



Overview of Commitments in relation to Underage Drinking

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

ICF Study team

This session has a twofold objective

1. To provide an overview of the commitments related to Underage Drinking.
2. To inform a discussion amongst Forum members on activities in this field:
 - Exchange on existing commitments and good practices;
 - Identify areas for improvement on the basis of our 2014 analysis;
 - Reflect on joint action areas.

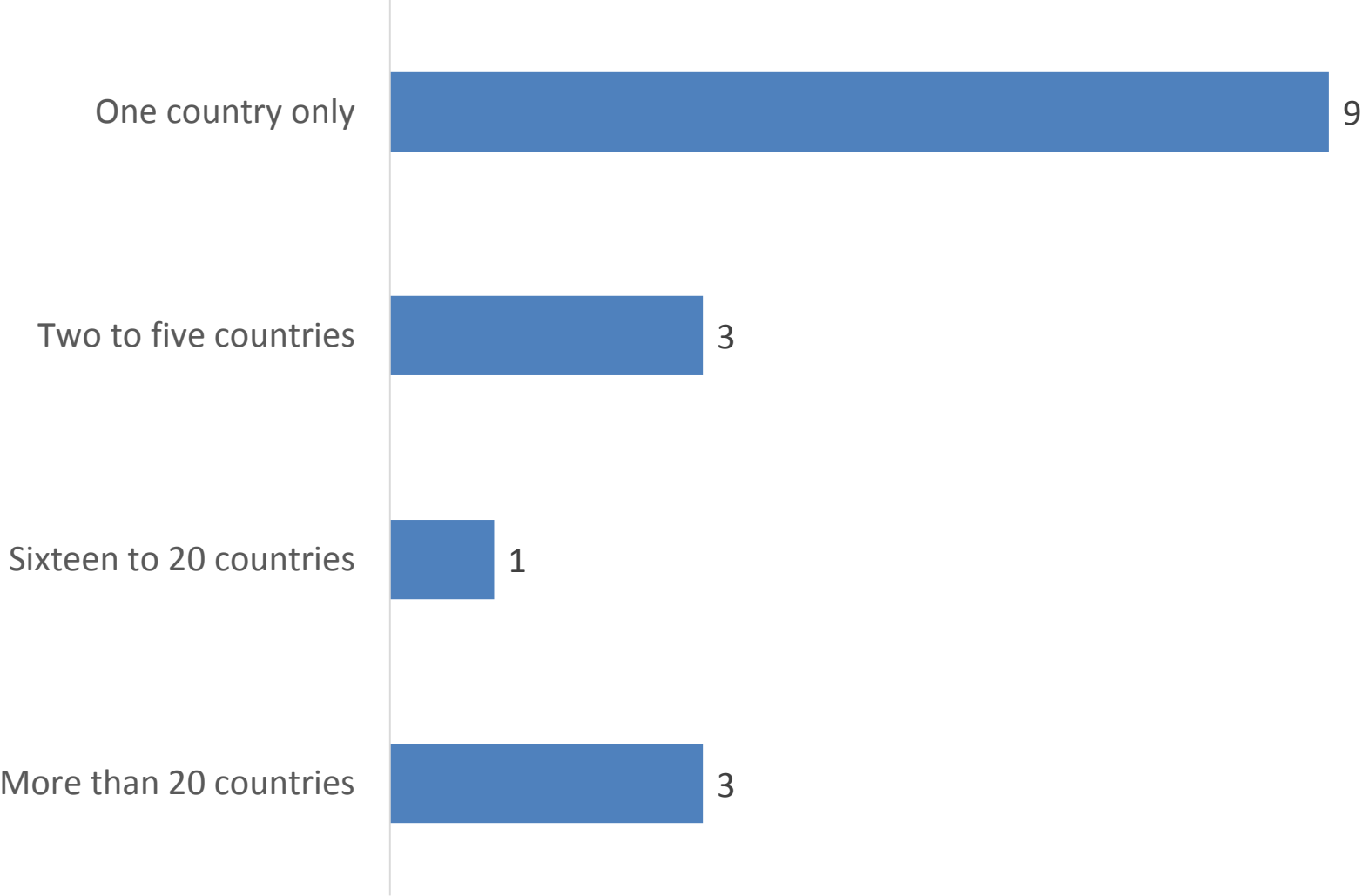
Sixteen commitments were identified as being related to Underage Drinking; most of them are implemented by industries

Alcohol Policy Youth Network - APYN	1364979555704-1610	Regional Alcohol Policy Youth Conference
Anheuser-Busch InBev (ABI)	1323905170937-1478	Training responsible 'Perfect Servers'
	1323905696264-1482	Family Talk - helping the conversation
	1400674039553-1657	ID Checking
Diageo	1317733122546-1442	"Smashed" Education Programme
	1329332339073-1500	BBBien
	1351261329638-1564	Makro Smart Serve
	1399887311431-1652	Conoscere L'alcol 2014
Heineken (International)	1316775164563-1434	Partnerships to encourage responsible consumption and address alcohol related harm
Institut de Recherches Scientifiques sur les boissons alcoolisées (IREB)	1262267555700-996	Attitudes and behaviour of young people towards alcohol
Institute of Alcohol Studies (IAS)	1398762677489-1651	Alcohol Knowledge Centre
SABMiller	1342700267342-1538	Create Chill-Out Zone at Summer Festivals to Prevent Irresponsible Alcohol Consumption
	1392021201706-1631	Desprealcool.ro - Program on responsible alcohol consumption
	1397480353403-1647	Parenting styles and influence to prevent alcohol misuse
spiritsEUROPE	1300719006243-1402	Road Map 2015
Standing Committee of European Doctors (CPME)	1317218555452-1436	Mobilising the Medical Profession

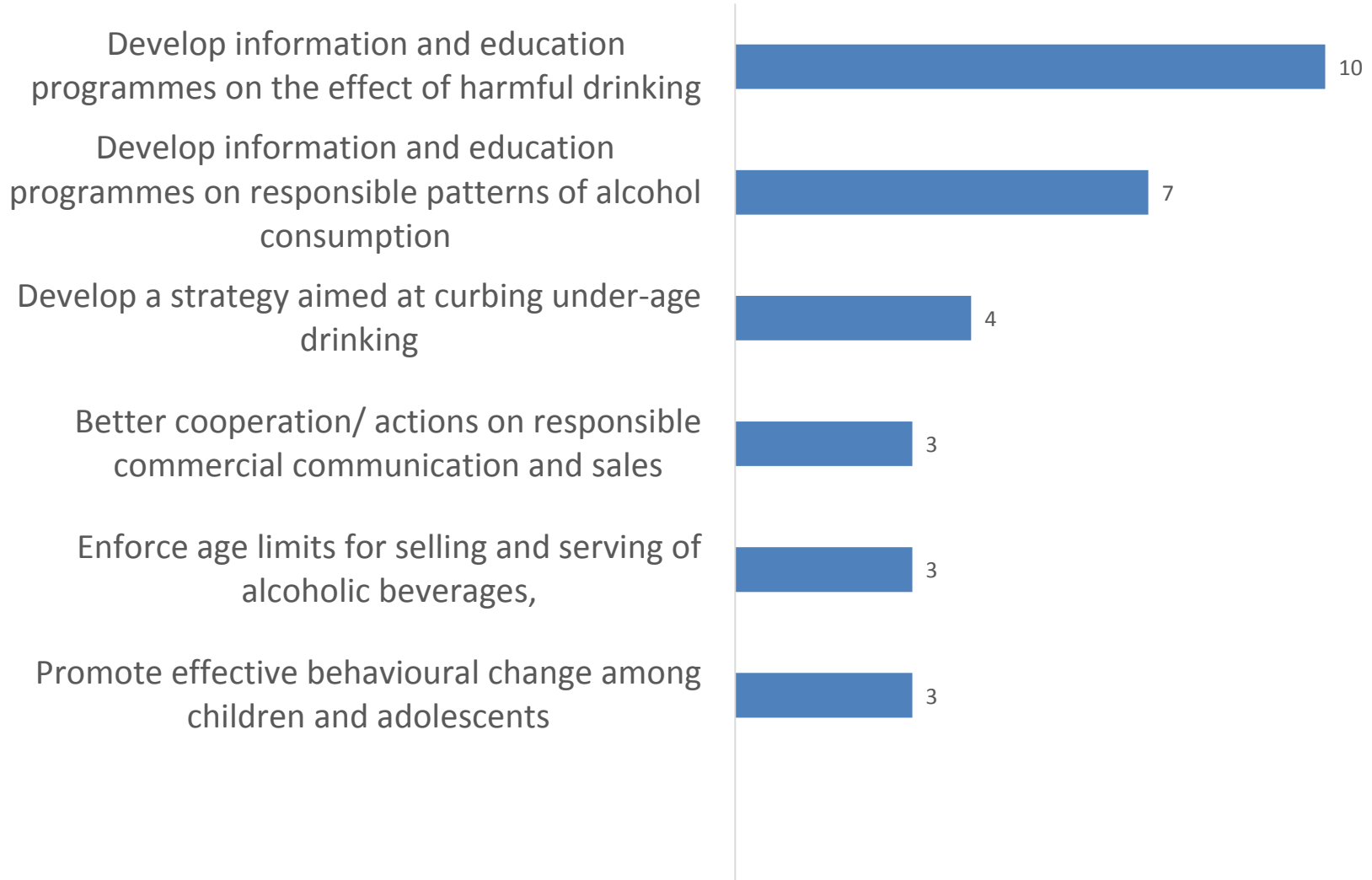
Overview

- Commitments in relation to underage drinking constitute 37% of all Forum commitments
- Four out of the 16 commitments in relation to underage drinking are currently active (ongoing)
- Out of these one was submitted in 2014
 - Action 1400674039553-1657 – from Anheuser-Busch InBev (ABI)
– ID Checking

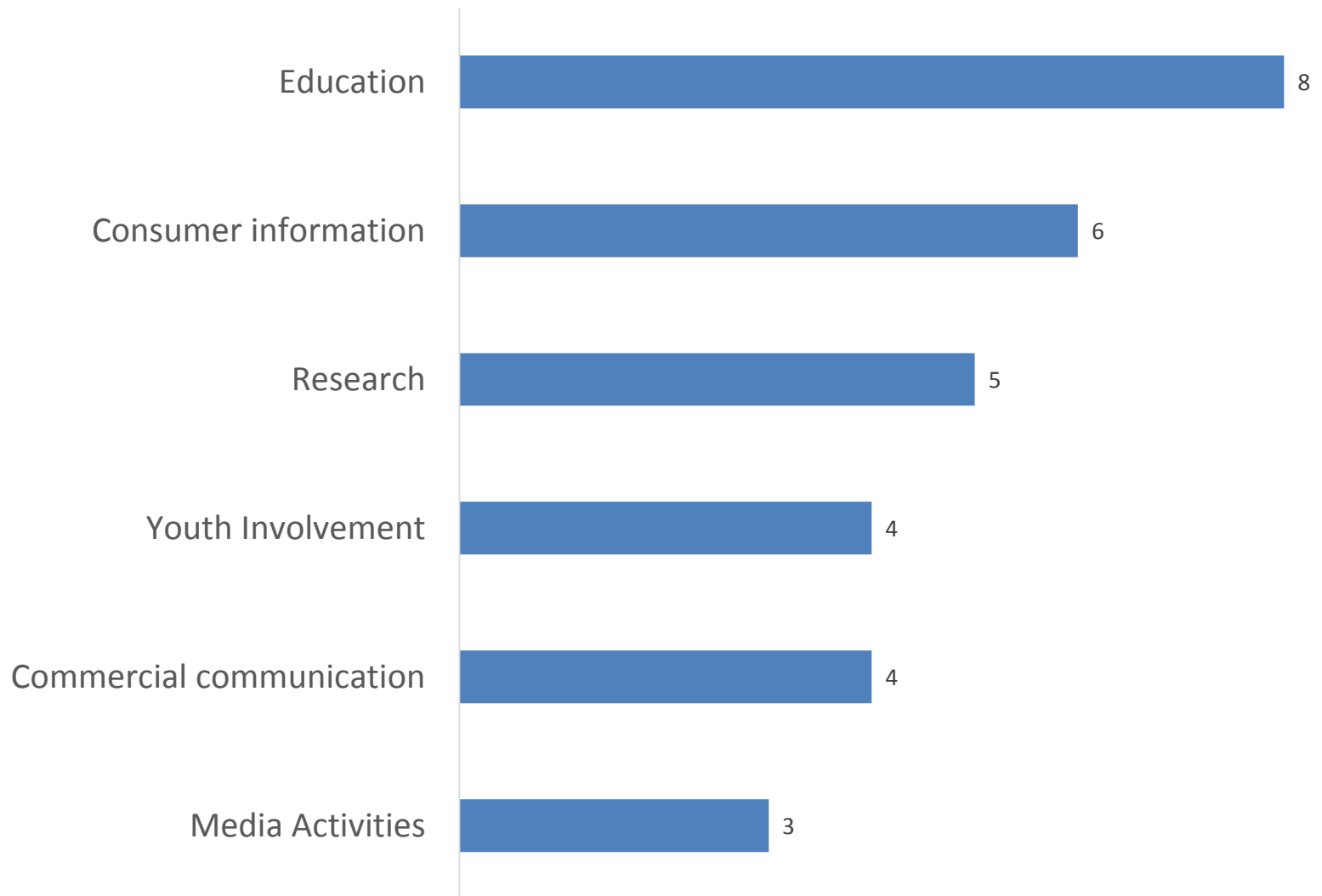
The majority of commitments take place at national level



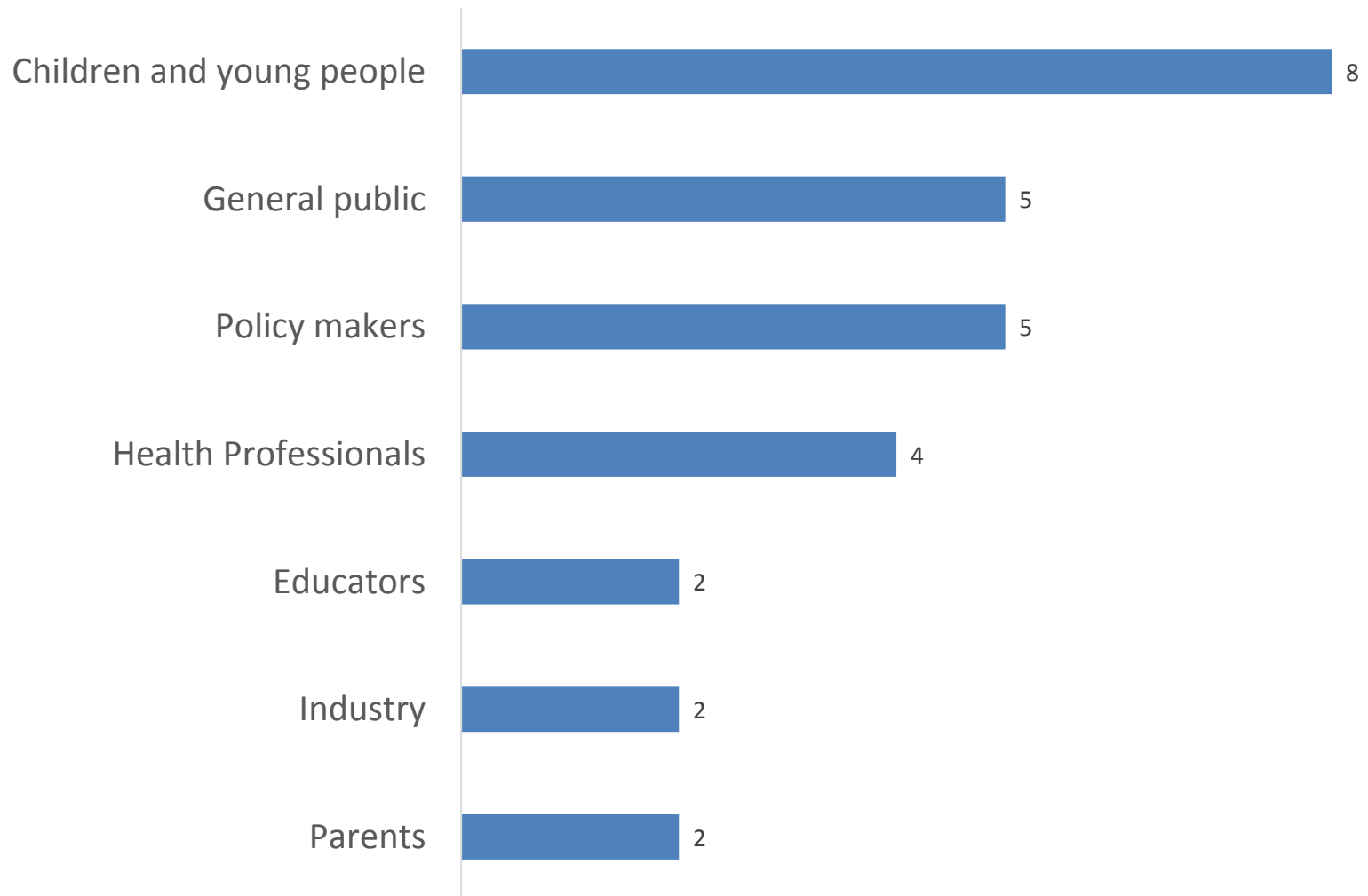
“Develop information and education programmes on the effect of harmful drinking” and “on responsible of alcohol consumption” are the most common priority areas.



Half of the commitments have “Education” as an activity type.



Half of the commitments directly target Children and Young people.



COMPLETED: Create Chill-Out Zone at Summer Festivals to Prevent Irresponsible Alcohol Consumption (SABMiller). 1342700267342-1538

Preventing underage drinking via activities performed in the unique concept of a "chill-out zone" at summer music festivals. (2012)

Design and intent:

- ✓ Meets the objectives of the Forum: "Information and education programmes on responsible behaviour patterns and consumption".
- ✓ Objectives are mostly SMART.
- The need for action and the likely effectiveness of the action are not based on evidence.

Implementation and results:

- ✓ Inputs costs are clearly split out by material, financial and human resources. The number of hours spent is provided.
- ✓ Outputs give clear information on how the objectives were met (e.g. number of persons reached).
- No medium-term outcomes are given. Short and long-term impacts are not evidenced.

NEW (2014- completed): Parenting styles and influence to prevent alcohol misuse (SABMiller). 1397480353403-1647

Research to determine whether there is a link between parenting style and children's drinking behaviour in Romania. (2014-...)

Design and intent:

- ✓ Meets the objectives of the Forum by providing a solid evidence base to support decisions about where to effectively intervene with programmes that can help parents.
- ✓ Objectives are mostly SMART.
- ✓ The programme commits to generate evidence. Its aim is to “develop evidence-based policy recommendations for the Romanian Government, charities and the alcohol industry to tackle alcohol harms”.

Implementation and results:

- ✓ Inputs costs are provided, as well as the number of FTE/PTE employees. The number of hours spent is not explicitly given but it is possible to compute it.
- Outputs give only minimal information on how the objectives were met (only how many interviews were conducted; no details on the number of copies distributed for example)
- Short-term outcomes could be better evidenced. Medium and long-term impacts are additional actions.

ACTIVE: Road Map 2015 (spiritsEUROPE). 1300719006243-1402

Publication of an annual public report tracking the implementation of spiritsEUROPE's actions and interventions (including the " Underage Drinking" campaign). (2011-...)

Design and intent:

- ✓ Meets the objectives of the Forum by providing a common platform for all interested stakeholders at EU level that pledge to step up actions relevant to reducing alcohol-related harm.
- ✓ Objectives are mostly SMART.
- The need for action and the likely effectiveness of the action are not based on evidence.

Implementation and results:

- ✓ Inputs costs are provided, as well as the number of FTE/PTE employees.
- There is no information on the total number of hours worked.
- ✓ Outputs give clear information on how the objectives were met (e.g. number of contacts, number of page views).
- No long-term outcomes are given. For short and medium impacts, the report states that additional results are available online.

Observations of the three other active commitments

<p>Partnerships to encourage responsible consumption and address alcohol related harm</p> <p>Heineken (International)</p> <p>1316775164563-1434</p>	<p>Alcohol Knowledge Centre</p> <p>Institute of Alcohol Studies (IAS)</p> <p>1398762677489-1651</p>	<p>ID Checking</p> <p>Anheuser-Busch InBev (ABI)</p> <p>1400674039553-1657</p>
<p>Create and develop partnership with third parties to address alcohol related harm (with underage sales and consumption as priority areas). (2011-...)</p>	<p>Maintenance of an online resource for researchers, policymakers and the public to access the latest information on alcohol, its impact on society and the evidence to support policies that reduce harm (including information on “Underage drinking”). (2012-2020)</p>	<p>Responsible marketing and sales through ABI's distribution to promote the use of ID-checking. (2014-...)</p>
<ul style="list-style-type: none"> ✓ Implicit link to Platform objectives ▪ Partially SMART objectives ▪ No use of evidence 	<ul style="list-style-type: none"> ✓ Implicit link to Platform objectives ▪ Partially SMART objectives ✓ Commitment to generate evidence 	<ul style="list-style-type: none"> ✓ Explicit link to Platform objectives ✓ Objectives are mostly SMART ▪ No use of evidence
<ul style="list-style-type: none"> ▪ No information on costs ▪ No information on hours spent ✓ Clear information on outputs ▪ Details given in the impacts box are not relevant 	<ul style="list-style-type: none"> ✓ Total costs are provided ▪ No information on hours spent ✓ Clear information on outputs ▪ Impacts are additional action 	<ul style="list-style-type: none"> ▪ No information on costs ▪ No information on hours spent ▪ No information on outputs ▪ No information on outcomes