



European Alcohol and Health Forum

Highlights

Open Alcohol and Health Forum
23 November 2012 - Brussels



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Foreword

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The European Alcohol and Health Forum was created in 2007 with the purpose of mobilising action across the society to address alcohol related harm. It is a concrete delivery mechanism for the objectives of the EU strategy to support Member States in reducing alcohol related harm.

The Forum brings together a wide range of stakeholders, such as companies and associations in the fields of production and retailing of alcoholic beverages, media and advertising, public health, youth and family organisations and bodies representing the medical profession, the health insurance sector and research. The number of members has increased from 50 founding members to 70 members at present.

When joining the Forum, members commit to take concrete action to address alcohol related harm. Since 2007, Forum's members have initiated some 230 initiatives across sectors and EU countries. Whereas a number of the initiatives have already come to completion many are still on-going, with some long-term activities extending until 2015.

In order to provide for a transparent, participative and accountable process of action, basic information on members' commitments to action and on their implementation is entered into an online database hosted by the European Commission. In many cases further documentation is available in print or on the European Commission's public health website (http://ec.europa.eu/health/alcohol/policy/index_en.htm).

In view of the large number of initiatives launched by the members of the Alcohol and Health Forum, the examples compiled in this document are only a snapshot of the variety of activities carried out. We hoped to give you an idea of the cross-sectoral and variable way that organisations across the society can make a difference and how multi-stakeholder action can help towards reducing alcohol related harm.

Paola Testori Coggi
Director General, Directorate-General for Health and Consumers
European Commission

More information on the European Union is available on the Internet (<http://europa.eu>).

Cataloguing data can be found at the end of this publication.

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Printed in Brussels

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COMITÉ PERMANENT DES MÉDECINS EUROPÉENS
STANDING COMMITTEE OF EUROPEAN DOCTORS



1.

Addressing young people

European Doctors Raise Awareness for Alcohol-Related Harm to Children and Young People

The Standing Committee of European Doctors (CPME) has been monitoring with great concern the high levels of alcohol-related harm which continue to affect young people and children. CPME therefore set out to reaffirm its commitment to action and raise awareness for this important issue.

To contribute to the joint efforts to protect children and young people from the effects of alcohol-related harm, an area identified as a priority for the EAHF, CPME set out in 2011 to renew its commitment to action and voice its support for evidence-based policy interventions in this area. In May 2012, the CPME Board, bringing together National Medical Associations across Europe, adopted the 'CPME Statement on the Alcohol-Related Harm to Children and Young People'.

The statement reaffirms European doctors' commitment to actively contribute to the prevention of harm. Here, the need for doctors' pro-active engagement with children and young people to provide information and advice on topic of alcohol consumption is underlined. These 'brief interventions' by doctors have been proven a highly effective tool in encouraging responsible behaviour.

Also, doctors reaffirm their call for regulatory action to be taken both on maximum blood alcohol levels for drivers and on the advertising of alcohol products. In addition, the statement addresses the need for more effective enforcement of legislation on alcohol sales to minors and highlights the importance of choosing a participatory approach in school-based training programmes on alcohol-related harm. Following the adoption of the policy, it was launched via a campaign on a European news website as well as CPME's newsletter, thus reaching a wide range of EU and national level stakeholders. Further opportunities to raise awareness for the issue are currently being explored to ensure the call for action is heard.

Name of the commitment:

Raising Awareness

Period of operation: 2011-2013

Lead Partner: Standing Committee of European Doctors (CPME)

Website: www.cpme.eu (link to CPME website)
http://cpme.dyndns.org:591/adopted/2012/CPME_AD_Brd_05052012_045_Final_EN.pdf (link to policy)



German Football League Kids Clubs

Holistic drug and alcohol prevention campaign by the Federal Government of Germany, focused on:

- Behaviour oriented prevention and condition oriented prevention
- Childhood, Youth and Adolescence
- Self-development and not on harmful substances
- General approach

The Kids Clubs were originally created by some of the 36 professional football clubs about ten years ago to create a network structure for early educational and preventive programmes for children beyond playing football. About 80,000 boys and girls have been taking part in measures offered by the 25 Kids Clubs in the German Bundesliga and 2nd Bundesliga. Since 2010, the Kids Clubs' activities related also to alcohol prevention and education about alcohol-related harm were integrated in the three-day summer camps organised by 10 different professional clubs. The overall objective was to raise awareness among children of a very young age. The kids were taught by experts from the German police about the dangers of alcohol abuse. They had the opportunity to simulate the influence of alcohol on their own reactions in traffic situations and in the context of physical activities (e.g. special glasses provided by the police simulated a blood alcohol level of 1.3 milligrams). Additionally, the kids were taught about the dangers of alcohol consumption for one's own health and the health of others.

The learning centres are based in cities with professional football clubs. The objective is to support adolescent, less privileged pupils and football fans (aged 13 to 15) with educational and preventive work programmes. For several weeks, participants can take part in three-day workshops to increase communication and develop personality. Adolescents are accompanied by social education experts during

the whole cycle. In workshops adolescents were encouraged to think about their drinking habits and develop different consumption patterns and resolution methods to prevent abuse and addiction.

In the 46 supervised fan projects experts on social education work with adolescent football fans aged 14 to 18 years. For example, in 2011 sixteen Bundesliga and 2nd Bundesliga clubs organised supervised trips for fans of this age group to away matches of their respective clubs. In the course of the trips, participants were informed and educated about the health-endangering effects of abusive alcohol consumption.

Name of the commitment:

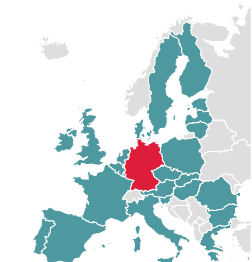
Integration of alcohol prevention in the work of educational and social-pedagogic fan projects, learning centres and Kids Clubs Summer Camps of professional football clubs in Germany

Period of operation: 2010 to 2011 (on-going)

Lead Partner: Association of European Professional Football Leagues (AEPFL)

Partners: Deutsche Fussball-Liga (DFL). DFL organises professional league games of the German Bundesliga and 2nd Bundesliga

Website: <http://www.bundesliga.de/de/fankurve/kidsclub/index.php>
<http://www.bundesliga.de/de/liga/news/2011/0000218206.php>





Creating alcohol free environments

Active's seminars and camps, and the activities of all its member organisations are proudly alcohol-free which provides fun and safe environments for youth to enjoy.

Active has hosted in the previous year one camp and two seminars. In addition are the activities of its member organisations.

Outcomes:

- 2 Seminars in Rome and London which have reached approx. 80 youth and provided fun activities, education on alcohol and social issues.
- 1 Camp in Island which reached about 120 young people.
- Regular events by our member organisations which reach a further 20,000 young people throughout Europe.

Themes discussed:

- Integration and cultural differences
- Social values and their impact on public policy
- Human rights
- Alcohol policy
- Being politically active

The work of Active is constitutionally committed to creating alcohol free environments.

This is vital because reducing alcohol consumption is not merely a question of discouraging its use; rather it is also about encouraging alternatives to alcohol environments and making these alternatives accessible to young people.

For that reason there are regular meetings planned by our member organisations as well as occasional larger gatherings (seminars / camps) organised by Active itself.

Name of the commitment:

Protecting young people

Period of operation: 2012

Lead Partner – commitment "owner": Active – sobriety, friendship and peace

Website: www.activeeurope.org



Promotion of alcohol abstinence among underage

Support the Teach About Alcohol school program in Sweden, for the development of similar programs in other countries, for the comparative evaluation of those programs and for cross-fertilization of experiences between the countries. In addition, support is provided for alcohol-free leisure activities in Sweden.

In line with our commitment to contribute to the curbing of underage drinking, we have committed staff time and annual budgets for the support of programs aiming at the promotion of abstinence and delay of alcohol debut among underage.

The main focus is on programs made available to schools and teachers for use in classrooms to build self-esteem among youth and to help them resist peer pressure to drink. The objectives can be described as: delay the age for the first drink, develop healthy attitudes to drinking, diminish risky behaviours, and prepare young people for critical situations likely to occur involving themselves or their peers in relation to alcohol use by them or others. The main target groups are students aged 11 to 18. The main component is a teacher's material including "life skills" and self-esteem issues, as well as facts about the effects of alcohol to the growing body and other effects. This is supplemented with teacher's manuals, websites, materials for parents and supporting activities such as a recurring short-story contest for participants in Sweden.

The original Teach About Alcohol program was developed by independent authors in Sweden. It was made available to schools through industry support and has reached considerable distribution.

We have contributed to the continued development in Sweden and we have initiated the development of versions adapted to local conditions in Denmark (Alkoholialog), Finland (Puhutaan alkoholista) and Estonia (Räägime alkoholist). Furthermore we have initiated and financed scientific evaluations and cross-fertilization of experiences between the countries involved as well as with school programs in other countries. We are currently developing a Latvian version. Independent from our efforts, the Government of the autonomous Faroe Islands have translated it into Faroese.

A secondary component has been support to alcohol-free leisure activities for underage, such as alcohol-free discos, concerts, etc, through the Fryshuset organization in Sweden.

Name of the commitment:

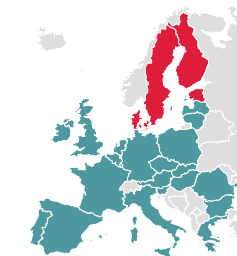
Promotion of alcohol abstinence among underage youth

Period of operation: 2008 - on-going

Lead Partner: The Absolut Company

Partners: Industry associations, social aspects organizations and other companies in countries involved

Website: www.prataomalkohol.se
www.alkoholialog.dk





Responsible Parties in Europe, how to make student parties safe and responsible!

Pernod Ricard has observed that some young adults faced problems of excessive and/or inappropriate drinking within student parties in Europe and decided to address this issue. The aim was to create with/for students a pragmatic toolkit with a specific approach towards alcohol prevention to raise awareness among young Europeans.

How?

Since Pernod Ricard operates on a decentralized model, we at Pernod Ricard have

1. Developed European partnerships with relevant stakeholders such as Erasmus Student Network (ESN), our main partner
2. Worked with our network of European affiliates to implement the program in their country

To make the program efficient and well-known among students associations and especially among ESN, we have developed a special toolkit with:

- A dedicated website containing information, recommendations, facts and figures on alcohol
- A Facebook page to provide information on the Responsible Parties organized
- A communication campaign: 5 posters on peer

pressure, binge drinking and drink driving, as well as useful tips, information flyers on responsible drinking, clips and a Responsible Party guide to help ESN

- A designated driver system
 - The distribution of breathalysers, condoms and other gadgets by Responsible Party Ambassadors
- During the parties, ESN volunteers are Responsible Party Ambassadors.

Which results?

During the past two years, we organized more than 101 parties in Europe, reaching 61.000 students and covering 26 countries.

We contributed to raise awareness among young people on the dangers of inappropriate alcohol consumption.

Pernod Ricard makes the difference

Responsible Party is the first pan European program targeting a sensitive target, young adults. We, at Pernod Ricard, have established a relationship of trust with our student partner (ESN) which makes possible the success of the program and now the opportunity to go further and broader for a new edition.

We involved students directly within the implementation and the development of the program. We developed a specific approach, the peer-to-peer methodology, in our way of working and talking to make sure that we have disseminated the right message to raise awareness among young adults.

Name of the commitment:

"Responsible Student Parties" implementation in Europe – Updated February 2012

Period of operation: 01/01/2010 – 30/09/2012

Lead Partner: Pernod Ricard S.A

Partners: Main partner: Erasmus Student Network (ESN)
Evaluation partner: Generation Europe Foundation (GEF)
Campaign partner: Publicis Group, London

Website: www.responsible-party.org
www.fb.com/responsibleparty



2. Drinking in moderation

Deutsche Weinakademie / Wine in Moderation Program - educating professionals in Germany

A main objective of the Wine in Moderation - Art de Vivre (WIM) program is to educate key actors & consumers about responsible drinking. The educational activities of the Deutsche Weinakademie (DWA) in Germany are an excellent example of how to achieve great results through educating and multiplying the WIM message at national level.

The 2nd objective of the WIM program is to inform & educate the wine sector and its consumers to encourage cultural change and make moderation fashionable. This is compatible with one of the priorities of the EU Strategy on alcohol-related harm, focusing on informing, educating and raising awareness on harmful consumption and so to develop knowledge about appropriate consumption patterns in society.

As part of the Art de Vivre "life-skills" education pillar of WIM, the DWA developed its own training program and tools for one-day seminars in wine-related Vocational Education and Training establishments. The training program includes 4 sections

- a) WIM program, alcohol policy and legal framework
- b) Health effects of wine & other alcoholic beverages
- c) Alcohol metabolism, drinking patterns and risks of excessive consumption
- d) Conclusions: Guidelines for responsible wine consumption

From January 2008 to October 2012, 122 training seminars were delivered to all 11 wine-related professional schools and universities in Germany as well as to 5 sommelier schools reaching a total number of 3580 students who act as multipliers of the WIM message for the entire sector and for the benefit of the general public.

The Deutsche Weinakademie has developed an evaluation tool to assess the impact of its training module: each student participating in the training seminar fills in a questionnaire before and after the training, to assess their level of knowledge and the effectiveness of the program. In addition, another random assessment is carried out one year after the training.

The results of the 3 year pilot phase evaluation show a considerable increase in knowledge among seminar participants, in particular with regards to the definition of moderate wine consumption, health effects and the self-regulation code for commercial communication of alcoholic beverages.

Similar WIM training activities were developed for example in Portugal, Spain, Italy, Greece, France, UK and Cyprus.

Name of the commitment:

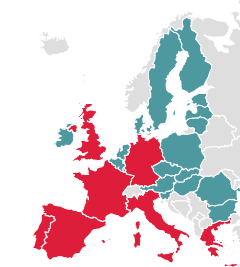
Wine in Moderation - Art de Vivre Program

Period of operation: 2008-2013

Lead Partner: Comité Européen des Entreprises Vins (CEEV)

Partners: Confederation of European Farmers (COPA) and European Agri-Cooperatives (COGECA), European Confederation of Independent Winegrowers (CEVI)

Website: <http://www.wineinmoderation.eu>
<http://www.deutscheweinakademie.de/>





ICAP Periodic Review on Drinking and Culture

To help give greater exposure to research on drinking and culture not currently published or widely available in English, the ICAP Periodic Review on Drinking and Culture is an electronic publication that presents English translations of abstracts of key articles appearing in a number of European languages.

Drinking has been an integral part of the social fabric in most societies around the world. Yet the role occupied by drinking is quite different across countries and cultures, and is reflected in local customs, patterns and attitudes.

Despite this wide diversity, the policy arena relating to alcohol is dominated by a particular perspective with roots in Anglo-Saxon and Nordic traditions. The reasons for this are in part historical, and the lingua franca of the field is English, used in leading publications that provide the evidence base most commonly used in policy decision internationally.

As a result, much of the research published in other languages escapes broader notice. Even the leading non-English journals are rarely considered or cited. Finally, the reach of English translations of abstracts and full-text articles from central, southern, and

eastern European countries is limited to the country of origin due to lack of international visibility of such efforts.

An electronic publication providing a periodic review of non-English language research provides greater exposure to this body of literature and contributes to building a common evidence base.

The emphasis is on the relationship between drinking culture, drinking patterns and outcomes, both psychosocial and relating to health. The objective is to broaden the evidence base used in the crafting of policy and prevention and provide a more culturally balanced view of alcohol and its role in society.

Identification and selection of key articles is carried out by an Editorial Group consisting of scientists from different countries, following common criteria and procedures. ICAP disseminates each new issue of the Periodic Review electronically through its website and tailored e-alerts. So far between 2008 and 2012 seven reviews have been published.

The Periodic Review is primarily directed at the research community, but would also be of interest to government officials, health workers, industry members, and others interested in alcohol-related issues.

Name of the commitment:

ICAP Periodic Review on Drinking and Culture

Period of operation: 2007 - 2013

Lead Partner: International Center for Alcohol Policies

Website: www.icap.org/Publications/ICAPPeriodicReview

Alcohol Awareness Week

Alcohol Awareness Week: the aim was to establish an annual consumer focused campaign involving a broad range of stakeholders who came together to widely promote a common message on responsible drinking to the adult drinking population and raise awareness of consequences of excessive consumption.

Launched in 2007, the campaign was considered so successful that it ran for a further three years. It brought together a broad range of stakeholders, including the alcohol industry, government, health and voluntary stakeholders. The campaign worked effectively because it delivered a simple, clear message to consumers on responsible drinking which all stakeholders could support.

The campaign focused on getting people to understand the number of units in their drinks, and to consider what was meant for their own consumption in terms of the sensible drinking guidelines. It also promoted a range of hints and tips which offered small achievable steps that consumers could consider and adopt to help them drink responsibly. Examples included: eating before you drink, alternate your drinks with water or a soft drink, try a lower alcohol beer or a smaller glass size. The benefits of adopting these hints and tips were explained and promoted.

An intense campaign was delivered over a one week period. It used a wide range of media, events and materials to ensure people were made aware of the message of the campaign whether they were reading a newspaper, watching TV, listening to the radio, travelling to work, at work, going to the

cinema, library or leisure club, visiting the local shop or supermarket or out for a meal or visiting the pub. The combined action of all the stakeholders, both at the national and local level, anchored around a common purpose enabled the message of the campaign to reach further, with greater impact and at very low cost. Consumer opinion surveys confirmed consumers had seen the campaign and were aware of the messages. An evaluation report was prepared after each campaign.

Next steps are to move from an awareness raising campaign to a behaviour change campaign.

Name of the commitment:

To share with Forum members the impact and learning gained from delivering Scotland's first ever Alcohol Awareness Week.

Period of operation: 2007 - 2010

Lead Partner: The Scotch Whisky Association

Partners: The Scottish Government, NHS Health Scotland, Alcohol Focus Scotland, Scottish Association of Alcohol & Drug Action Teams, Scottish Retail Consortium, Scottish Licensed Trade Association, Scottish Beer & Pub Association, Scottish Grocers' Federation, Wine & Spirit Trade Association, National Association of Cidermakers, Diageo, Heineken, ABInbev and Pernod Ricard.





The choice is yours

“Choices” was the first fully integrated national responsible drinking campaign by a drinks company. The campaign sought positively shape consumer attitudes to alcohol based on deep consumer insights. These insights were gathered through qualitative and quantitative researches both on strategic and creative level.

The first step in the campaign was to generate relevant consumer insights in order to determine how we motivate young adults, who currently see nothing wrong in drinking excessively and acting irresponsibly, to think that moderate consumption can be aspirational? To better understand this, we undertook qualitative and quantitative research with 3.500 consumers in countries including the UK, Greece, Italy, Ireland, Spain, Sweden, Austria, Denmark, Poland, Russia.

The key insight we obtained was that young adults wanted the social acceptance of their friends. As a result of this insight, we developed the following core consumer message: “Being in control of your drinking helps you get more out of a night out”, a way to show young adults both the power of responsible drinking and that drinking irresponsibly can have dire consequences on their night out and on their status within their social group.

We developed an integrated responsible drinking campaign including TV ads, a website (thechoiceisyours.com), mobile and magazine ads, as well as outdoor posters. The adverts show a young woman or a young man spending a night out socializing with friends, enjoying their night out drinking responsibly. The ads then flip to show how drinking irresponsibly can have a negative impact on their night out. The key consumer message was: “A night to remember? Or one to forget? The choice is yours”.

According to the independent evaluation of the programme

- over 60 % of respondents said that after seeing the Choices campaign, they would consider drinking responsibly.

- 92% said the adverts and website are the kind that make you think about drinking responsibly

- 95% said it is good to see alcohol companies advertising a responsible drinking message.

Name of the commitment:
Attitudes to Alcohol Programme

Period of operation: 11/2007-6/2008

Lead Partner: Diageo

Partners: Millward-Brown

Website: thechoiceisyours.com (now redirected to drinkaware.co.uk)



3. Responsible alcohol retailing

Best Bar None

Best Bar None is a national award scheme designed to promote responsible management and operation of alcohol-licensed premises. Operating in partnership with local police forces and councils, BBN recognizes and rewards outlets who quantifiably demonstrate progress in the specific areas addressed by the UK Licensing Act of 2003.

From Manchester in 2003, Best Bar None (BBN) has expanded to 100 UK communities (and 3 in Canada) and more than 3000 outlets. The program creates a collaborative partnership among the licensed trade, police, and local authorities. Working together, these groups have improved the safety and quality of the night-time economy in participating jurisdictions. Over 80% of participating outlets receive full accreditation.

Local governments laud the program's benefits. It's not uncommon for a police chief to credit the program with reducing violent crime in a town center by 50% or more. [Since participating communities vary so much in size and program coverage, it's not possible to provide a meaningful “overall average reduction in alcohol-related incidents” number.

Participating accounts report a reduction in alcohol-related incidents on their premises of 2/3 or more and often an increase in trade because their establishment is now a more inviting venue for consumers. The accounts have also noted the training regimens they put in place as part of BBN have had additional benefits: reduced turnover among staff and greater confidence in the professionalism of their overall operation. Reduced turnover means there

are more experienced staff working in BBN outlets, creating a virtuous circle of training and support for new employees.

BBN has repeatedly been cited as an example of Best Practice and is specifically referenced in the UK government's new Alcohol Strategy.

During the course of 2011, Brown-Forman and the other participating companies (Bacardi, Diageo, Heineken, and Molson Coors) formally committed to the further expansion of Best Bar None in the UK as part of the UK Department of Health Responsibility Deal. The financial commitment from the participating companies is GBP 500.000 over three years to extend development and implementation of the successful scheme.

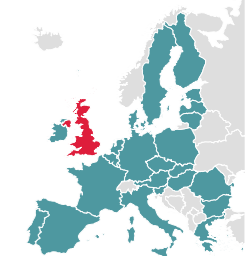
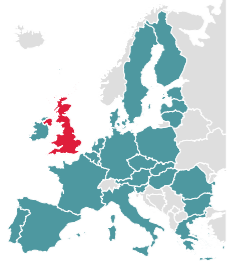
Name of the commitment:
Best Bar None

Period of operation: 2008 to present

Lead Partner: Brown-Forman

Partners: Bacardi UK, Diageo Great Britain, Heineken, Molson Coors

Website: www.bbnuk.com/





International Bartender Association Responsible Server Training

To provide partnership and resources to the International Bartender Association (IBA) Education Committee for the development of training tools for IBA Members in responsible serving and social responsibility.

Bacardi-Martini supplied resources to the International Bartenders Association for the design, creation, publishing & distribution of the IBA 'Moderation & Responsibility' server training guide, as well as the training manual 'Guide to Social Responsibility'. Other training materials were also developed, including as a training video and an online quiz/self-test.

Training sessions on responsible serving were given to bartenders and students at hotel schools. Train-the-trainer sessions were a key part of the programme, as they expand the cascade of the project in the on-trade. It is very important that bartenders know about and take seriously their responsibility towards alcoholic beverages and their clients. This programme

teaches bartenders what alcohol is and its effects on human beings, as well as how to deal with people who are about to pass their limits. Bartenders learn how to handle this delicate subject with care and take the lead in providing information to their customers.

The course books have been translated into several European languages.

In addition to the IBA programme, Bacardi arranges its own training sessions for bartenders and responsible serving is integrated into these sessions. A train-the-trainer model is also used for Bacardi sessions. In Europe alone over 40.000 bartenders were trained annually by our own brand ambassadors. The information on responsible serving is presented in a very natural way, so people easily adopt it and fit it into their daily work routine.

The courses are also run in Asia and the plan is to develop more workshops in the future.

Name of the commitment:

International Bartender Association Server Training

Period of operation: 2008 - 2011

Lead Partner: Bacardi-Martini B.V.

Partners: International Bartender Association

Raising retailers' awareness to carry out actions against the abuse of alcohol

EuroCommerce commitment to encourage members to take actions in view of reducing alcohol-related harm is carried out through the dissemination of information on the work of the Alcohol Forum and by encouraging members to develop activities in relation to the objectives of the Forum's Charter.



Retailers fully support the global objective to fight against alcohol-related harm and have been involved in numerous initiatives to promote responsible consumption.

To ensure that our commitment to responsible distribution continues and is reinforced, EuroCommerce produced a "Guidance to help reduce alcohol-related harm" with recommendations on three levels (Secretariat, national associations and affiliated companies). It has set an example for other umbrella organisations that have replicated this initiative.

Consumers' attitude towards alcohol consumption varies from a country to another and alcohol-related regulations tend to reflect that diversity and to be country-specific. This leads retail companies to seize and differentiate their actions according to the different contexts in which they operate.

Information on the Forum's work and the initiatives presented by other stakeholders allows retailers to identify those actions better adapted to the specific national and local context and to the size of stores.

EuroCommerce Working Group on Alcohol, where members exchange good practice and invite other stakeholders to decide which could be interesting for future collaboration, has produced a mapping document of existing initiatives available to membership.

Companies have put great efforts into complying with legal age limits for selling of alcohol, including actions such as till-reminders - including self-scan systems - to remind cashiers to verify the age of the buyer. The sector continuously invests in staff training and in the development of policies to improve performances vis-a-vis selling of alcohol to minors.

Retailers also provide voluntary consumer information on responsible drinking patterns and the risks of alcohol misuse. It is done directly in-store via dedicated aisles and staff for alcohol sales, as well as via in-store signage, including information about purchasing age limits and health labels on own-brand products. Members regularly join national on-line campaigns on alcohol-related harm and support public information campaigns where possible.

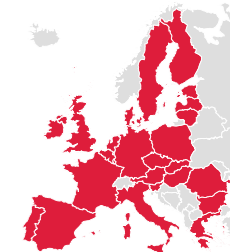
Name of the commitment:

Raising Retailers' awareness to carry out actions against the abuse of alcohol

Period of operation: 2007 - 2012

Lead Partner - commitment "owner": EuroCommerce

Website: www.eurocommerce.be





Training Guides for Responsible Service of Alcohol

The objective was to develop a measured and evaluated template training tool to raise the level of knowledge and skills of those selling/serving alcohol in on and off-premise trade. The outcome of the commitment is a template manual for trainers and one for trainees that is disseminated in Europe and worldwide by EFRD and ICAP.



In 2007, the European Forum for Responsible Drinking (EFRD) and the International Center for Alcohol Policies (ICAP) launched an international call for tender to identify a competent body to develop the training Guides that could be then translated and adapted to local context for community prevention strategies

The two generic guides were developed by the Alcohol Focus Scotland and underwent extensive peer review by experts active in responsible hospitality programmes.

All members of staff within the hospitality and retail industries need to recognize and understand their responsibilities relating to alcohol, to know how it affects the body and to be aware of the benefits and risks associated with alcohol consumption. These guides are an initial step on the path to learning. They

put tools in the hands of practitioners and policy-makers to help them understand their important role in ensuring the responsible service of alcohol.

The Guides provide information that blends useful skills, legal and social responsibilities and best practices in order to achieve a responsible service of alcohol within the hospitality and retail industries.

Once developed, the Guides were piloted in Hungary with positive evaluation (pre/post and follow-up at 5 months with 110 participants):

- Post evaluation on new learning: 76% said they have learn something new on Licensing law; 85% on alcohol; 90% on creating the right atmosphere; and 84% on people skills.
- Post evaluation on the usefulness of the learning to perform their job: 1) 43% very useful on Licensing law; 2) 52% very useful on alcohol; 3) 43% very useful on creating the right atmosphere; 4) 60% very useful on people skills.
- Impact remains 5 months later

Positive outcome of the commitment as the training scheme was roll-out through Hungary and the Guides have been implemented in Poland and Portugal as well as in Korea.

Name of the commitment:

Training Guides for Responsible service of alcohol

Period of operation: 2007 - 2008

Lead Partner: European Forum for Responsible Drinking

Partners: International Center for Alcohol Policies

Website: www.icap.org/PolicyTools/Toolkits/ResponsibleHospitalityGuides/tabid/154/Default.aspx
www.drinksinitiatives.eu



Copenhagen safer nightlife

“Safer Nightlife” is a joint project between Diageo, the International Harm Reduction Association and the City of Copenhagen to help promote a safer and enjoyable nightlife environment in Copenhagen through building a positive culture of responsibility and partnership.

The 2010-11 version of project included:

- A consumer campaign, targeting night-time users, with practical tips about how to have a safe, and enjoyable night out in Copenhagen. It includes a website, outdoor posters, web and radio advertising, flyers and newsletters.
- A server-training program with a certification scheme, delivered to over 150 people working in bars and restaurants. An e-learning tool was developed in addition, on the programme’s website
- A broader multi-stakeholder campaign to engage groups in a night life forum (local authorities, trade, industry, police, NGOs etc), with an extensive media coverage.

The Server Training produced encouraging short term outcomes: around 85% of participants responded that they needed to use the learnt conflict management methods in their work.

In terms of the overall objective, a total of 90% of our consumer target group feel safe and secure when experiencing the nightlife of Copenhagen. The project has an ambitious goal of 95% by the end of 2014. The Nightlife Forum strengthened the dialogue between clubs, bars and the authorities, helping improve law enforcement.

Name of the commitment:

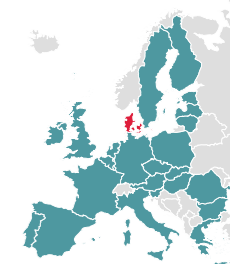
A Safer Nightlife Partnership – Server Training

Period of operation: 4/2010 – 4/2011

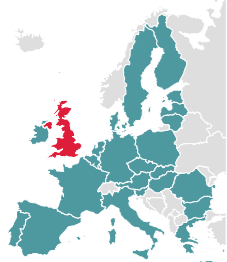
Lead Partner: Diageo

Partners: IHRA, City of Copenhagen

Website: www.trygdenaf.dk



Challenge 21 - Enforcing age limits for selling alcohol in the UK hospitality sector



The BBPA is committed to promoting good practice to its members in seeking proof of age to prevent the sale of alcoholic drinks to the underaged through the use of the Challenge 21 campaign. The Association provides posters, information and web resources to the pub sector and others in the on-trade.

The prohibition of the sale of alcohol to the young has been enshrined in UK law for many years, providing a back stop for the consumption of alcohol by the young. Until recent years (although the law was rarely enforced) it had worked reasonably well particularly when most drinking occurred outside the home. Changes in retail practices, growing economic independence of the young and social attitudes changed prompting Government and others to tighten up the law and improve compliance through enforcement. The pub sector, decided to embrace this change through a campaign aimed at making its members aware of the legal obligations and to provide a focus for establishing the entitlement to purchase through its Challenge 21 campaign. The campaign aims to ensure that all public houses check the age (by means of photo identification) of anyone who appears to be under the age of 21 to ensure that the legal age limit of 18 is enforced.

The BBPA Commitment was implemented on a number of levels between 2008 and 2010 with both exposure to pubs, restaurants, clubs and other hospitality businesses, and the public.

Implementation of the commitment also had to take into account legislative moves by Government making age verification policies such as Challenge 21 mandatory, which raised serious questions as to the validity and purpose of Challenge 21, and invalidated the status of the Forum commitment as the campaign was no longer voluntary.

The Challenge 21 poster was displayed on the BBPA website throughout the commitment period for members to download. BBPA distributed posters

from BBPA to both member companies (bulk orders) and individual pubs and licensees regularly over the course of 2008 to 2010.

It is estimated that 90% of BBPA member companies operate the Challenge 21 scheme in their premises, and 60% of non-BBPA member pub companies operate the scheme or some close variant of it. Consumer awareness remains high, with similar levels of awareness to 2008's YouGov poll showing 91% awareness among Challenge 21's target group.



Name of the commitment:

Enforcement of Age limits for selling and serving alcoholic drinks

Period of operation: 2008 - 2010

Lead Partner: British Beer & Pub Association

Website: www.beerandpub.com/industry-briefings/challenge-21
www.pass-scheme.org.uk/

4. Responsible alcohol marketing

Responsible beer advertising through self-regulation: 7 Operational Standards

Responding to a challenge set by the Commission in 2007 and on the basis of 7 Operational Standards, The Brewers of Europe and members, in partnership with the European Advertising Standards Alliance, set about bringing every self-regulatory system governing beer advertising up to the standards set by the Commission's DG SANCO.

Brewers already had codes in place and well-established systems in a number of countries, but what this commitment did was set about ensuring that fully, integrated, consumer-friendly national self-regulatory systems for beer advertising existed across Europe.

A KPMG-assured report in 2010 showed that the rollout of effective self-regulatory systems for beer advertising increased substantially and across all 7 Operational Standards between 2007 and 2010. Notable results included:

- Revision of the codes in 18 out of the 27 EU Member States;
- 26 countries had a sanctions process in place, improved the sanctions available, or progressed on this;
- In 24 countries, actions were taken to ensure that consumers were more aware of the possibility to complain;
- 10 countries created or improved their systems through the further incorporation of independent elements e.g. through civil society and consumer representation, in the complaints juries.

Specific examples of progress in individual countries included:

- In Bulgaria brewers pioneered the role of self-regulation by setting up a comprehensive system governing beer advertising before assisting in the setting up of a national general self-regulation

system. The Cypriot brewers also took this proactive step in the absence of an existing self-regulatory structure;

- In Austria, brewers took steps to further strengthen the independence of their complaints handling system, leading to the country being awarded an EASA Bronze best practice award in 2009;

- In Belgium a multi-media campaign was run in 2007 and 2008 to increase public awareness of the possibility to complain about irresponsible adverts. In 2008 in Slovakia, consumer awareness was increased through a campaign that received the EASA Gold best practice award 2009;

- In both Denmark and Sweden, where the system was already well established and controlled, self-regulation was brought up-to-date through the improvement of websites to facilitate online complaints.

Report: Leading by example: responsible beer advertising through self-regulation, 2010.

Name of the commitment:

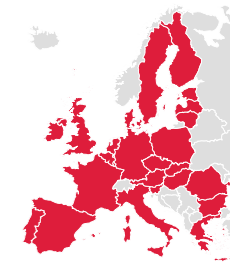
Commercial communications for beer: The Brewers of Europe's 7 operational standards

Period of operation: 2007-2010

Lead Partner: The Brewers of Europe

Partners: World Federation of Advertisers
European Advertising Standards Alliance

Website: www.brewersofeurope.org/asp/publications/index.asp



Training advertising professionals to comply with responsible marketing self-regulation rules

Training of marketing professionals is one of the self-regulatory best practice requirements which help create effective behaviour parameters for advertisers, and thus align advertising practice with social expectations for responsible advertising online as offline.

The original commitment, updated over the period 2007-2012 aims to keep a high level compliance to self-regulatory rules online as well as offline. The commitment consisted of:

- Regular updates of the EFRD Common Standards on commercial communications (first adopted in 2001), last revised in 2010 through stakeholder consultation with EAHF members and containing new rules on digital media.

- Development of an online training tool: www.marketresponsibly.eu, updated once to incorporate comments from the evaluation results and to include a module on digital media (500 visitors/month on average).

- Training road show across Europe, a three year plan. In 2011, workshop in Romania, Bulgaria, Czech Republic (89 people reached); in 2012, Finland Latvia,

Greece and Spain (250 people expected). The training covers:

- ✓ Reminder of the key rules;

- ✓ A digital media session with concrete examples with national social networks and/or Facebook

- ✓ Interactive session based on case studies.

The interim evaluation shows that participants felt "they've learnt something new"; "the workshop met their expectations" and "they would recommend to others".

- Independent Compliance Monitoring Report (Accenture). The last report done in 2011 on the implementation of the 70/30 rule for minors on TV and print highlights a high level of compliance:

- ✓ In 96.39% of TV spots: results are based on a review of 47,593 spots for spirits in 7 countries: Denmark, Hungary, Germany, Greece, Italy, the Netherlands, and Spain.

- ✓ In 100% of print advertisements: All the publications identified as targeting under 18 years old in six sample markets (France, Germany, Italy, Portugal, Spain and the UK) published during the monitoring period (Q4, 2009) were reviewed. Accenture did not find any spirits advertising in any of these publications during this period.

Name of the commitment:

Training on Responsible Alcohol marketing

Period of operation: 2007-2013

Lead Partner: European Forum for Responsible Drinking

Partners: European Spirits Organisation- CEPS
World Federation of Advertisers- WFA
European Advertising Standards Alliance- EASA
European Association of Communications Agencies- EACA

Website: www.marketresponsibly.eu

Responsible message on consumer communication materials in SABMiller's European operations

We have developed and implemented in all European subsidiaries of SABMiller Europe Responsible Drinking Messages on the packaging and in commercial communications. The responsible messages play their role in reminding consumers about no drinking before driving, no drinking of under legal age nor during pregnancy.

SABMiller is strongly committed to deliver meaningful consumer information on alcohol consumption. In addition discouraging irresponsible drinking is the first of SABMiller's Sustainable Development priorities. In this context, the guidelines of responsible drinking messages have been developed to remind consumers on the need of responsible drinking, like no drinking before driving, no drinking of under legal age or during pregnancy.

The messages have been implemented on packaging and in commercial communications including online, TV, radio, billboard, print (above A/4 size) advertisements, beer mats and labels in all European subsidiaries of SABMiller Europe. Compliance to the guidelines was measured by third party audit and the report reveals high levels of compliance for both strands – advertising and packaging.

The findings show that each advertising campaign run for SABMiller products between July 2011 and January 2012 reached overall RDMs compliance rate of 98%.

Further, out of 830 products within the scope of SABMiller's commitment, 610 products carried the SABMiller RDMs, and 199 products carried the industry-designed RDMs, thus setting the overall compliance rate of 97.47%.

Finally, 41% of respondents claimed that they noticed the presence of RDMs and could spontaneously recall at least one of the messages displayed. The percentage of prompted awareness of RDM messages was much higher. In most countries above 73% of respondents responded affirmatively when asked if they had already heard or seen the RDM messages.

To achieve this, over 170 people in our companies and at our agencies spent close to 7.000 hours working only on design changes and developing new labels for over 600 packaging formats. In our breweries several hundred colleagues in production and distribution were involved in implementation. Responsibility messages, are however, just one component of a larger communication mix through which awareness, understanding and behavior change on irresponsible consumption can be achieved.

Name of the commitment:

Responsible message on consumer communication materials in SABMiller's European operations

Period of operation: 2010 - 2011

Lead Partner: SABMiller

How to get
the message
in the
bottle?



ZAW

Zentralverband
der deutschen
WerbewirtschaftWKÖ
WIRTSCHAFTSKAMMER ÖSTERREICH

copy-advice

Avoiding infringements of self-regulatory and legal advertising provisions

Infringements of self-regulatory and legal provisions should be avoided before advertising material has been published. By offering copy-advice on a voluntary basis WKÖ and ZAW facilitate the protection of the public in Austria and Germany against irresponsible advertising.

In Austria and Germany, the advertising self-regulatory organizations (Österreichischer Werberat and Deutscher Werberat) handle complaints and arbitrate between advertisers and consumers once an advertisement has been published. This self-regulatory system has been improved within the last decades.

Provision of copy-advice is one tool to strengthen both the effectiveness of self-regulation and legal provisions. Seeking copy advice at an early stage in the preparation of a commercial communication campaign, i.e. prior to its publication, provides advertisers and agencies with a degree of reassurance that it complies with the highest standards of practice and the regulatory limitations.

By offering copy-advice on a voluntary basis the Austrian Professional Association of Advertising and Market Communication Industry (WKÖ) and the German Advertising Federation (ZAW) facilitate the protection of the public against unacceptable advertising behaviour and prevent companies from publishing irresponsible advertising.

Both national advertising tripartites committed to make the copy-advice service more popular within the advertising industry, especially among the alcohol sector. For this purpose several public relations and communication tools such as a campaign, leaflets, a sub-website, road shows for presenting the copy-advice system, specialised trainings, selling attractive copy-advice packages etc. were created.

So far, almost all companies from the alcohol sector that place their advertisements nationwide joined the new service. Numerous of their commercial communication is now checked and analyzed before publication on legal requirements, voluntary codes of conduct and social acceptance.

Name of the commitment:

Making the voluntary copy-advice service more popular within the advertising industry

Period of operation: 2012-2011

Lead Partner: Advertising Information Group AIG (representing ZAW and WKÖ)

Website: www.fachverbandwerbung.at
www.zaw.de

ESA
european
sponsorship
association

GUIDELINES FOR RIGHTS HOLDERS REGARDING ALCOHOL SPONSORSHIP

With the increased reliance on commercial sponsorship, many rights holders (sports bodies, cultural organisations)

European Sponsorship Association: Advice and Recommendations to Rightsholders on their relationship with alcohol companies

The aim is to provide advice and recommendations to rights holders on their relationship with alcohol sponsors, in order to raise standards and increase their knowledge and responsibility. This allows that all marketing of alcohol sponsorships is undertaken in due awareness of the issues and that it is managed responsibly.

ESA has put together some generic documentation, which can be utilised (or adapted) by any rights holder in order to fit their specific circumstances.

Firstly, the Guidelines on Alcohol Sponsorship are general principles offering the rights holder some practical advice on what it is possible to sponsor, consideration of different aspects of marketing and promotion and on consumption and sampling linked to hospitality at sponsored events. These also encourage the promotion of responsible drinking messages where possible, and can be applied not just to events where there is an alcohol sponsor but also generally if there is a supplier or other licensing at any event.

Secondly, ESA has provided some sample Legal Clauses on Alcohol Sponsorship that rights holders can include or adapt as appropriate to cover the specific details within an alcohol sponsorship.

The draft Guidelines and Legal Clauses were developed following research into existing practices, and consultation with sponsorship industry experts including lawyers, rights holders and agencies. They were then circulated to a wider audience including some alcohol producers and trade bodies, as well as

to representatives of NGOs and civil society for their comments and input.

The final Guidelines and Legal Clauses were published in July 2012, with a mass mailing and associated press coverage to promote their existence. Through a leading sports research company, Sport+Markt, copies were sent to around 2250 leading rights holders, both European federations and national associations. They were also circulated to key stakeholders, ESA members, and a range of sponsorship and alcohol-related contacts.

Work is on-going to continue distributing and promoting these guidelines through other sources, as well as to seek feedback on how useful these are and on their implementation. This commitment from ESA is almost complete, and will be finalized shortly.

Name of the commitment:

Advice and Recommendations to Rightsholders on their relationship with alcohol companies

Period of operation: Early 2010 until late 2012

Lead Partner: The European Sponsorship Association (ESA)

Website: www.sponsorship.org



Alcohol Marketing in Health Perspective

EUCAM is set up to collect, exchange and to promote knowledge and experience about alcohol marketing throughout Europe. The knowledge partly results from ELSA (Enforcement of national Laws and Self-regulation on advertising and marketing Alcohol; 2005-2007), FASE (Focus on Alcohol Safe Environments; 2007-2009) and AMMIE (Alcohol Marketing Monitoring in Europe; 2009-2011), three European projects, co-funded by the European Commission, that brought together European NGOs and governmental officials in order to inventarise and evaluate the existing regulations regarding alcohol marketing.

EUCAM supports a concrete and main goal of the FORUM: the reduction of alcohol related harm as a result of impactful alcohol marketing practices. Alcohol marketing practices are huge in number and many of these practices are attractive to young people in the sense that they can stimulate drinking. The impact of alcohol marketing on the drinking behaviour of young people has been scientifically proven. To decrease this impact alcohol marketing has to be regulated effectively. EUCAM stimulates this process by the conduction of impact research, inventarisation of existing alcohol marketing regulations (FASE), evaluating existing regulations, promoting monitoring of alcohol marketing and extend the knowledge and capabilities of NGO's (information, fact sheets, training).

In 2012 we disseminated information the following ways:

- Reporting on new scientific studies on the subject of alcohol marketing and supporting research into this subject such is in the AMPHORA Research project.
- The EUCAM network of representatives of NGO's, governments, researchers and others interested was extended. They actively participated in EUCAM by informing EUCAM on news and trends in their country concerning alcohol marketing and have cooperated in the production of a forthcoming Trend Report on Strong Beers as well as our new Guest Blog: Talking Alcohol Advertising.

- Weekly news articles were published on the website of EUCAM. These and any other news related to alcohol marketing was circulated in our email newsletter, on Facebook as well as on Twitter.

- 2012 also saw the completion of the AMMIE Research project which resulted in various reports and Fact Sheets on (1) The functioning of self regulation (2) The volume of alcohol marketing (3) Sports sponsoring by alcohol producers (4) Trends in Alcohol Marketing (5) How to monitor alcohol marketing practices on a national scale.

- Furthermore we have organized a conference on Alcohol Marketing in Warsaw Poland.

Name of the commitment:

Alcohol Marketing in Health Perspective

Period of operation: 2007 - 2013

Lead Partner: STAP - Dutch Institute for Alcohol Policy

Lead Partner: IOGT-NTO (Sweden); Actis (Norway); AV.OG. Til (Norway); Eurocare Italia (Italy); State Agency for Prevention of Alcohol-Related Problems (PARPA); Alcohol & Society (Denmark)

Website: www.eucam.info

THE ICAP BLUE BOOK

Practical Guides for Alcohol Policy and Prevention Approaches

5.

Building Capacity

ICAP Blue Book: Practical Guides for Alcohol Policy and Targeted Interventions

The ICAP Blue Book is an electronic resource regularly updated since 2005, the ICAP Blue Book is a compilation of policy guides on key issues in alcohol policy development and an integrated approach to prevention. It draws upon the best available research and experience from around the world.

The ICAP Blue Book was created with the aim of providing an integrated approach to alcohol policy development. As a policy guide, the ICAP Blue Book is based on three key elements: (1) drinking patterns and their outcomes as a sound scientific basis for policy development; (2) targeted interventions that address specific "at-risk" populations, potentially harmful contexts, and drinking patterns; (3) partnerships that allow the inclusion of the public and private sectors, the community, civil society, and others all working toward a common goal.

The Blue Book is intended as a tool to assist those seeking guidance in developing policy and prevention approaches, targeting especially governments, intergovernmental organizations, public health officials and specialists, researchers, nongovernmental organizations, the beverage alcohol industry and its related bodies, or civil society groups. It can be used to address simple issues or to craft broader and more comprehensive approaches to policy.

The Blue Book is a living resource, taking into account new materials and responsive to the needs of its users. It consists of 3 main parts:

(1) a series of Modules, each addressing a particular policy area, lay out the essential elements to be considered on a given topic and include a menu of elements that can be used to tackle specific problem areas;

(2) Annexes to the Blue Book offer supplemental materials on individual issues and policy development as a whole; and

(3) a section on Targeted Interventions provides a comprehensive annotated listing of approaches to reducing the harm around alcohol consumption that have been implemented around the world.

Name of the commitment:

ICAP Blue Book: Practical Guides for Alcohol Policy and Targeted Interventions

Period of operation: 2007 - 2013

Lead Partner: International Center for Alcohol Policies

Website: www.icap.org/PolicyTools/ICAPBlueBook/tabid/90/Default.aspx





Hosting and Organising the 4th European Alcohol Policy Conference (2010)

The 4th European Alcohol Policy Conference was held in Brussels on 21st and 22nd June 2010 with over 270 participants from 30 different countries. The conference was the fourth in a series of European Alcohol Policy Conferences.

In June 2010, Eurocare organised the 4th European Alcohol Policy Conference. Under the heading "From Capacity to Action" the conference sought to stimulate action in alcohol policy and the slogan "A Call for Action" explored the most crucial alcohol policy areas. Health Ministers from European Member States, High level representatives from health ministries, European Commission, European Parliament meet highly reputed experts, civil society and researchers in discussions and exchange of knowledge.

The scope and purpose of the conference was to promote and disseminate knowledge about current thinking on alcohol and alcohol policy matters, build

capacity and promote networking and coalition building between and within the European countries, and to provide the opportunity of profiling the ECs communication on alcohol, as well as relevant EC co-financed projects.

The objective of the conference was to place reducing alcohol related harm on a higher political level, with conclusions of the conference that can feed into the political process on EU level. The aim was to increase engagement and disseminate knowledge at all levels, EU, national regional and local.

10 Call for Actions (different policy areas) emerged from the conference, and have been widely disseminated and have been translated into several European languages.

The conference was organized by Eurocare (European Alcohol Policy Alliance) under the patronage of Her Royal Highness Princess Astrid of Belgium and it was co-financed by the European Commission and co-sponsored by the WHO (World Health Organization).

Name of the commitment:
4th European Alcohol Policy Conference

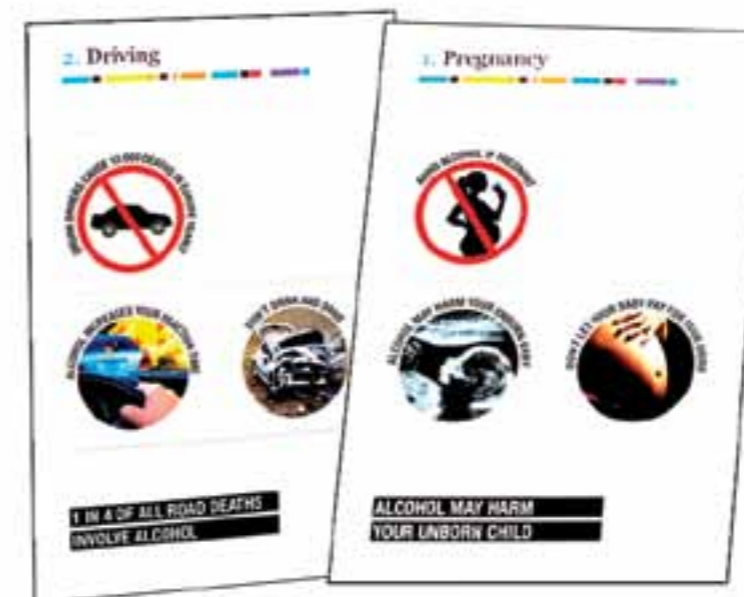
Period of operation: 2010

Lead Partner: European Alcohol Policy Alliance

Website: www.eurocare.org
www.eurocare.org/newsroom/previous_eurocare_events/4th_european_alcohol_policy_conference_21_22_june_2010_brussels

Preliminary library of alcohol health information and warning labels

Eurocare decided to produce a library of alcohol health information and warning labels, both as written message, pictograms and pictures in order to move the work on information to consumers forward. This resulted in the library of health information and warning labels (2009).



Consumers are virtually in the dark when it comes to assessing the difference in ingredients among beers, wine and spirits. Listing the ingredients contained in a particular beverage alerts the consumer to the presence of any potentially harmful or problematic substances. Even more importantly, providing the nutritional information such as calorie content allows the consumer to monitor their diets better and make it easier to make a healthy lifestyle. In addition the consumers can easier gauge the quality of the products.

Eurocare believes all alcoholic beverages; including beer, wine and spirits should be required to state on their labels: their ingredients, any substances with allergenic effect, relevant nutrition information (e.g. energy value), and alcoholic strength, as well as include a health / safety warning. Such information would in our opinion enable consumers to make informed choices about their alcohol consumption.

Furthermore, the exemptions given in the "Provision of Food Information to Consumers" are in contradiction to what is stipulated in the EU Alcohol Strategy "Citizens have the right to obtain relevant information on the health impact and in particular on the risks and consequences related to harmful

and hazardous consumption of alcohol, and to obtain more detailed information on added ingredients that may be harmful to the health of certain groups of consumers".

In the autumn of 2009, Eurocare produced a library of health warning messages and invited members of the Forum to comment on the draft proposals. The library has been disseminated through the Eurocare website, at conferences and meetings. At least 1500 people have been reached. The library is currently being updated, which will result in a new publication in the end of 2012. Additionally, promotional bags and other visual materials for the 4th European Alcohol Policy Conference (2010) used the pictorial design of the library.

Name of the commitment:
Labelling

Period of operation: 2009 - 2010

Lead Partner: European Alcohol Policy Alliance

Website: www.eurocare.org





6. Alcohol related harm

Dissemination of information on European and/or national alcohol policy developments

The European Public Health Alliance (EPHA) is a dynamic member-led organisation, made up of public health NGOs, patient groups, health professionals and disease groups working together to improve health and strengthen the voice of public health in Europe. If not active at the national level, EPHA members have members working at the national/regional/local level to which our messages are conveyed.

Through its commitment to the European Alcohol and Health Forum, EPHA ensures that continuous, concise and up-to-date information is communicated to its members (around 100 of them) on all relevant alcohol policy developments happening at the European and/or national level. This may support them in delivering the necessary information to their networks.

Name of the commitment:

Dissemination of information on European and/or national alcohol policy developments

Period of operation: Since EPHA's inception in 1993

Lead Partner: European Public Health Alliance (EPHA)

Website: www.ephao.org



Alcohol and Cancer website - www.alcoholandcancer.eu

Eurocare together with the Association of European Cancer Leagues aims to increase awareness about the link between drinking alcohol and risk of getting cancer. This information is little known among the general public, but also more awareness of the problem needs to be established among policy and decision makers.

One in four EU citizens will be diagnosed with cancer, however only a few are aware of the link between drinking alcohol and cancer. The Eurobarometer survey (April 2010) has indicated that 1 in 5 European citizens do not believe that there is a connection between alcohol and cancer and 1 in 10 do not know about the link.

Eurocare together with ECL linked their respective expertise in the fields of alcohol and cancer, with the aim of producing an informative website.

Based on the evidence and scientific input provided by IARC and other sources, ECL and Eurocare produced a brief and concise website that can be easily utilised by both public, health experts, NGOs and other partners to promote knowledge about risks associated with harmful alcohol drinking patterns and cancer.

Website was successfully launched by an Honourable Member of the European Parliament Nessa Childers at event in the European Parliament on the 27th June 2012 entitled: 'Why does Europe need an alcohol strategy?' organised by Eurocare in cooperation with

the Association of the European Cancer Leagues, EuroHealthNet and European Transport Safety Council.

It is hoped that this website will become a reliable source of information for both professionals and public at large. It will also support the cancer prevention and health promotion work package of the European Partnership Action against Cancer (EPAAC).

Name of the commitment:

Awareness raising of the link between drinking alcohol and risk of developing certain types of cancer

Period of operation: 2012

Lead Partner: European Alcohol Policy Alliance

Partners: Association of the European Cancer Leagues

Website: www.alcoholandcancer.eu



53 countries of the WHO European Region





EMNA mutual-help groups create a tool to help to change in alcohol dependence

People suffering from alcohol related problems, attending the mutual-help groups, have experienced that, they can change and can make others change, but the point is to make the wider community aware that this high-quality, low-cost tool is accessible to everyone.

Name of the commitment:

Overviewing and promoting the research done by members to confirm the effectiveness of the mutual help groups throughout Europe

Period of operation: 2011-2012

Lead Partner: European Mutual help Network for Alcohol related problems (E.M.N.A.)

Website: www.emna.org

EMNA members are implementing a data collection system regarding the effectiveness of mutual help groups.

The outcome of this work will be disseminated in order to promote self-help groups as a low-threshold, highly effective support tool to address alcohol related harm.

CALL FOR TENDERS - Through a scientific committee of independent unpaid member, Ireb (Research Institute on alcoholic beverages) allocates grants to scientists in all areas of alcoholology

In order to improve the knowledge of the mechanisms of dependency and prevents damages caused by alcohol, Ireb proposes each year a call for tenders (around 200 000 euros) to scientists working in all the fields of alcoholology and gets together all the granted teams in a biennial symposium.

Ireb allocates grants through a scientific committee to around 30 researchers in the field of alcoholic research. These scientists are often working in laboratories with a team. They choose themselves their subjects and if the scientific committee agrees with, the grants are allocated. They are totally independent to manage their research and have to send an activity report at the end of the year. They can ask a new grant if the research is going on.

For many years now, our research Institute has met biannually with its research its research group to hold an open conference to discuss the progress of their research and their ideas and difficulties. It's the only conference of this kind in France that gets together so many different fields of research for one subject: epidemiology, history, sociology, neurology, psychiatry etc. So, every two years, a symposium gets together all the teams and the researchers have to present in a comprehensive language the results

of their work to all the other teams, the scientific committee, the sponsor companies and some invited people during a symposium called : "le colloque de l'Ireb".

The results of these conference are collected and released as "Cahiers de l'Ireb". They are available on line on the Ireb's website and can be used to give useful information for policy makers, prevention actors, educators, consumers etc.

Name of the commitment:

Ireb's call for tenders

Period of operation: The call for tenders is renewed annually and, every two years a symposium that gets together all the researchers who received grants during the two former years.

Lead Partner: IREB

Website: www.ireb.com






You choose who you are going to meet tonight! If you have consumed alcohol, you do not drive

According to the latest data by the Commission, Romania is the country which has made the least progress in terms of road death reduction in the last decade. As a result, once created in 2010 by spirits producers, the Romania Forum for Responsible Drinking (RFRD) decided to focus its first effort on reducing drinking driving.

RFRD launched in 2011 a campaign in partnership with the Romanian Traffic Police "You choose who you are going to meet tonight! If you have consumed alcohol, you do not drive", targeted at 18 to 35 year olds.

The aim is to promote alternatives to drink-driving. A car was customized into one side as a taxi and the other side as a police car. A picture of the Politaxi car together with a real taxi man and a police man served as the main visual for the campaign.

The campaign was piloted in Bucharest to be rolled-out in 2012 in 6 major cities across the country. Awareness raising was achieved through:

- Distribution of car odorizing and bumper stickers (24.000),
- Poster display in police stations (about 100);
- 30 s video spot on www.consumarresponsabil.ro;

- 20 full-page adverts in the on-trade magazine 24FUN reaching about 360.000 people.
- Display for several weeks in Bucharest of the POLITAXI car with an estimated 600.000 viewers.
- Distribution of 32.000 flyers targeting lady drivers in Bucharest.

Pre and post evaluation (150 participants in Bucharest)

Baseline in 2011 shows that:

- 65% of those who consume alcohol do it at home, while 40% of the respondents usually have a drink on-trade.
- Drinking and driving is admitted by about 1 out of 5 alcohol consumers, most of them saying it was extremely rare, when they had no other choice of getting home or when they had little alcohol.

Follow-up in 2012 shows improvement in attitude with:

- +16% respondents declaring they do not consider drink/driving anymore.
- +6% respondents agreeing with the law that forbids drink/driving.

Over the campaign period, police data shows a 1% decrease in the number of road accidents under alcohol influence. Among the causes of accident recorded, alcohol is the 7th accounting for 4% whereas speeding accounts for 19%.

Name of the commitment:

CEPS Road Map 2015

Period of operation: 2011-2012

Lead Partner: European Spirits Organisation - CEPS

Partners: Romanian Forum for Responsible Drinking

Website: www.youtube.com/watch?v=NYUuDTzL6cU
www.responsibleddrinking.eu

European action week for children of alcoholics

9 million too many

ALL RIGHTS Campaign

Focuses on the harms and threats posed to human rights by alcohol consumption in eleven different European countries. In particular the campaign raised awareness of the impacts of alcohol on young people and children.

ALL RIGHTS involved eleven member organisations in different countries in which each conducted a street event to engage the public.

Outcomes:

- 1 Website
- Brochures / informative material
- 11 Events in 11 countries
- Over 1.000 people reached and informed about alcohol issues in Europe

This campaign specifically worked on bridging the gap between the rights guaranteed to young people/ children under international law and their everyday realities.

These rights include the right to social protection, education, to develop oneself, a democratic government, etc. The rights refer to those guaranteed under the UN Conventions on the Rights of a Child.

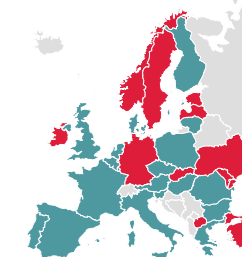
Name of the commitment:

ALL RIGHTS Campaign

Period of operation: 2011 - 2012

Lead Partner – commitment "owner": Active – sobriety, friendship and peace

Website: <http://all-rights.org>





Lepszy start dla Twojego dziecka

Better Start for your child

In 2008, the Polish Gynaecologist Association, the Midwives Association and the Journal of Nursing and Midwifery team up with the Polish Spirit producers association to educate the mothers-to-be and medical personnel about the risks related to alcohol consumption during pregnancy and promote abstinence during this period.

Supported by a website www.lepszystart.com.pl, the campaign centers around:

- Educational brochures for medical personnel.
- Educational brochure for pregnant women and those planning to conceive.
- Posters in doctor's waiting rooms; child hospitals and foundations connected with women's and children's health.
- Billboards in all the big cities.
- Facebook page giving medical advices and chats with midwives.
- Training for nurses, midwives and gynecologist on how to talk with women about drinking alcohol during pregnancy (practical aspects).
- Information articles in various media including women or parental magazines, radio and television

Outputs in 2011:

- 110.000 brochures to pharmacies, health centers and distributed during pre-marriage courses.
- 700.000 pregnancy tests sold with the web address on it.
- 100.000 copies of ABC Health of Mother and Child Magazine with campaign messages
- 10.000 brochures in the Journal of Nursing and Midwifery
- Campaign was presented at the National Congress of Midwives in 2011

Evaluation (pre and post campaign- 300 pregnant women)

- In 2008, prior to the campaign, 88% of women declared that they had not drunk alcohol whilst pregnant, increasing by 2% after the campaign. 67% claimed that there was no safe level of consumption when pregnant which increased to 72% after the campaign. The size of the group describing "a single glass of wine as permissible" decreased significantly after the campaign from 25% to 17%. 26% of women asked their doctor about alcohol consumption, compared to 21% before.
- In 2009, after 2 years of the campaign, 21% said that the campaign had changed their attitude to drinking alcohol during pregnancy (increasing from 11% post evaluation in 2008).
- In 2011 the campaign was perceived by women first of all as informative (92%) and worth remembering (91%) (increasing from 80% and 82% in 2010).

Name of the commitment:

Independent evaluation of the CEPS Charter on Responsible Alcohol Consumption

Period of operation: 2008-2011

Lead Partner: European Spirits Organisation- CEPS

Partners: The Polish Spirits Industry (PPS)

Website: www.facebook.com/zdrowa.ciaza
www.drinksinitiatives.eu/details-dynamic.php?id=109

Fight against alcohol-related harm: the role of social insurers. An example: prevention regarding consumption of alcohol by pregnant women

This commitment taken by the CNAMTS on behalf of ESIP is to prevent alcohol-related harm for pregnant women by giving comprehensive information to health professionals and to pregnant women. The gatekeeper physicians, gynaecologists and midwives are already responsible for the risks prevention for pregnant women.

It is a comprehensive programme with a focus on disadvantaged populations, carrying actions:

Concerning the consumer information and education: These actions are directly targeted to pregnant women. The main activities consist of:

- medical follow-up: namely medical advices and recommendations given by gatekeeper physicians, gynaecologists and midwives to pregnant women
- the organisation of workshops by local health funds for pregnant women involving Health professionals and of individual interviews
- a personal account and a prevention public section on the website Ameli.fr.

Concerning the information of the health professional:

- Visits of the National Health Insurance delegates to health professionals targeted (in 2008 and 2013).
- Informing and raising awareness among Health professionals on risks factors during pregnancy and promoting a zero alcohol consumption during pregnancy

A new website were created in 2010 by the French National Health Insurance Fund called "Santé" ("Health") which contains a "Prevention Section" offering a huge list of prevention information.

A special section called "Pregnancy" explains in detail the measures to be taken in the field of prevention regarding health determinants like alcohol.

Output indicators:

- 94% of local funds had set the programme at the end of 2010 and 440.200 women actually participated
- 800.000 pregnant women per year are informed about health determinants like alcohol and the alcoholism foetal syndrome.
- the "Pregnancy pamphlet" is disseminated to the 50.000 health professionals and 4 Practical Guides are distributed to the women
- 1.321 million pregnant women visited the "you are a pregnant woman from 0 to 6 months" section and 959.170 women visited the "you are a pregnant woman from 6 months to birth" section
- 130.000 "prevention accounts" have been subscribed to in March 2011
- 406 workshops were put in place:
- 83% of women expressed satisfaction with the workshops.

Name of the commitment:

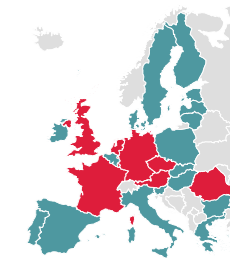
Suivi et accompagnement de la femme enceinte. Nouvelle offre de services dédiée à la maternité

Period of operation: 2008 - 2014

Lead Partner: European Social Insurance Platform (ESIP)

Partners: CNAMTS

Website: www.ameli.fr/assures/offre-deprevention/la-grossesse.php
www.ameli-sante.fr/appareil-genital-et-grossesse/grossesse-allaitement/comprendrevotre-grossesse/naissance-embryon.html



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- via one of the sales agents of the Publications Office of the European Union (http://publications.europa.eu/others/agents/index_en.htm).

The Alcohol and Health Forum database:

<http://ec.europa.eu/eahf/index.jsp>

Information on the European Alcohol and Health Forum:

http://ec.europa.eu/health/alcohol/forum/index_en.htm

Information on EU action on alcohol and health:

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

European Commission

European Alcohol and Health Forum - Highlights

2012 — 38 pp — 21 x 29,7 cm

