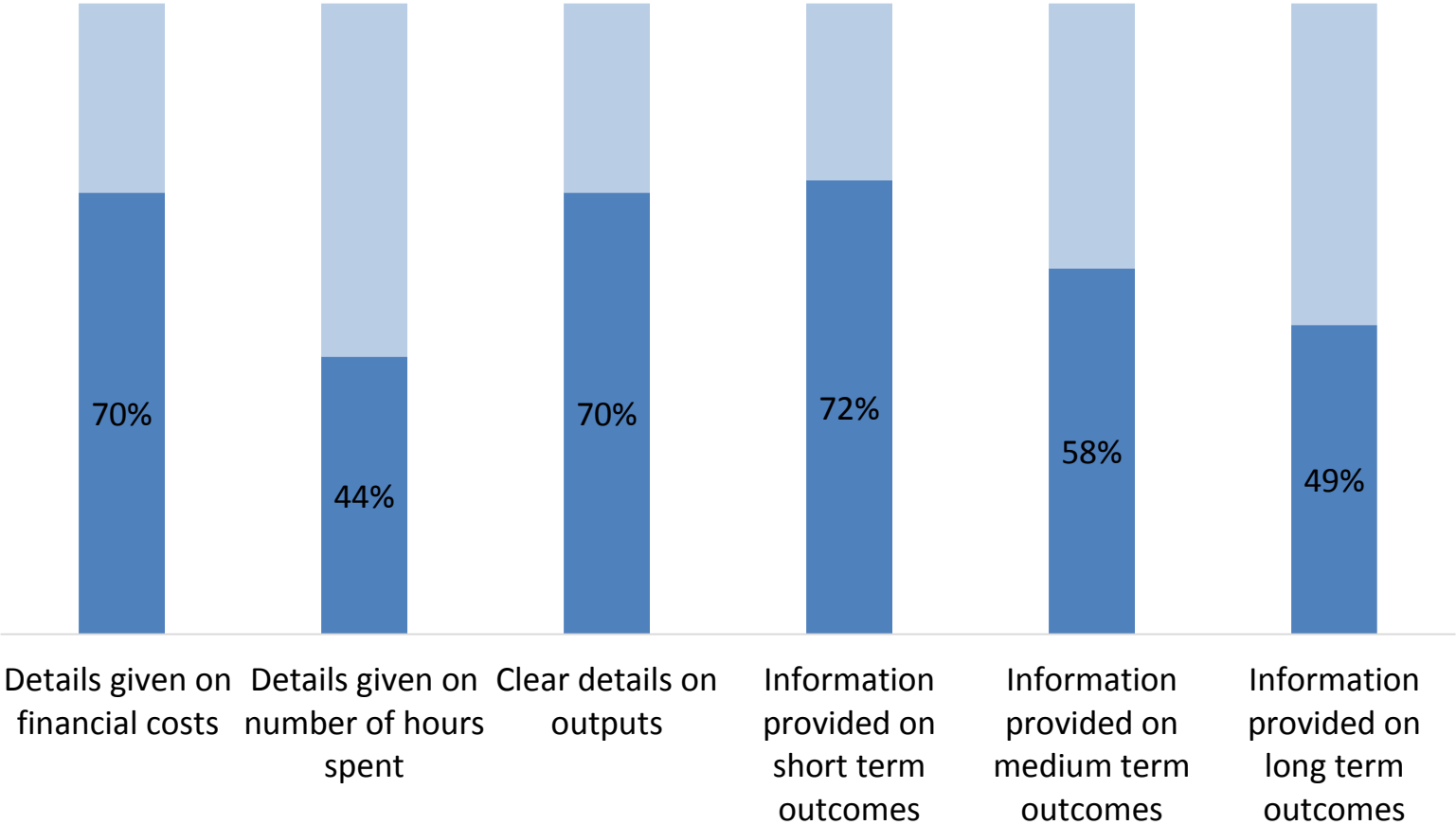
Source: Forum monitoring reports 2007-2014, N=43

Summary of findings on implementation and results (I)



Source: Forum monitoring reports 2007-2014, N=43

Summary of findings on implementation and results (II)



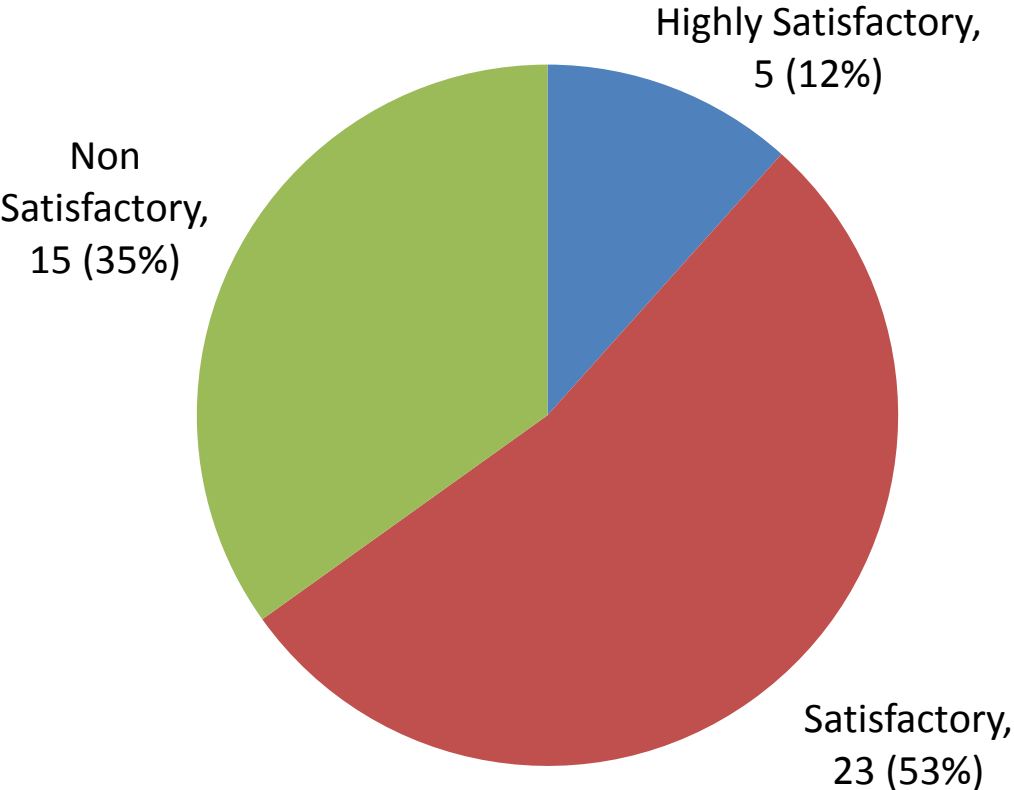
Source: Forum monitoring reports 2007-2014, N=43

Overall assessment of the quality of the reports

This qualitative assessment provided each commitment with an overall ranking of:

- **Highly Satisfactory:** The design and intent of action was explicitly clear and the implementation and results were detailed in a correct way
- **Satisfactory:** The design and intent of action was clear, the implementation and results were included in the overall report - however needed improvements were identified
- **Non-Satisfactory:** The design and intent of action was not explicitly clear, and the implementation and results were not included and/or did not report on the commitment objective

Around two thirds of the reports were 'satisfactory' / 'highly satisfactory'



Source: Forum monitoring reports 2007-2014, N=43

Some general conclusions can be drawn from this analysis

- From the analysis provided in this report, the Forum continues to meet its founding objectives- in particular through the ongoing commitments submitted by members.
- However, there are a number of improvements needed in order for the Forum to further develop and provide support to EU policies in the field of alcohol.
- Only five reports were deemed as “highly satisfactory”. This concludes that overall Forum members and the European Commission must work together in improving the quality of commitments to increase the impact on reducing alcohol-related harm.

Conclusions and recommendations: General overview

CONCLUSION TOPIC	RECOMMENDATIONS
Priority areas	<ul style="list-style-type: none">• Take into stronger account the following priorities:<ul style="list-style-type: none">• ‘Develop efficient common approaches to provide adequate consumer information’;• ‘Enforce age limits for selling and serving of alcoholic beverages’;• ‘Promote effective behavioural change among children and adolescents’.
Target audience	<ul style="list-style-type: none">• Make target audiences for commitments as specific and explicit as possible.
Activity types	<ul style="list-style-type: none">• Reinforce action in the following activities:<ul style="list-style-type: none">• ‘Youth involvement’;• ‘Counselling’;• ‘Treatment’.
Geographical coverage	<ul style="list-style-type: none">• Consider whether it is appropriate to admit actions covering just one country.• Promote more EU-wide commitments.• Be careful when reporting geographical coverage (some errors spotted).

Conclusions and recommendations: Design and intent (I)

CONCLUSION TOPIC	RECOMMENDATIONS
Setting SMART objectives	<ul style="list-style-type: none">• Discuss how to improve the design of fully SMART objectives.• Breaking down objectives into “annual” objectives.• Organise group discussions and peer-review of newly submitted commitments.• Ask non-complying commitments to revisit their objectives definition.
Relevance of commitments	<ul style="list-style-type: none">• Increase level of detail concerning the extent to which commitments aim to fulfil the objectives of the Forum.

Conclusions and recommendations: Design and intent (II)

CONCLUSION TOPIC	RECOMMENDATIONS
Health inequalities	<p>Should the EAHF members and the European Commission wish to tackle health inequalities:</p> <ul style="list-style-type: none">• Increase the focus on lower socioeconomic groups.• Organise discussions with Members, led by the Working Group and share good practice in plenary meetings.
Using evidence in the design	<ul style="list-style-type: none">• Increase use of evidence in the design of the commitments to increase the potential impact of the action.• Hold a roundtable discussion on using evidence in the design of commitments between members, inviting external experts/practices.

Conclusions and recommendations: Implementation and results (I)

CONCLUSION TOPIC	RECOMMENDATIONS
Implementation of the actions	<ul style="list-style-type: none">• Review annual objectives: in which way and to which extent have the objectives set out in the original commitment form been achieved in the reporting period?• Better describe the implementation of the actions.
Evaluation of the commitments	<ul style="list-style-type: none">• Encourage external evaluation, which increases the transparency and the reliability of the actions.• Provide more details on who undertook the evaluation, the methodology and the results/recommendations provided by the evaluators.

Conclusions and recommendations: Implementation and results (II)

CONCLUSION TOPIC	RECOMMENDATIONS
Inputs	<ul style="list-style-type: none">• Provide more information on:<ul style="list-style-type: none">• Other related costs: total and per activity• HR: number of hours, number of full time and part time employees and number of volunteers• Differentiate between commitment-related costs and overall costs related to broader activities.• For commitments taking place for more than one year: specify the inputs per year.
Outputs	<ul style="list-style-type: none">• For commitments taking place for more than one year: specify the outputs per year.• Relate more often to objectives to keep track of what has been achieved.• In the longer-term, the Forum members could re-introduce the objectives in the output section of monitoring reports
Outcomes/Impacts	<ul style="list-style-type: none">• Include possible measurement of impact indicators at the design phase.• Organise discussions in the context of plenary and Working Group meetings.

Conclusions and recommendations: Implementation and results (III)

CONCLUSION TOPIC	RECOMMENDATIONS
Dissemination	<ul style="list-style-type: none">• Increase level of details concerning dissemination and provide more quantitative measures.
Additionality	<ul style="list-style-type: none">• Have a discussion within the Working Group on the definition and possible added-value of including (and defining) “additionality” as part of the monitoring exercise, followed by a debate at a Plenary meeting.
EU-added value	<ul style="list-style-type: none">• Discuss the option of including (and defining) EU-added value as part of the monitoring reports to emphasise the EU-added value of the Forum and its activities.

Conclusions and recommendations: General support

CONCLUSION TOPIC	RECOMMENDATIONS
Working Group	<ul style="list-style-type: none">• Revisit conclusions of its 2014 meetings and ensure appropriate action is taken up;• The updated User Guide is still valid, and now needs to be taken up in new reporting cycles with the support from the WG;• Collectively work to improve the understanding of appropriate commitment reporting in the first instance, and, as a second step, promote joint work between different Forum members where possible.
Meetings	<ul style="list-style-type: none">• Reflections presented in the 2014 Annual Monitoring Report should be re-visited and where relevant taken up;• Synergies should be made with other relevant European Commission DG's, the European Parliament, the WHO etc

Thank you for your attention

