



European Alcohol and Health Forum (EAHF)

Third Monitoring Progress Report

November 2011



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The views expressed herein are those of the consultants alone and do not necessarily represent the official views of the European Commission.

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Introduction

For the second consecutive year, Milieu Ltd, as part of the COWI consortium, has been entrusted by DG SANCO with the task of assessing the quality of the monitoring activities undertaken by the members of the European Alcohol and Health Forum (EAHF). The results of this assessment are presented in this report, which may be of interest to officials in the EU institutions who deal with alcohol and health policy; to Forum members; and to a wider audience of policy-makers and researchers.

The EAHF was established in June 2007 following the adoption by the European Commission of the EU's strategy to reduce alcohol-related harm (October 2006). As defined in its Charter, the EAHF is a "platform for all interested stakeholders at EU level that pledge to step up actions relevant to reducing alcohol-related harm".¹ The Forum currently consists of 65 members with a variety of backgrounds including companies and associations in the fields of sales and production of alcoholic beverages, media and advertising; NGOs aiming to minimise alcohol-related harm; research organisations, and other professional bodies. Membership in the Forum is voluntary.

The Forum is an innovative policy tool that endeavours to involve as many relevant actors as possible in a multi-stakeholder dialogue on a voluntary basis. It encourages participants to take action toward the reduction of alcohol-related harm according to their own capacity and focus. They do so by means of one or several initiatives, which are referred to as commitments. These commitments relate to the seven priority areas identified in the Forum's Charter, which are discussed in greater detail in the following section.

Part of the agreement amongst the Forum members is that all members produce monitoring report(s) regarding the progress of their commitment(s). These reports are submitted to DG SANCO in a standardised form (see annex II). The quality assessment of the monitoring reports that is presented here does not concern substantive aspects of Members' commitments such as their formulation, effectiveness, potential contribution to reaching the goals of the EU Alcohol Strategy. It focuses solely on the information provided in the monitoring exercise as such, including a description of the commitment's objectives, allocated resources, generated outputs and outcomes, and dissemination and evaluation thereof.

Section one of this report briefly describes the policy context in which the EAHF is operating. Section two provides an overview of the 2011 quality evaluation process and describes the main relationships between member categories and monitored commitments. Section three discusses the methodology that was used to assess the monitoring reports. First, it explains the overall approach to the monitoring reports. Second, it presents the different phases of the methodology. Section four presents the results and main findings of the monitoring quality assessment. It includes an overview of the main improvements and shortcomings as well as a discussion of specific issues pertaining to the different report sections. Section five concludes and puts forward a number of ideas for further action.

¹ Charter establishing the European Alcohol and Health Forum, p. 2.

Executive summary

The European Alcohol and Health Forum at a Glance

The European Alcohol and Health Forum (EAHF) was established in June 2007 following the adoption by the European Commission of an EU strategy to support Member States in reducing alcohol-related harm (October 2006). As defined in the *Charter establishing the European Alcohol and Health Forum*, the Forum is a “platform for all interested stakeholders at EU level that pledge to step up actions relevant to reducing alcohol-related harm”. The Forum is an innovative policy tool seeking to involve as many relevant actors as possible in a multi-stakeholder dialogue on a voluntary basis. It encourages participants, according to their own capacity and focus, to take action toward the reduction of alcohol-related harm.

The Forum presently encompasses 65 members with a variety of backgrounds. These include companies and associations in the fields of sales and production of alcoholic beverages, media and advertising; NGOs aiming to minimise alcohol-related harm; research organisations, and other professional bodies. Members formally engage in contributing to reduce alcohol-related harm by means of one or several initiatives (action plans), which are referred to as commitments. These commitments relate to the seven priority areas identified in the Forum’s Charter.

The Importance of Monitoring Forum’s initiatives

In its annex number two (“Monitoring Commitment”), the Charter requires that Forum members monitor the implementation and performance of their commitments “in a transparent, participative and accountable way”. All members submit a yearly monitoring report to DG SANCO on the progress of their commitment(s), the overall purpose being to enhance trustworthiness and transparency as well as to develop good practice on monitoring. In this context, systematic monitoring is crucial to ensure that Forum members are able to assess ongoing initiatives and timely adapt them in the face of unexpected challenges or constraints.

The main goal of the quality assessment is ensuring that the commitments, as presented in the monitoring reports, are clearly written and thus understandable to the general public. By giving concise, precise and clear information the general reader should get a clear understanding of what the commitment is about and what the respective Forum members have done in the reported period to implement it, and with what result.

The Quality Assessment Process

This report presents the results of the third annual quality assessment of the EAHF monitoring reports by an external contractor. As in previous years, this assessment does not concern substantive aspects of Forum members’ commitments such as their formulation, effectiveness, and potential contribution to reaching the goals of the EU Alcohol Strategy. It focuses solely on the information provided in the monitoring reports as such, including a description of the commitment’s objectives, allocated resources, generated outputs and outcomes, and dissemination and evaluation thereof.

Members submit their monitoring reports in a standardised format comprising 12 sections that relate to the main requirements stated in annex two of the Forum’s Charter. Where the implementation of a commitment has been completed, the annual report is also a final report: in such a case, Forum members are in addition requested to present information regarding their evaluation and dissemination activities.

Information provided in each section of the reports² is assessed on the basis of criteria on specificity, clarity, focus and measurement.

Prior to accomplishing the quality assessment of all monitoring reports, the Milieu Ltd. team proceeded to a pilot assessment with a view to ensuring a shared and unambiguous approach. Upon completion of the pilot assessment phase, the team moved on to assess the remaining reports. Quality assurance of the scoring process was conducted independently by a separate team. As part of the quality assurance, the assessment forms were reviewed with a specific focus on both quality and consistency across reports. In general it considered consistency in the overall approach to scoring; consistency in language and terminology; and quality of the monitoring.

The Third Monitoring Progress Report: What's New?

Although quality assessment is dynamic and subject to constant discussion and improvement, consistency is the cornerstone of the process. Consistency is important for both the strategic approach and the methodology used for assessing quality. The methodology adopted in the Third Monitoring Progress Report uses the two previous editions as building blocks, and ensures consistency by largely maintaining the same structure and rationale. It introduces, however, a number of new features as per the team's discussions with officials at DG SANCO. These new features aim at increasing the readability and pertinence of the quality assessment exercise, as well as to enable easier comparisons on the monitoring-related performance across Forum members and over time.

Another novelty consists of the inclusion of an additional evaluation field ("recommendation uptake") aimed at assessing the extent to which Forum members have taken into account 2010 recommendations to improve the quality of the monitoring reports. This assessment, which is conducted for each main section in the individual feedback forms, was possible for 34 out of the 66 monitoring reports submitted this year.

Overview and Main Findings of the 2011 Evaluation

This year 66 monitoring reports were submitted by 44 Forum members; 70 reports should have been received from 48 members. The number of monitoring reports received in 2009 and 2010 were respectively 91 and 88. The number of Forum members submitting one or more monitoring reports in 2010 and 2009 was, respectively, 47 and 43.

Of the 66 reports of the 2011 monitoring exercise, 39 have intermediate status and 27 have final status, compared to 43 final reports in 2010 and 32 in 2009. Thus, the total number of reports and the number of final reports have both fallen in 2011.

It is also worth noting that one of the 66 monitoring reports submitted this year has not been assessed since it was identical to last year's. This signals a substantial improvement, because in 2010 as many as seven reports were not assessed for this reason. On the other hand, an additional seven reports provided only a limited amount of new information compared to what was reported in 2010. These reports have however been evaluated because that information was considered relevant and worth assessing.

The outcome of this year's evaluation exercise is positive. The quality of the information provided by Forum members in their monitoring reports has improved by all accounts. The overall median score in 2011 was 4. In 2010 and 2009, it was, respectively, 3.5 and 3. Compared to 2010, 2011 median scores increased for all but two sections and decreased for none of them. Particularly marked improvements have occurred in the provision of information relating to the commitments' relevance. As in 2010, most 2011 reports provided

² Section 10, "other comments" is not assessed. The rationale for this exception is provided in the methodological section of this report.

sufficient information regarding inputs, including man-hours and man-days for specific periods and financial resources. Members have likewise continued to improve their monitoring reports by providing clear information on the involvement of different organisations and their contribution to the commitment.

Some Forum members have also followed the recommendations issued in the Second Monitoring Progress Report. Examination of the 34 2011 reports for which comparisons could be established suggests a moderate uptake level, as Forum members scored, on average, 51% of the total possible points in this area.

These positive results should be considered, however, in light of the decrease of the total number of reports and the number of final reports. There has been a clear increase in the number of high scoring reports. At the same time, there has been a decrease in reports receiving middle-ranking scores – and it is possible that this latter trend has been accentuated by the reduction in the number of reports. In addition, improvements in median scores have left rather polarised results, as low scores remain for some categories and some reports

However, notwithstanding the overall progress observed some of the shortcomings identified in the 2010 quality evaluation have persisted in 2011. New areas for improvement have likewise been identified, which reflects an increasingly thorough evaluation process rather than a loss of quality. The most prominent among these aspects are outlined below:

- There are still a considerable number of reports where the time period covered is not clearly stated, which may indicate an overlap between reporting periods of the 2010 and 2011 reports. Furthermore, in some of the monitoring reports the information does not match the time period. In other words some reports provide details about a period that is not covered by the report. Some of the reports do not specify the time period of the commitment at all.
- The number of monitoring reports that provide little or no information regarding the commitment's outcome and impact remains significantly high. Although the provision of this information is beyond the Forum's minimum monitoring requirements (as laid down in the Forum Charter), it is critical for the effectiveness of commitments to be appropriately understood.
- Some reports reflected a lack of clarity on the exact division of tasks between national and European organisations. An example is a group of monitoring reports where the evaluation details were provided by an umbrella organisation. This led to the inclusion of general information, rather than specific evaluation methods related to commitment.
- Some members continue to have difficulties to find a middle ground between providing excessively detailed (and sometimes superfluous information) on the one hand, and lacking sufficient relevant information on the other hand.
- A number of reports did not complete all mandatory sections for the intermediate and final reports, in particular the section on outcomes. This relates to the fact that the distinction between output and outcome is still problematic for some Forum members.
- Gaps were found in the presentation of the implementation steps that would lead to achieving the commitment. For example, certain subtasks or time periods were not covered in some reports.

1 Policy Context of the European Alcohol and Health Forum

1.1 The European Alcohol and Health Forum

The European Alcohol and Health Forum (EAHF) is one of the structures for supporting the implementation of the European strategy to reduce alcohol-related harm. The overall objective of the strategy is to reduce the social and economic damage caused by alcohol consumption. In doing so, it targets the harmful and hazardous effects of alcohol consumption rather than the product itself.³

Forum members submit commitments with a view to reducing alcohol-related harm. In the Forum members can share their experience and accomplishments with potential partners and beneficiaries. It is worth noting that the Forum's membership is made up of different types of organisations that work in various alcohol-related fields and join their efforts to minimise the harm caused by alcohol consumption. EAHF's commitments, which are based on its overall aims, are subject to a monitoring process that needs to be consistent to ensure transparency and trustworthiness within as well as beyond the context of the Forum. Monitoring reports are a crucial component of the Forum, as they communicate to the general public the members' efforts to reduce alcohol-related harm.

The EAHF is a “platform for all interested stakeholders at EU level that pledge to step up actions relevant to reducing alcohol-related harm”. The Forum is an innovative policy tool that endeavours to involve as many relevant actors as possible in a multi-stakeholder dialogue and to generate momentum by encouraging all participants to take action on tackling alcohol-related harm according to their own capacity and focus. The Forum operates in complete transparency, requiring all members to publicly commit to taking actions, to describe their activities and monitor and report on what they have done to implement their commitments. The transparency principle is applied to all Forum members, and the “name and praise” approach seeks to achieve collective positive action and commitment without legally binding enforcement.

Forum members, which join on a voluntary basis, include umbrella organisations at EU level, national and sub-national organisations and individual companies. As a condition for their participation, members each take actions to address at least one of the seven priority areas identified in the Charter establishing the European Alcohol and Health Forum.⁴ These priority areas are the following⁵:

- Better cooperation/ actions on responsible commercial communication and sales,
- Develop efficient common approaches to provide adequate consumer information,
- Develop information and education programmes on the effect of harmful drinking,
- Develop information and education programmes on responsible patterns of alcohol consumption,
- Enforce age limits for selling and serving of alcoholic beverages,
- Develop a strategy aimed at curbing under-age drinking,
- Promote effective behavioural change among children and adolescents.

³ See http://europa.eu/legislation_summaries/public_health/health_determinants_lifestyle/c11564b_en.htm.

⁴RAND divided the six priority areas as laid down in the Charter establishing the European Alcohol and Health Forum (p.2) into seven priority areas, see: RAND, First Monitoring Progress Report, Chapter 2, p. 9.

⁵ Charter establishing the European Alcohol and Health Forum- Section 2: A Forum for Action http://ec.europa.eu/health/ph_determinants/life_style/alcohol/documents/Alcohol_charter2007.pdf

1.2 The Monitoring Mechanism within EAHF

The Forum's Charter stresses the key role of monitoring members' commitments and deems it essential that "there is sufficient outside involvement in reviewing progress and outcomes to create trust in the process".⁶ Forum members are expected to monitor their individual commitments' performance in a "transparent, participative and accountable way"⁷, and to report "report on the inputs, outputs and outcomes of the commitments" by presenting them on a website⁸. Transparency is a way of building trust between Forum members and ensuring the credibility of the mechanism vis-à-vis external audiences including the European Parliament and the media. This mechanism also serves to develop and share good practice; systematic monitoring is crucial to ensure that Forum members are able to assess ongoing initiatives and timely adapt them in the face of unexpected challenges or constraints.

Self-monitoring takes place on an annual basis. Members use a standard template for their monitoring reports. This template was developed by the Commission in cooperation with Forum members (see annex II to this report). The external evaluation of the Forum members' monitoring reports represents a gauge for independent quality assessment, based on the criteria of objectivity and comparability. This instrument has thereby the capability to strengthen the trust-building process and to promote the objectives of the Forum.

The first evaluation of the monitoring reports' quality covered all reports submitted by Forum members as of March 2009; this was also the first year that the Forum members submitted a monitoring report on their commitments. This first evaluation was carried out by RAND Europe. Its results were summarised in the First Monitoring Progress Report and presented at the plenary meeting of the EAHF in November 2009. In addition, Forum members received individualised feedback. The methodological approach, standards and lessons learned from this first round of external quality assessment (2009) were subsequently taken on board by Milieu Ltd. for the conduction of the 2010 quality assessment exercise. A number of changes were introduced, however, to increase transparency with regard to the criteria used in the evaluation. These changes were suggested by the Commission in cooperation with Milieu Ltd.

This incremental process has been continued by Milieu Ltd. in 2011 for this third quality assessment cycle of EAHF monitoring activities, as the need was felt to further strengthen the Forum's monitoring mechanism. This has however been done while bearing in mind that, although quality assessment is dynamic and subject to constant discussion and improvement, consistency is the process' cornerstone. In general terms, particular emphasis has been made to ease dynamic assessment of the monitoring reports' quality, to enable meaningful comparisons and to keep high levels of transparency.

⁶ Charter establishing the European Alcohol and Health Forum, p.3.

⁷ Ibid.

⁸ Ibid.

2 Overview of the 2011 monitoring process

This section serves to briefly present the main features of the Forum's membership by providing some useful information as to the members' activity sectors. It also contains information regarding the monitoring reports submitted for the 2011 quality evaluation including changes from previous editions.

2.1 The Forum Members

This section provides a short overview of the Forum's membership including total number of members and their respective sectors of activity. A full list of the Forum members that submitted a monitoring report in 2011 can be found in annex I to this report.

The European Alcohol and Health Forum encompassed 65 members as of 15 June 2011, one more than a year ago. Forum members can be classified in different ways. A classification of Forum members was originally prepared by DG SANCO in a 2009 report on Forum commitments.⁹ The following categories were identified:

- Alcohol related NGOs
- Broader NGOs
- Health professionals
- Producers of alcoholic beverages
- Advertising, marketing and sponsorship
- Media
- Retailers, wholesalers and caterers
- Research institutes
- Others

Following consultations with DG SANCO, the First Monitoring Progress Report used a different classification with four categories on the basis of the nature of members' activities. To ensure comparability, Milieu Ltd decided to keep this system in subsequent evaluations. The four categories are listed below:

- Non-governmental organisations and professional health organisations
- Advertising, marketing, media and sponsorship organisations
- Production and sales organisations
- Research institutes and others

The following table shows the total number of Forum members per category.

Table 1: Breakdown of Forum members by type, in 2010 and 2011

Type of Forum member	Number of Forum members (2010)	Number of Forum members (2011)
NGOs and professional health organisations	24	24
Advertising, marketing, sponsorship and media organisations	7	7
Production and sales organisations	26	27
Research institutes and others	7	7
Total	64	65

⁹ Summary Report: http://ec.europa.eu/health/ph_determinants/life_style/alcohol/Forum/docs/report_commitments_en.pdf, p.7-8.

The table shows that, although NGOs and health professionals are well represented in the Forum, the largest share of Forum members falls under the category of production and sales organisations. The presence of the other two categories (research institutes and other organisations and advertising, marketing, media and sponsorship organisations) is comparatively smaller.

In 2011, 44 Forum members have submitted monitoring commitments reports (an additional four Forum members co-owned a commitment each) compared to 47 in 2010 and 43 in 2009. A breakdown is presented in table 2 below.

Table 2: Breakdown of Forum member categories having submitted monitoring reports by type in 2009, 2010 and 2011

Type of Forum member	2009		2010		2011	
	No. of Forum members having submitted report(s)	Share of total	No. of Forum members having submitted report(s)	Share of total	No. of Forum members having submitted report(s)	Share of total
NGOs and professional health organisations	13	30%	16	34%	16	36%
Advertising, marketing, sponsorship and media organisations	4	9%	5	11%	4	9%
Production and sales organisations	22	51%	22	47%	19	43%
Research institutes and others	4	9%	4	9%	5	11%
Total	43	100%	47	100%	44	100%

2.2 The 2011 Monitoring Reports

This section briefly discusses the distribution of monitoring reports by priority area, as well as the relationships between the various member categories and the priority areas set out in the Forum Charter to which their commitments relate. It also focuses on the distribution of monitoring reports between intermediate and final status, and on the status of commitments (i.e. still active or not).

Forum members have submitted 66 reports this year, of which 39 with have intermediate status and 27 have a final status. In final reports, Forum members are requested to present information regarding their evaluation and dissemination activities. According to the information provided on DG SANCO's dedicated website, 33 commitments from 27 different members are still active at the time of writing.

It is also worth noting that one of the 66 monitoring reports submitted this year has not been evaluated since it was identical to last year's, which signals a substantial improvement from 2010, where as many as seven reports were not assessed for this very reason. An additional seven reports provided only a limited amount of new information compared to what was reported in 2010. These reports have however been evaluated, as that information was considered relevant and worth assessing.

A breakdown of the monitoring reports submitted by type of Forum member in 2009, 2010 and 2011 is presented in table 4 below.

Table 3: Total number of monitoring reports submitted in 2009, 2010 and 2011, by type of Forum member

Type of Forum member	2009		2010		2011	
	Number of monitoring reports	Share of total	Number of monitoring reports	Share of total	Number of monitoring reports	Share of total
NGOs and professional health organisations	17	19%	16	18%	18	27%
Advertising, marketing, sponsorship and media organisations	4	4%	5	6%	4	6%
Production and sales organisations	63	69%	58	66%	39	59%
Research institutes and others	7	8%	9	10%	5	8%
Total	91	100%	88	100%	66	100%

As previously observed, there has been an important decline in the total number of reports submitted in 2011 compared to 2010. This seems to be largely due to the fact that production and sales organisations have submitted only 39 reports compared to 58 last year, which amounts to a one-third decrease. Production and sales organisations remain however the member category with the largest amount of monitoring reports submitted with 59% of the total, and the only category whose share of total submitted reports is larger than its share in the total number of Forum members having submitted monitoring reports. Non-governmental organisations, in turn, submitted more reports than in 2010 and thus accounted for a larger proportion of total submissions (27% compared to 18% in 2010), whereas research institutes and advertising, marketing, sponsoring and media organisations submitted fewer reports than last year.

As already mentioned, Forum members' commitments relate to at least one of the Forum's seven priority areas. To ensure consistency with the 2009 and 2010 rounds of quality assessment, statistical data presented in this report solely consider the first priority area listed in the European Alcohol and Health Forum's database.¹⁰ Table 5 below shows the relationship between the commitments presented in members' monitoring reports and the Forum's priority areas for 2009, 2010 and 2011.

Table 4: Breakdown of 2009, 2010 and 2011 monitoring reports by priority areas

Priority areas		2009		2010		2011	
		No. of reports	Share of total	No. of reports	Share of total	No. of reports	Share of total
1.	Better cooperation/ actions on responsible commercial communication and sales	25	27%	24	27%	10	15 %
2.	Develop efficient common approaches to provide adequate consumer information	8	9%	8	9%	4	6%
3.	Develop information and education programmes on the effect of harmful drinking	20	22%	23	26%	27	41%
4.	Develop information and education programmes on responsible patterns of alcohol consumption	20	22%	16	18%	10	15%
5.	Enforce age limits for selling and serving of alcoholic beverages	7	8%	9	10%	6	9%
6.	Develop a strategy aimed at curbing under-age drinking	8	9%	5	6%	5	8%
7.	Promote effective behavioural change among children and adolescents	3	3%	3	3%	4	6%
Total		91	100%	88	100%	66	100%

The main change observed in comparison to 2010 has to do with a stark decrease in the number of monitoring reports relating to priority area number one, "better cooperation/ actions on responsible commercial communication and sales": from 24 in 2010 to only 10 this year. The share of commitments assigned to this priority was down from 27% to 15%. This seems to be linked to the parallel decrease in the

¹⁰ European Health and Alcohol Forum database: <http://ec.europa.eu/eahf>.

number of production and sales organisations having submitted monitoring reports in 2011, as these members are typically more active within that priority.

The number of reports relating to priority area number three, “develop information and education programmes on the effect of harmful drinking”, has increased slightly, and its share of the total has nearly doubled, from 26% to 41%, as a result. The number of reports assigned to each of the remaining priorities has remained relatively stable (with the exception of priority area number two, for which the number of reports has been halved), but their relative shares in the total number of submitted reports have been modified due to statistical effects.

As shown in table 6 below, the largest share of commitments developed by NGOs and professional health organisations relates to priority area number three, which signals a continuation of last year’s trend. On the contrary, production and sales organisations seem to have largely shifted from priority area number one to number three; that is, from responsible communication and sales toward awareness-raising with regard to the hazardous effects of alcohol consumption. The commitments of advertising, marketing, sponsorship and media organisations, and research institutes have focused, respectively, on priority areas one and three and three and six.

Table 5: Breakdown of monitoring reports by Forum member category, sorted by priority area, in 2011 (the highest values for each category are highlighted)

Type of Forum member	Priority areas (2011)						
	1	2	3	4	5	6	7
Non-governmental organisations and professional health organisations	2	2	8	1	1	1	3
Advertising, marketing, sponsorship and media organisations	3	-	1	-	-	-	-
Production and sales organisations	5	2	14	9	5	3	1
Research institutes and others	-	-	4	-	-	1	-
Total per priority area	10	4	27	10	6	5	4

3 Methodology

This section sets forth the methodology used in the quality assessment of the monitoring reports submitted by EAHF members. The methodology adopted in this Third Monitoring Progress Report builds upon the two previous editions as building blocks, and respects the consistency imperative by largely maintaining the same structure and rationale. It introduces, however, several new features inspired by the discussions between officials at DG SANCO and members of the evaluation team. These new features aim at increasing the readability and pertinence of the quality assessment exercise, as well as to enable easier comparisons on the monitoring-related performance across Forum members and over time.

The quality evaluation process is conceived dynamically; i.e. it must ensure comparability over time. The methodological approach adopted here seeks, therefore, to provide an objective and clear insight into the quality of Forum members' monitoring activities, both individually and at an aggregate level.

It must be borne in mind that, like in previous years, this assessment does not concern commitments as such. It focuses solely on the information provided in the monitoring reports, including a description of the commitment's objectives, allocated resources, generated outputs and outcomes, and dissemination and evaluation thereof.

3.1 "SMART" Assessment

In line with the Forum's Charter¹¹, the overall framework for evaluating the quality of members' monitoring reports is based on the use of "SMART" procedure (see box below).

SMART procedure (Forum Charter)

- **Specific** (connected to the action(s)) – clear about what, where, why and when the situation will be changed;
- **Measurable** – able to quantify or qualify the achievements, changes or benefits;
- **Attainable/achievable** – able to attain the objectives (knowing the resources and capacities at the disposal of all those concerned);
- **Realistic** – able to obtain the level of change reflected in the objective;
- **Time bound** – stating the time period in which the objectives will be accomplished.

The SMART procedure was initially adapted by RAND to better suit the needs of quality assessment and the fact that the latter focuses on monitoring activities rather than the actual impact of the commitments.¹² In last year's evaluation, the COWI/Milieu consortium sought to further refine the assessment criteria by introducing clear and specific definitions. This refined version of the SMART procedure has been the basis for the 2011 quality evaluation. The rationale underpinning the progressive adaptation of this procedure is summarised in table 7 below.

¹¹ Forum Charter, p. 9-10.

¹² RAND, First Monitoring Progress Report, Chapter 3, p. 27.

Table 6: Assessment rationale for criteria of specificity, clarity, focus and measurement

Assessment criteria	Interpretation 2009	Clarification 2010 (likewise applied in 2011)
Specificity	Does the report state clearly what the commitment aims to do, for whom, how it will be done and by means of which actions it will be accomplished?	The evaluation will focus on whether the report provides all the relevant information (how/who) per report field. The scoring will only assess whether the relevant information is included (the manner in which it is described and the level of detail are scored by the other criteria).
Clarity	Does the report allow the reader to understand the commitment fully? Does the report offer clear links between objectives, inputs, outputs and outcomes (if present)?	The evaluation will focus on whether the report provides, where relevant, links (between objectives, input, output, etc.) to ensure a better overall understanding. It will also assess whether the information is provided in a clear and understandable manner, and provides a good overview for the reader.
Focus	Does the report include only relevant information and provide necessary contextual information for the reader to be able to judge the scale of commitment's impacts?	The evaluation will focus on whether the report includes sufficient (but not superfluous) detail and, where necessary, provides contextual information.
Measurement	Does the report include quantitative data that have been measured accurately and at appropriate intervals, and that are framed in an understandable manner?	The evaluation will assess whether the report provides sufficient quantitative data wherever relevant.

3.2 The Individual Feedback Forms

As stated in the introduction, all members having submitted monitoring reports receive individual feedback forms. These forms are divided into sections corresponding to those in their monitoring reports.¹³ Each section is made up of report fields that refer to the SMART assessment criteria discussed above. It must be noted that not all criteria are applicable in all sections (e.g. not all sections require quantifiable data).

Each section receives a maximum score of five if all applicable criteria are entirely fulfilled. The feedback forms used in both the Second and Third Monitoring Progress Report differ from those in the first edition in that they provide scores per report field instead of only overall scores per section. Possible scores are presented in table 8 below, along with their respective equivalence.

Table 7: Meaning of scores awarded

Score	Meaning
5	Excellent
4	Good
3	Adequate
2	Poor
1	Very poor
0	No (sufficient) response
N/A	Not applicable

As pointed out in the introduction, the methodological approach adopted in this report largely follows that of previous editions while introducing some new features.

The same as last year, individual feedback forms start with a general introduction that provides the Forum member with information on individual and median scores, both per section, per criteria and for the report as

¹³ Please refer to annex II for more details on the monitoring reports' standardised template.

a whole. This introduction also contains the main conclusions of the quality evaluation and information on the assessment process.

One of the main innovations built into the 2011 assessment process consists of accounting for the extent to which recommendations issued to Forum members in the previous assessment exercise have been integrated into the new monitoring reports. For each main field of the individual feedback forms that members receive, a “recommendation uptake” score is provided. In addition, scores are presented in both absolute value and as share of the maximum possible score for each commitment. This seeks to provide a clearer picture of actual performance and ease comparisons across members, given the fact that scoring ceilings vary depending on the reports status (intermediate or final) as well as on whether non-mandatory fields in intermediate reports have been completed.

A further change in this year’s evaluation forms is the removal of section ten on additional information. This section was already cast aside in the previous evaluation process because few Forum members used this option, and when they did, the information was difficult to score on the basis of the defined criteria.

A sample section of the 2011 feedback form template is presented in table 9 below. The template used for individual feedback forms can be found in annex III to this report.

Table 8: Example of a 2011 assessment matrix (report section 3 on implementation); maximum possible scores are indicated

5. Relevance: The report should describe, in a relatively simple way, how the commitment is relevant (or pertinent, connected, or applicable) to the realisation of the general aim of the Forum. In other words, how did the commitment during the reporting period contribute to achieving the overall aims of the Forum (max 250 words)?						
	Specificity	Does the report describe how the commitment is relevant (by reference to evidence that supports relevance)?	1			Comments
	Clarity	Does this section specify which aim(s) of the Forum the commitment relate to?	1			
		Is it clear how commitment holders believe that their commitment is linked to the aims of the Forum?	1			
	Focus	Is only relevant information included in the description?	1			
		Is sufficient contextual information included to make to explain how/why the commitment is relevant?	1			
Measurement	N/A					
Total score:			5			Recommendation uptake score

3.3 Methodological Approach

The methodological approach revolves around the notion of clarity. The overall objective is that the commitments, as presented in the monitoring reports, are clearly understandable for the general public. The commitments reflect the different objectives of the Charter for which the monitoring reports are one of the main tools to communicate these to the public. It is crucial that the reader, when reading the reports, understands what is done, why the commitment is relevant and relates to the aims of the Forum, etc. It needs to be kept in mind that the purpose is that reader obtains sufficient information from the monitoring report.

To combine clarity with transparency and consistency, the team in charge of conducting the evaluation of the monitoring reports has strived to develop and constantly improve an assessment protocol to ensure that potentially problematic or borderline cases are dealt with in a consistent manner, and that all reports are assessed fairly. A simplified version of this protocol, which for consistency purposes is based upon last year’s, is presented below.

- The overall purpose is trustworthiness and transparency in providing (monitoring) information

- Whenever information is provided that is not mandatory (questions 9 and 11 for intermediate reports), it shall be assessed
- Whenever information is not specified in a particular section but can be found elsewhere in the report, the report as a whole shall be taken into consideration
- Scores are given whenever relevant information is provided even if some irrelevant information is also provided. The focus should thus be on “sufficient” relevant information
- The information subject to scoring is the information that is included in the monitoring report. Any additional information (such as references to websites, annexes etc.) will not be taken into account in the assessment process

In addition, guidance for the evaluation process was agreed for specific criteria, report sections and definitions. Some examples of this guidance are also listed in table 10 below.

Table 9: Assessment Guidance

Topic	Guidelines
Contextual information	Reference should be made to information (society/ statistics etc.) that provide additional insight to understanding the commitment.
Quantitative data	Measurable and verifiable data; data should provide actual information rather than to provide numbers without a meaning.
Objectives (Clarity)	The objectives should be fully understandable to reader. This means that there should not be any contradictory or unambiguous information or any gaps.
Relevance (Specificity)	The report should describe how the commitment is relevant - by reference to evidence that supports the relevance.
Clear link	The link needs to be established between the objective and output/outcome (for example: training leads to increased awareness).
Relevance (Forum aims)	In evaluating whether the commitment is linked to the aims of the Forum the terminology of the aims should be compared with the terminology used in the Charter. If similar wording is used, an implicit link could be established.
Output indicators	Indicators that measure output of commitment (such as 200 trainings per year; 1500 posters distributed during project period etc.). A critical view is important: the indicators should be measurable and unambiguous. Moreover, the information included under the heading ‘output’ should provide insight to the reader in whether the stakeholder has done what they said that they were going to do.
Output versus outcome (impact)	Whereas output refers to indicators that measure output of commitment (quantitative) the outcome is linked to its objective to evaluate what has been achieved (quantitative and qualitative). The information included under the heading ‘outcome’ should provide insight in whether the commitment is achieved. This also requires linkage to the objective.
Dissemination	Question 11 on dissemination requires dissemination of the results to the public – thereby it is not considered necessary that it is communicated as ‘commitment’.

3.3.1 Stage 1: Pilot Assessment

Prior to beginning the quality assessment of all monitoring reports, the Milieu team proceeded to a pilot assessment with a view to ensuring a shared and unambiguous approach. This process was conducted by Milieu’s researchers with the review of an external expert in evaluation and alcohol policy. The pilot assessment was based on the methodology developed in the First and Second Monitoring Progress Report, and paid special attention to incorporating the requests formulated by DG SANCO at the kick-off meeting: to better account for members’ uptake of recommendations formulated in the Monitoring Progress Reports, and to facilitate the appraisal of monitoring information quality evolutions over time.

The pilot phase consisted of the scoring of ten monitoring reports, which were simultaneously carried out by two researchers. The pilot batch included reports from both 2010 (i.e. covered in the Second Monitoring Progress Report) and 2011 to ensure full consistency. In addition, the pilot batch included members from all four categories discussed earlier in this report, as well as intermediate and final reports.

The same as last year, once the two researchers had assessed all ten reports from the pilot batch, a meeting was arranged with the senior expert. This enabled the team in charge of the evaluation to ascertain whether the methodological approach required further harmonisation, particularly with regard to the following components

- Assessment criteria
- Identification of gaps
- Level of detail in the comments
- Overall interpretation and judgement
- Language/register

3.3.2 Stage 2: Assessment of Reports

Upon satisfactory completion of the pilot assessment phase, the team moved on to assess the remaining reports. Despite significant harmonisation work carried out during the pilot phase, the researchers in charge of the evaluation interacted regularly to further discuss and clarify outstanding issues concerning the assessment process. Informal meetings were arranged to cross-check each other assessment of the different reports, and joint reviews were organised for each batch of fifteen reports.

3.3.3 Stage 3: Quality Assurance

After the assessment process was completed, quality assurance of the scoring process was conducted independently by a separate team made up by the project director and a senior expert. As part of the quality assurance, the evaluation forms were reviewed with a specific focus on both quality and consistency across reports. In general it considered consistency in the overall assessment approach; consistency in language; and quality of the evaluation.

The following, more specific, items were also taken into account in the quality assurance phase:

- Consistency in assessing similar commitments
- Consistency in assessing of similar types of Forum members or same Forum member
- Consistency in assessing intermediate and final reports

4 Results of the quality assessment of the 2011 monitoring reports

This section reviews how Forum members reported on the monitoring of their commitments. It does not aim at comparing Forum members' scores but rather at providing an overview of the quality of reporting, identifying areas of improvement that indicate substantive progress as well as commonly made mistakes. The overall results are presented in subsection 4.1, whereas 4.2 presents and analyses the median scores¹⁴ by report section in order to identify the main problem areas as well as those areas where the information is provided in a clear and understandable manner.

It has been observed that Forum members on average have provided better monitoring information than in previous years. However, quantitative data produced in the course of the 2011 evaluation should be considered along with important statistical caveats. As previously discussed, the total number of submitted reports has dropped this year by approximately one-third, which means that the overall results of the evaluation are not fully comparable. It must also be noted that the share of final reports in the total number of submitted reports has been lower in 2011 (40.91%) than in 2010 (48.86%). Since sections nine and ten are only mandatory in final reports, the evaluation results for these two sections should be considered with due precautions.

4.1 Main findings

The overall outcome of this year's evaluation exercise is positive. The quality of the information provided by Forum members in their monitoring reports has improved. The overall median score in 2011 was 4; i.e. higher than both that of 2010 (3.5) and 2009 (3). Furthermore, as will be shown in the next section, 2011 median scores increased for all but two sections and decreased for none of them. This improvement in the median has however left rather polarised results, as low scores remain for some categories and some reports.

As in 2010, most 2011 reports provided sufficient information regarding inputs, including man-hours and man-days for specific periods and financial resources. Members have continued to improve their monitoring reports by providing clear information on the involvement and contribution of different organisations working on the commitments.

Notwithstanding the significant progress observed in general terms, some of the shortcomings identified in the 2010 quality evaluation have persisted in 2011. New areas for improvement have likewise been identified, which reflects an increasingly thorough evaluation process rather than a loss of quality. These aspects are outlined below:

- There are still a fair number of reports where the time period covered is not clearly stated, which may indicate an overlap between reporting periods of the 2010 and 2011 reports. Furthermore, in some of the monitoring reports the information does not match the time period. In other words some reports provide details about a period that is not covered by the report. Some of the reports do not specify the time period of the commitment at all
- The numbers assigned to some commitments seem to have changed in 2011 whilst corresponding commitment names have not. This can be a source of confusion for the external reader.
- Some reports reflect a lack of clarity on the exact division of tasks between national and European organisations. An example is a group of monitoring reports where the evaluation details were provided by an umbrella organisation. This led to the inclusion of general information, rather than specific evaluation methods related to commitment;

¹⁴ Mean values are preferred to median values here in that they minimise the statistically distorting effects caused by outliers.

- Although important progress has been achieved, some members continue to have difficulties to find a middle ground between providing excessively detailed (and sometimes superfluous information) on the one hand, and lacking sufficient relevant information
- In a number of reports, information was presented under the wrong report section. Although the team in charge of the evaluation decided not to lower scores in this case, it must be noted that this inaccuracy may prove misleading for the reader
- A number of reports did not complete all mandatory sections for the intermediate and final reports, in particular the section on outcomes. This relates to the fact that the distinction between output and outcome is still problematic for some Forum members
- As a general rule, monitoring reports could better describe the logical link between the aims of the Forum and the relevance of their commitments, where possible supported by quantitative data
- Gaps were found in the presentation of the implementation steps that would lead to achieving the commitment. For example, certain subtasks or time periods were not covered in some reports
- Some members produced intermediate reports for 2011 instead of final reports as expected

4.2 Results by Section

This section summarises the results of the 2011 quality evaluation of EAHF members' monitoring reports disaggregated by report sections. To the extent possible, comparisons are established with the two previous evaluations in 2009 and 2010. Table 11 below presents an overview of the median scores for each report section as structured in the assessment matrix discussed earlier in this report. The median is the value separating the higher half of scores from the lower half. For even numbers of scores, it is calculated as the mean of the two middle values. Median values are consistently used to reference scores throughout this report because they are less sensitive to statistical outliers (extreme values) and hence more robust. For indicative purposes, mean (or average) values, are also presented. A quick cross-comparison of these two central tendency measures will show that they differ substantially in some cases due to a high polarisation of results (i.e. many very high scores on the one hand and numerous low scores on the other hand).

Table 10: Median scores per section, in 2009, 2010 and 2011

Report Section		Median scores		
		2009	2010	2011
1.	Commitment summary	not scored	not scored	not scored
2.	Link to the websites relating to the commitment	not scored	not scored	not scored
3.	Description of the implementation of the commitment	3	3.5	4
4.	Objective of the commitment	3	3	3.5
5.	Relevance to the aims of the Forum	2	3.5	4.5
6.	Input indicators	3	3.5	4.5
7.	Output indicators	3	3.5	4
8.	Outcome and impact indicators	3	2.5	3
9.	Evaluation details	3	2.5	2.5
10.	Other comments related to monitoring the commitments	4	not scored	removed
11.	Dissemination of commitment results ¹⁵	3	3	3
12.	References to further information relating to the monitoring of the commitment.	not scored	not scored	not scored

¹⁵ Following the removal of former section ten from the 2011 feedback forms, sections 11 and 12 become, respectively, sections 10 and 11.

As shown above, there has been an overall improvement in the quality of monitoring reports compared to 2010. Median scores have increased for six of the eight sections of the report that have been scored and remained stable for the other two. As will be discussed later in this section, the increase in median scores has been particularly strong for sections five and six, which are up by a full point from 3.5 to 4.5. In the case of section five, which deals with the commitments’ relevance to the aims of the Forum, this improvement is of particular significance as it continues a strong increase seen from 2009 to 2010: indeed, from 2009 to 2011 the score for this section has increased sharply.¹⁶

Progress has also been achieved in one of the sections (number eight) for which median scores had decreased last year compared to 2009. This suggests that some of the difficulties in distinguishing between output and outcomes that were identified in previous Monitoring Progress Reports may have been addressed in some reports.

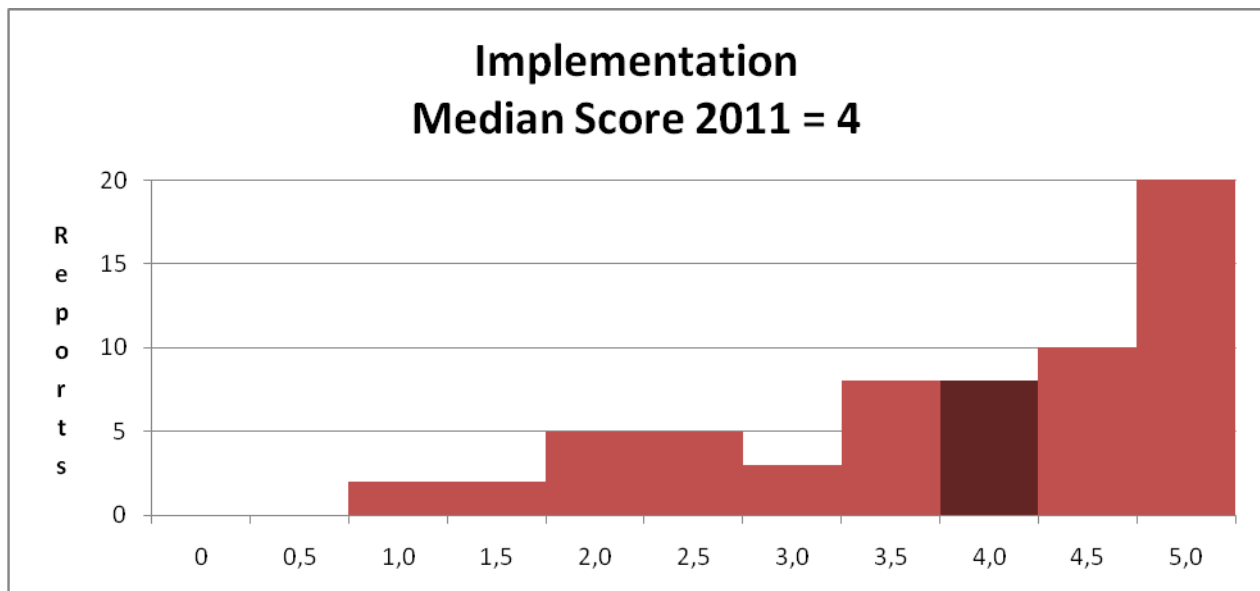
The following subsections review median scores by report section in greater detail. Each section compares scores in 2011 with those in 2010. It should be noted, as previously stated, that the total number of reports presented in 2011 is lower.

4.2.1 Implementation

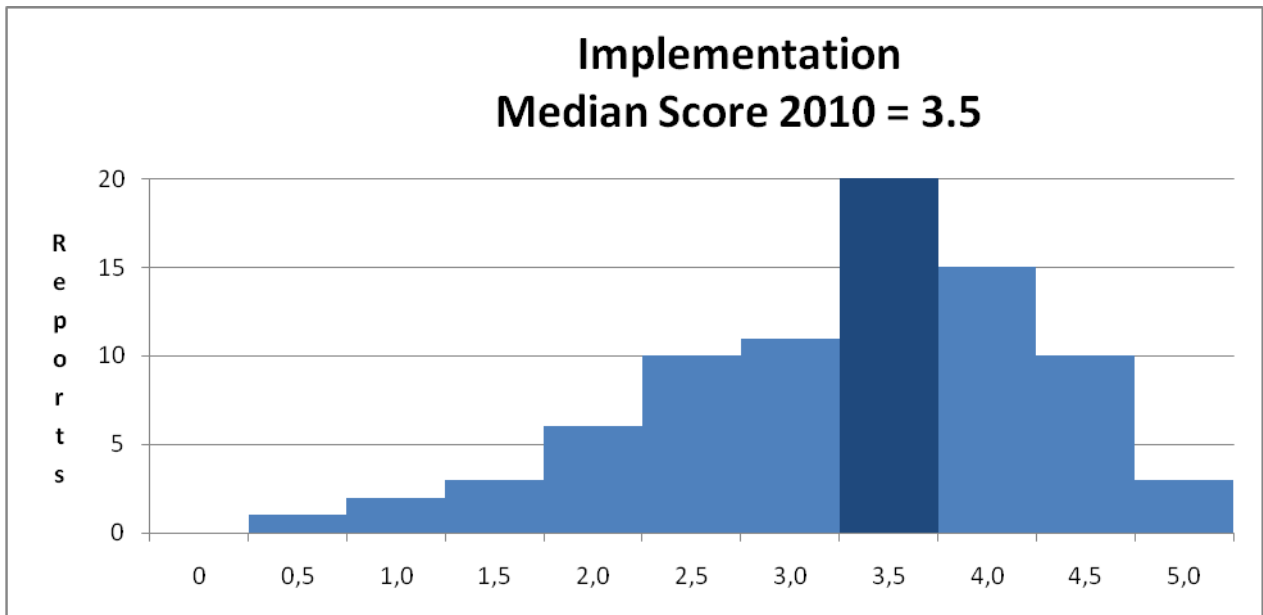
When describing the implementation of their commitment(s), Forum members are requested to provide information including key dates of activities undertaken, details on these activities and the persons involved in their implementation. The information provided should be sufficiently clear and easily understandable for the reader.

Figures 1a and 1b below show the distribution of scores for the report’s section on implementation for, respectively, 2011 and 2010. In this and the following figures, the median score has been highlighted.

Figures 1a and 1b: Score distribution for section 3, “description of implementation”, in 2011 and 2010



¹⁶ ‘Monitoring reports consistently failed to describe and rationalize the link between the commitments and the Forum priority areas’, First Monitoring Progress Report, p. 57.



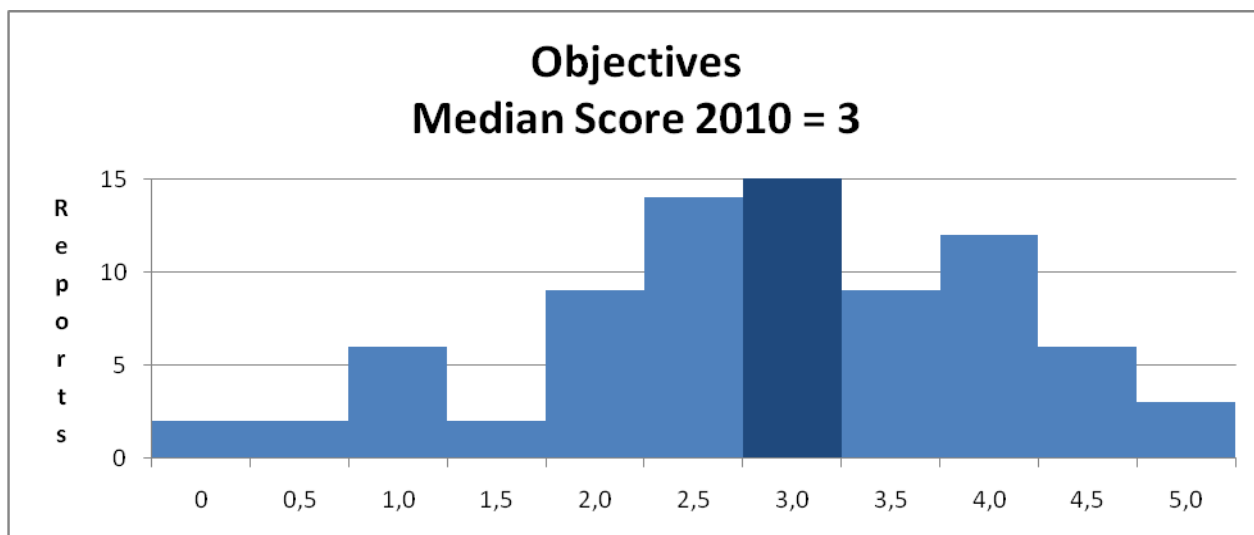
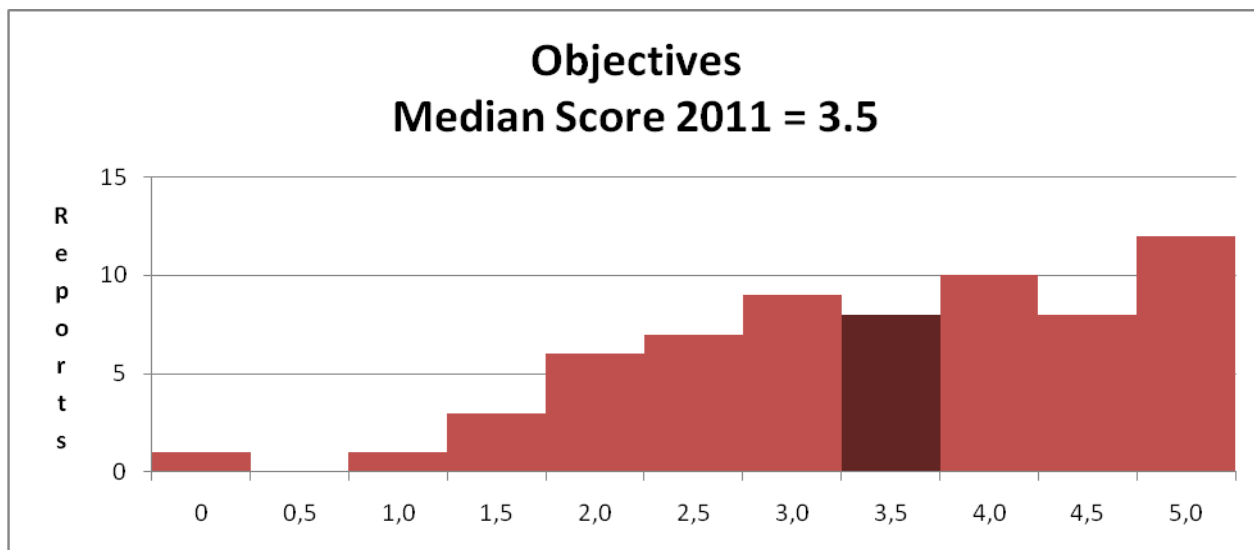
The overall quality provided in this section of the members' 2011 monitoring reports increased compared to last year. The median score was up from 3.5 to 4, whereas the average score attained 3.9 compared to 3.3 in 2011. Moreover, it is notable in this section that a high amount of reports have obtained the maximum possible score. This indicates that many members have addressed the shortcomings identified in the Second Monitoring Progress Report: in many reports, these shortcomings included an insufficient level of description related to the steps of implementation (key dates and/or milestones).

4.2.2 Objectives

Forum members are expected to provide details on what they aim to achieve through their commitments while relating it to their activities. They are requested to present precise information on the extent to which these objectives are achieved.

Figures 2a and 2b on the next page show the distribution of scores for the report's section on objectives for, respectively, 2011 and 2010.

Figures 2a and 2b: Score distribution for section 4, “objectives”, in 2011 and 2010



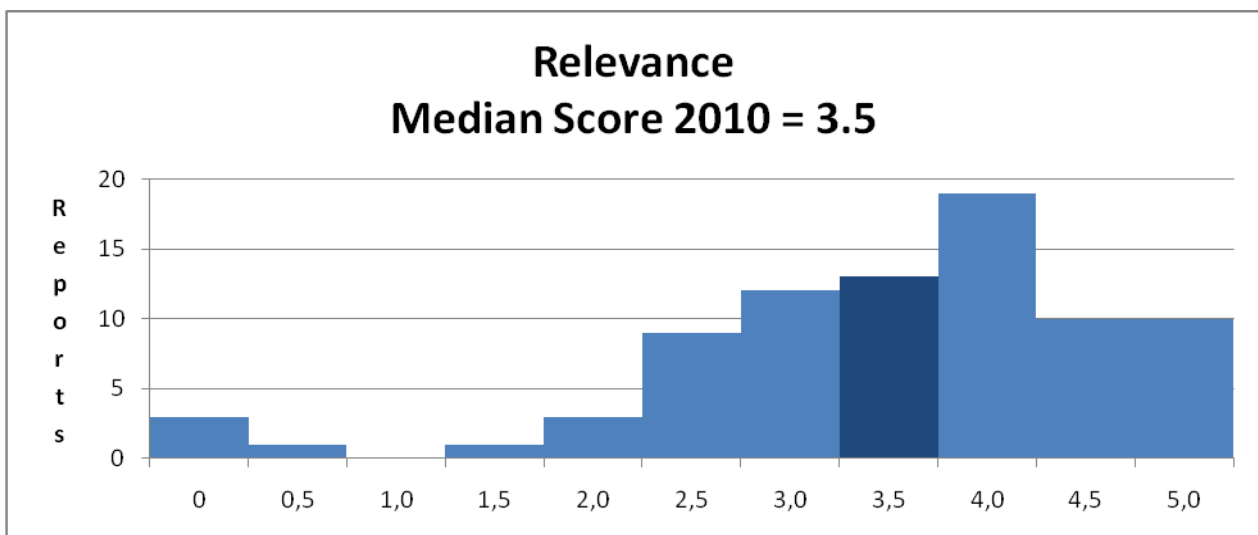
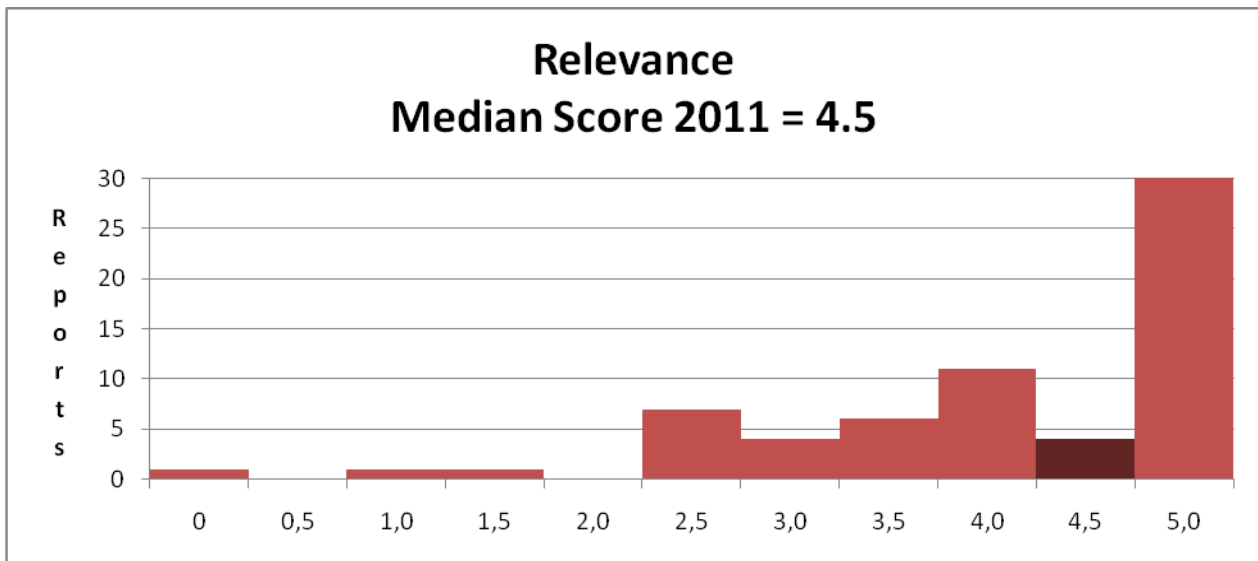
The median score for this report section was up by half a point in 2011, from 3 to 3.5. The average score also increased, from 2.9 to 3.5. The share of reports obtaining relatively higher scores (3.5 or more) also increased in comparison with 2010. This indicates that fewer reports contained shortcomings identified last year; for example, a lack of information on the commitment’s objectives.

4.2.3 Relevance

Commitment holders are requested to describe, in a clear and concise way, how the commitment is relevant to the realisation of at least one of the Forum’s general aims. In other words, how did the commitment contribute to achieving the overall aim of the Forum during the reporting period? In general, the reports that explicitly referred to a specific aim of the Forum were awarded higher scores.

Figures 3a and 3b on the next page show the distribution of scores for the report’s section on relevance for, respectively, 2011 and 2010.

Figures 3a and 3b: Score distribution for section 5, “relevance”, in 2011 and 2010



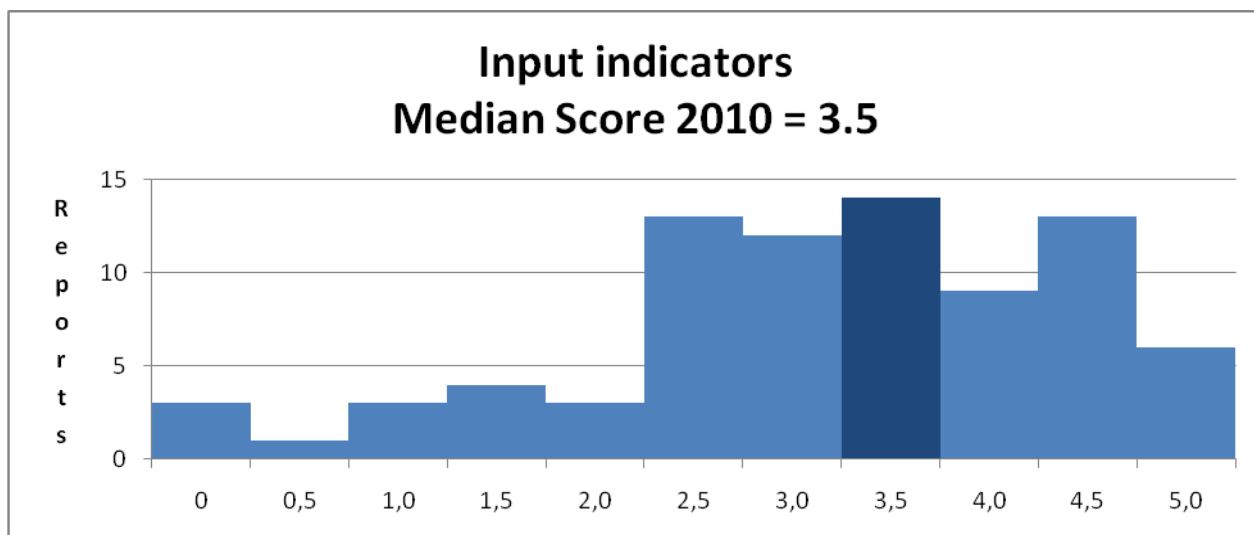
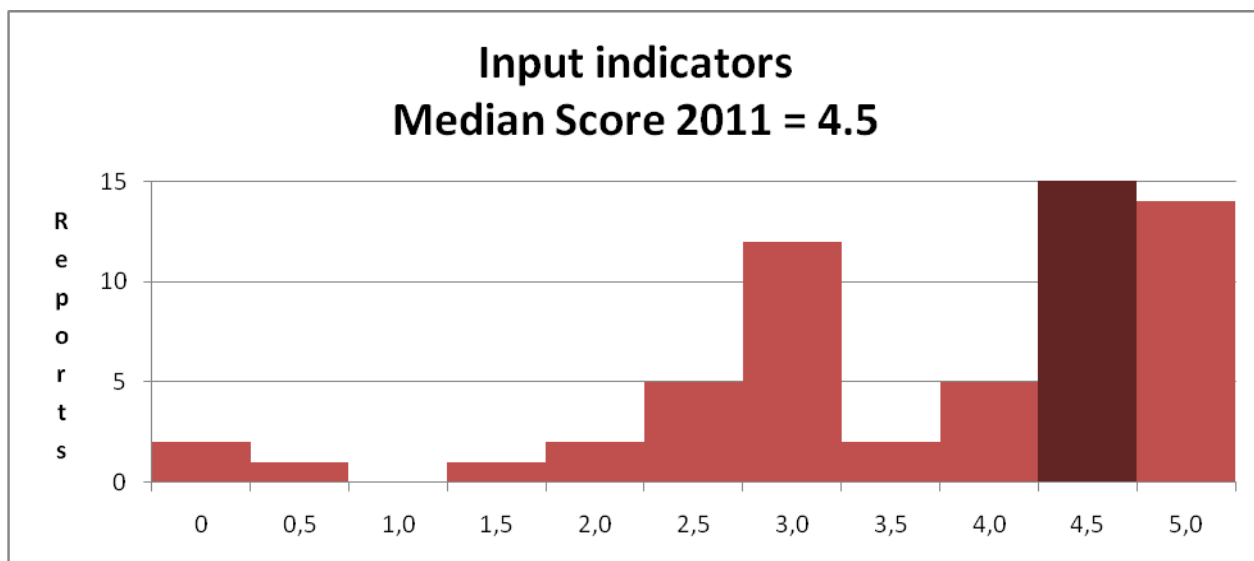
This is one of the sections where improvements have been most distinct. The median score was up by a full point in 2011, from 3.5 to 4.5. The average score also increased, from 3.5 to 4.1. This is of particular significance in that it confirms the trend initiated last year and a marked change from the poor results. A few monitoring reports, however, still lacked a clear description and compelling evidence on how the commitment was relevant for achieving a specific Forum’s aims.

4.2.4 Input Indicators

Under the section on input indicators, Forum members are expected to include details related to the resources allocated for each of their activities.

Figures 4a and 4b on the next page show the distribution of scores for the report’s section on input indicators for, respectively, 2011 and 2010.

Figures 4a and 4b: Score distribution for section 6, “input indicators”, in 2011 and 2010



The section on input indicators was also been among the strongest improvements in 2011. The median score was up by a full point in 2011, from 3.5 to 4.5. The average score also increased, although proportionally less, from 3.2 to 3.8.

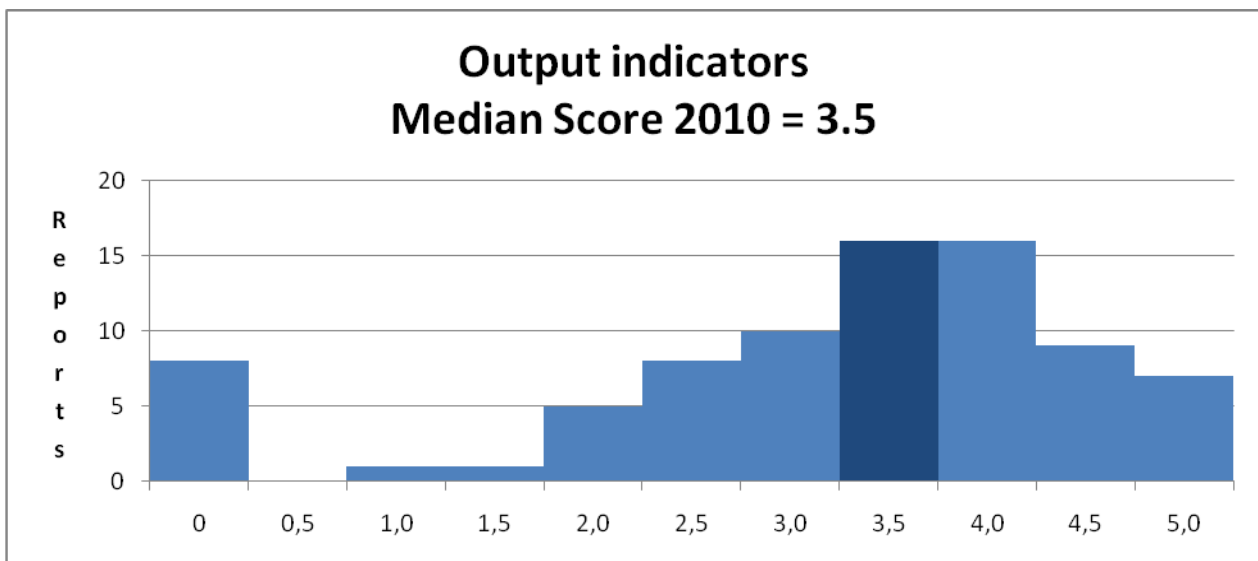
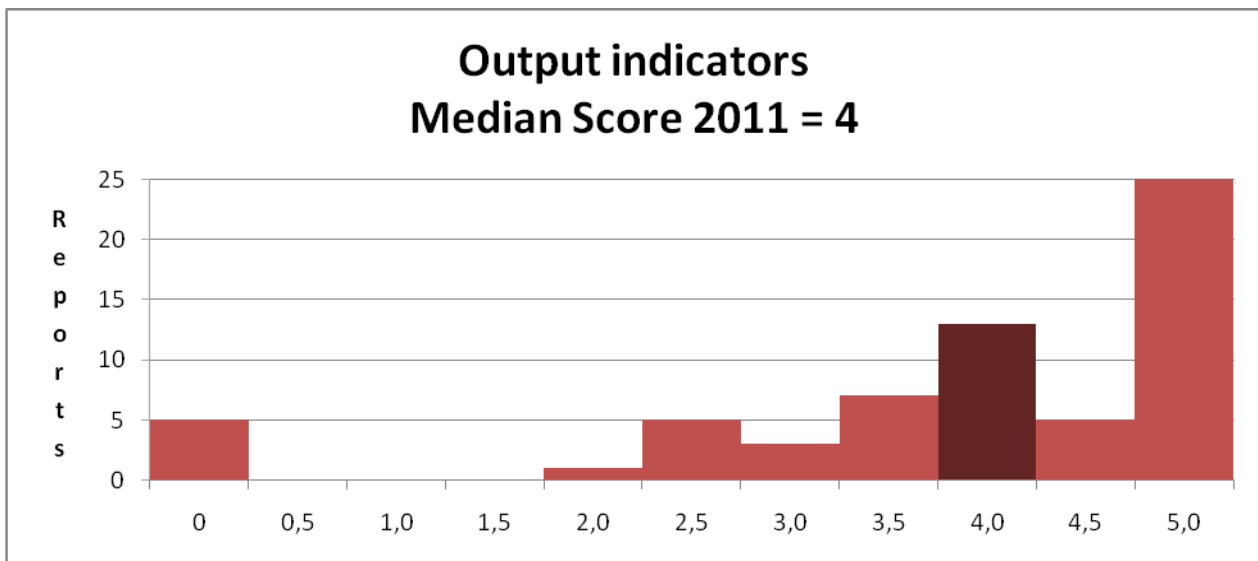
The main reason for this improvement is that quantitative information was provided more often and in a more comprehensive manner than in 2010. For example, the Second Monitoring Progress Report noted that, for example, “three people part time” among the inputs is only meaningful provided that the period during which these three persons worked be specified. Such specifications were provided in the majority of the sections of the 2011 reports. Nonetheless, a clear reference period continued to be missing in a number of reports.

4.2.5 Output Indicators

In the report section on output indicators, Forum members are expected to quantify the immediate results of the actions carried out in the context of the commitment. These results should be presented in a way that makes clear the link with inputs (resources used for achieving the objectives) on the one hand, and outcome indicators on the other hand.

Figures 5a and 5b below show the distribution of scores for the report's section on output indicators for, respectively, 2011 and 2010.

Figures 5a and 5b: Score distribution for section 7, "output indicators", in 2011 and 2010



The quality of information provided in the report section on output indicators increased in 2011. The median score was up from 3.5 to 4. The average score also increased, from 3.2 to 3.9. Here too, a noteworthy result of this year's evaluation is that a comparatively large share of reports received the highest score. In general reports provided more accurate information than in 2010, which may be linked to the fact that some of the commitments were still at an inception stage at the time and have had the time to mature meanwhile.

Some reports continued however to provide insufficient information in this section and thus obtained low scores. The reasons for these low scores continue to be as in previous years:

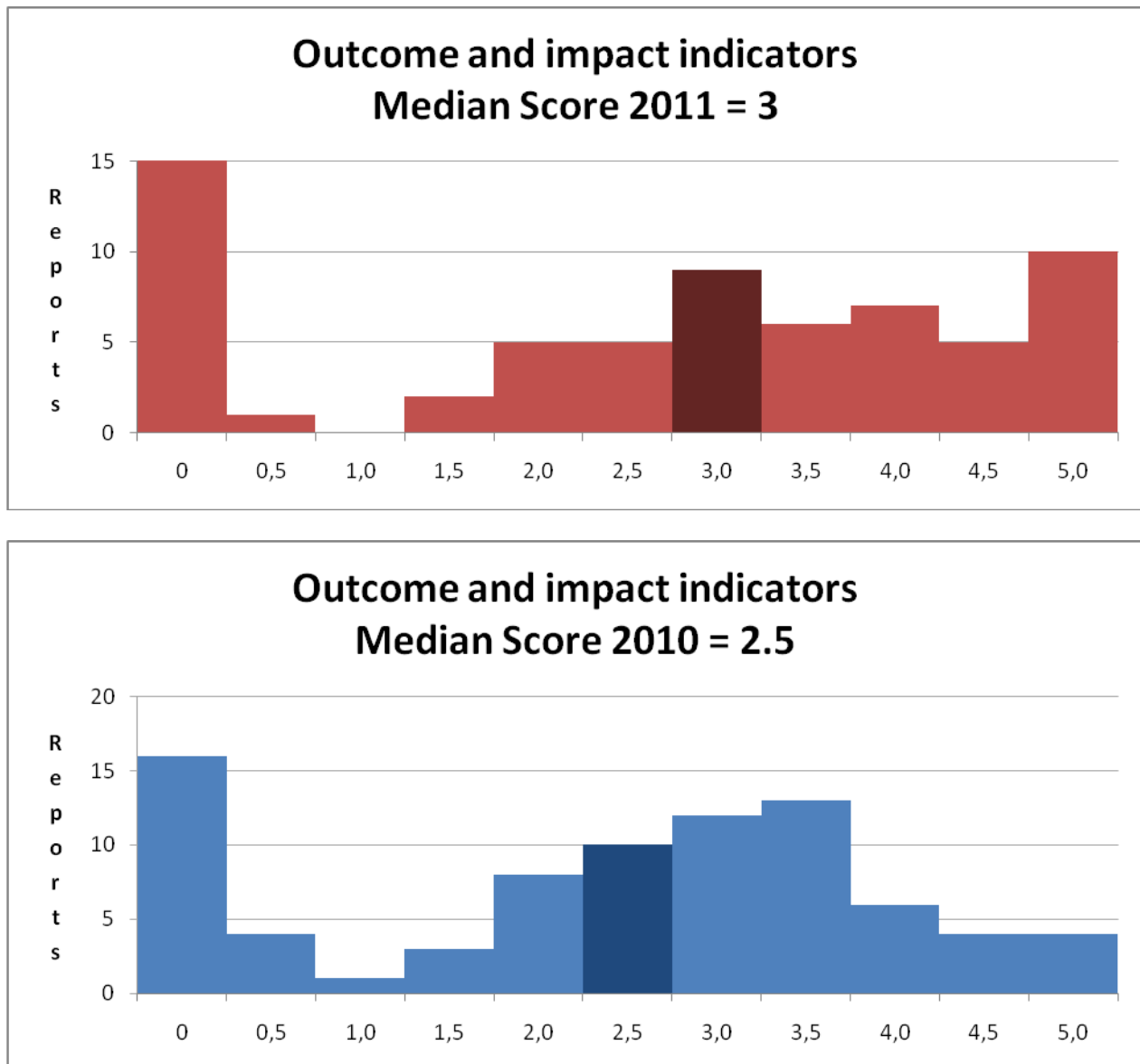
- Too much brevity in describing outputs
- Inclusion of irrelevant information
- Failure to link output indicators with the previously described activities and inputs
- Some confusion or misunderstanding as to what should be counted as an output

4.2.6 Outcome and impact indicators

Outcome and impact indicators are meant to indicate how successful a commitment was in relation to the original objectives, in both qualitative and quantitative terms.

Figures 6a and 6b below show the distribution of scores for the report's section on outcome and impact indicators for, respectively, 2011 and 2010.

Figures 6a and 6b: Score distribution for section 8, "outcome and impact indicators", in 2011 and 2010



The quality of information provided in the report section on output indicators increased in 2011, although to a lesser extent than in other sections. The median score was up from 2.5 to 3, whereas the average score increased slightly, from 2.4 to 2.7.

According to Annex 2 to the Forum Charter (Monitoring Commitment), "indicators related to outcome are not part of the minimum requirements and may be provided by those who are in a position to do so." It stresses, however, that this information is crucial to build up confidence and shed light upon the

commitment's effectiveness. This is why, regardless the status of the monitoring report, Forum members are encouraged to fill in this section despite its non-mandatory nature.¹⁷

As shown in the table, a significant share of reports obtained low or very low scores for this section and as many as fifteen were awarded a zero mark because this section had not been completed. This suggests that many Forum members still have an insufficient level of understanding of their commitments' impact. It might also reflect, in some cases, reluctance to disclose this information.

4.2.7 Evaluation and Dissemination

The section on evaluation requires that the commitment holder describes the tools and methods used, including references to both internal and external evaluators. Under dissemination, Forum members need to indicate details on how the results of the commitment were disseminated.

The Second Monitoring Progress report did not examine in detail the statistical results pertaining to the evaluation and dissemination. In particular, this section was not scored in 2010 for intermediate reports. The reason for this was that, while some of the intermediate monitoring reports did present information on evaluation and/or dissemination, the lack of information in others might cause misunderstanding in a scoring system. This decision has been maintained in the Third Monitoring Progress Report. A quick look at the aggregated results suggests, however, that there have not been major changes in either of these sections.

In regard to the evaluation section, a recurrent problem continues to be that a significant number of monitoring reports provide very limited information (often just two or three bullet points without further elaboration), which complicates the evaluation.

As far as the dissemination section is concerned, the main shortcoming relates to insufficient information regarding the scale and scope of the dissemination strategy for a given commitment.

4.3 Uptake of recommendations

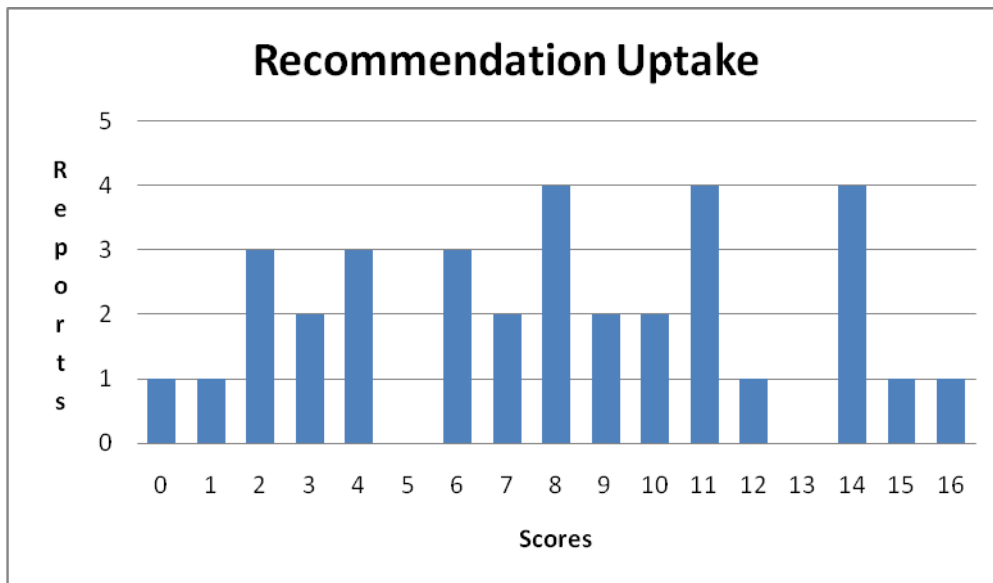
As discussed in the methodological section of this report, one of the main innovations built into the 2011 assessment process is to examine to what extent recommendations to Forum members in the previous assessment exercise – both in the individual feedback forms and in the Monitoring Progress Report based on them have been taken into account in the 2011 monitoring reports. For each main section of the feedback forms that members receive, a “recommendation uptake” score is provided. The score per section ranges between zero and two, and the maximum possible overall score varies between 12 and 16, depending on whether the non-mandatory sections in intermediate reports have been completed.

Some Forum members have certainly followed last year's recommendations. Examination of the 34 for which comparisons between 2010 and 2011 could be established suggests a moderate uptake level, as Forum members scored, on average, 51% of the total possible points in this area. The median value was 50%.

Figure 1 on the next page shows the distribution of scores for the “recommendation uptake” field. The number of reports for each possible score is on the Y axis, and the corresponding scores are displayed on the X axis.

¹⁷ In case a commitment is at an early stage of implementation, Forum members should at least identify and indicate the expected outcome(s).

Figure 7: Distribution of scores for “recommendation uptake”



Although, the same as for report section scores, these central tendency measures conceal rather polarised results across Forum members, they do reflect members’ efforts to learn from last year’s experience. Comparatively better results in this year’s evaluation, particularly in sections five and six, are likely to be linked to these efforts.

5 Conclusions

The Third Monitoring Progress Report suggests a clear improvement in the quality of information provided in the Forum members' annual monitoring reports. As set out in the Second Monitoring Progress Report, the benefits of this improved performance in members' monitoring practices are twofold. First, the transparency and accountability of the performance of the members increases, which might contribute to building trust amongst Forum members. Second, improvement of the monitoring reports, especially their clarity, is crucial to the Forum, as the reports communicate to the general public on the efforts carried out to reduce alcohol-related harm.

This year's evaluation results signal that many members of the Forum have succeeded in providing clear and useful information with regard to their actions to reduce alcohol-related harm. They also suggest that the recommendations issued in previous editions of this report have been taken into account, although the uptake level varies significantly across Forum members. These results must however be considered along with a number of statistical caveats: a one-third drop in the total number of submissions is the most prominent amongst them. The lower share of final reports in the total number of submitted reports in 2011 (40.91%) compared to 2010 (48.86%) should also be taken into account, since sections nine and ten are only mandatory in final reports and the evaluation results for these two sections may appear artificially high due to statistical effects.

Notwithstanding the overall improvement observed in the 2011 evaluation, most of the critical remarks from the 2009 and 2010 evaluators remain relevant. These remarks relate to lack of understandable or sufficient information in some sections, deficient distinction between output and outcome, and persisting difficulties to find a middle ground between providing excessively detailed (and sometimes superfluous information) on the one hand, and lacking sufficient relevant information (particularly with regard to the commitment's timeline) on the other hand.

Particularly noteworthy is the fact that the number of monitoring reports that provide little or no information concerning the commitment's outcome and impact remains significantly high. Although the provision of this information is beyond the Forum's minimum monitoring requirements, it is critical for the effectiveness of commitments to be appropriately understood and further reporting efforts are therefore required in this area.

Furthermore, linkages between the different aspects of the commitment, as presented in the various report sections, still need to be more clearly identified.

Annexes

Annex I: List of 2011 monitoring reports

No.	Name of the organisation	Commitment
Non-governmental organisations and Health professionals		
1340	Active - sobriety, friendship and peace	ALL RIGHTS Campaign
990	Alcohol Action Ireland	Development of a web-based "Media Centre" service and a new "Alcohol & You" section
1018	Alcohol Policy Youth Network	Alcohol and Young People
868	Association Nationale de Prévention en Algologie et Addictologie (ANPAA)	Enforcement of the LOI EVIN [Code of Public Health]
896	Association of European Cancer Leagues (ECL)	Collaborative Recommendations on Alcohol Consumption and Cancer Control
1380	Deutsche Hauptstelle für Suchtfragen/German Centre for Addiction Issues (DHS)	Parents Pro-active!
1172	Dutch Institute for Alcohol Policy (STAP), IOGT-NTO, Eurocare Italia	Alcohol Marketing in Health Perspective
954	European Association for the Study of the Liver (EASL)	Promote the education and training of healthcare professionals in the field of alcoholic liver disease
972	European Alcohol Policy Association	4th European Alcohol Policy Conference
974	European Alcohol Policy Association	Harm to others event
976	European Alcohol Policy Association	Labelling
1048	European Midwives Association	To ascertain the education and practices of midwives in member states on reducing alcohol related harm preconception and during pregnancy
1042	European Mutual Health Network for Alcohol-related problems (EMNA)	Overviewing and promoting the research done by members to confirm the effectiveness of the mutual help groups throughout Europe
982	European Public Health Alliance (EPHA)	Dissemination of information on European alcohol policy developments
1044	Estonian Temperance Union	FAS Seminars and Website in Estonia
728	The Nordic Alcohol and Drug Policy Network (Nordan)	Building a network supporting evidence based alcohol policies in the Baltic states
1178	Royal College of Physicians (RCP London)	Report: "Alcohol & Sex: A Cocktail for Poor Health" (Provisional Title)
932	Standing Committee of European Doctors (CPME)	Mobilising the medical profession
Advertising, marketing, media and sponsorship organisations		
1090	Advertising Information Group (AIG- WKO)	Making the voluntary copy-advice service popular within the advertising industry
992	Association of television and radio sales houses (EGTA)	EGTA dedicated website on responsible commercial communications for alcoholic beverages
1016	European Publishers Council (EPC)	Development of advertising self-regulation in digital media
948	The European Sponsorship Association (ESA)	Advice and Recommendations to Rightsholders on their relationship with Alcohol Sponsors

No.	Name of the organisation	Commitment
Production and Sales Organisations		
1350	Anheuser-Busch InBev (ABI)	Drink Drive Forum
902	Association des Industries des Cidres et Vins de Fruit de l'U.E. (AICV)	Appreciating Cider, Perry and Fruit Wine Responsibility
1074	Association of small and independent breweries (SIB)	Beer - Beverage of moderation
388	Bacardi-Martini B.V.	Bacardi Limited Marketing Principles
856	Bacardi-Martini B.V.	International Bartender Association Server Training
872	Bacardi-Martini B.V.	Bacardi-Martini Limited Consumer Information Website
1184	British Beer & Pub Association (BBPA)	Alcohol Units: Customer Awareness Campaign
526	Brown-Forman	Best Bar None
852	Brown-Forman	Server Training Module
878	Comité Européen des Entreprises Vins (CEEV)	"Wine in Moderation - Art de vivre" Programme
1186	Diageo plc	A Safer Nightlife Partnership - Server Training
910	Diageo plc	DRINKiQ
1040	Eurocommerce	Raising retailers' awareness to carry out actions against abuse of alcohol
1190	European Forum for Responsible Drinking (EFRD)	Monitoring Report on the application of the 70/30 rule for alcohol advertising
1046	Finnish Hospitality Association (FHA)	Enforce age limits for serving and selling alcoholic beverages
1096	Heineken	Manchester Resettlement Project
1176	Heineken	Know the signs campaign heineken NL - Gemeente Noordwijk
1038	Hotels, Restaurants and Cafés in Europe (HOTREC)	Raising awareness of National Associations / Call for actions
1400	Pernod Ricard S.A.	"Responsible Student Parties" implementation in Europe - updated March 2011
934	SABMiller	Responsible drinking - Check Your BAC-upgraded application
942	SABMiller	Upgrade of responsible drinking service Promile INFO
1072	SABMiller (subsidiary: Ursus Breweries)	Program on responsible alcohol consumption
1078	SABMiller	Multilateral cooperation on prevention the issue of Drinking & Driving embedded
1080	SABMiller	Responsible message on consumer communication materials in SABMiller's European operations
1092	SABMiller (subsidiary: Grolsch Breweries)	Online dialigue: Encouraging people to make informed choices about alcohol
1094	SABMiller (subsidiary: Dreher Breweries)	Social dialogue on responsible consumption empowered by self-awareness toolkit
1166	SABMiller Europe (subsidiary: Birra Peroni, Italy)	Alcohol Responsibility Discussion Forum

No.	Name of the organisation	Commitment
1030	Swedish Hotel & Restaurant Association (SHR)	Actions for responsible service of alcohol
682	The Brewers of Europe	The Brewers of Spain's Self-Regulation Code: Expanded Self-Regulation
690	The Brewers of Europe	"Upgrade self-regulation system for beer commercial communications"
848*	The Brewers of Europe	The Belgian Brewers - Curbing underage drinking: "Respect 16"
928	The Brewers of Europe	Austrian Brewers Association - Trockenfahrer.at
1076	The Brewers of Europe	AssoBirra (Italian Brewers and Malsters Trade Association) - "Finding the right words: How parents and children can talk about alcohol"
1082	The Brewers of Europe	The Danish Brewers' Association - Er du klar? (Are you ready?)
1084	The Brewers of Europe	The Danish Brewers' Association - "Do you see the problem?"
596	The European Spirits Organisation (CEPS)	Consumer Awareness
814	The European Spirits Organisation (CEPS)	Marketing Self-Regulation
858	The European Spirits Organisation (CEPS)	Independent Evaluation
950	The Scotch Whisky Association	To share key learning points from delivery of a social norms intervention in a community setting
Research institutes and others		
1054	European Social Insurance Platform (ESIP)	Fight against alcohol-related harm: the role of the social insurers. An example: prevention regarding consumption of alcohol by pregnant women
1026	European Transport Safety Council (ETSC)	Safe and Sober and the Alcolock
994	Institut de Recherches Scientifiques sur les boissons alcoolisées (IREB)	Call for tenders 2010
1022	International Center for Alcohol Policies (ICAP)	ICAP Periodic Review on Drinking and Culture
1024	International Center for Alcohol Policies (ICAP)	ICAP Blue Book: Practical Guides for Alcohol Policy and Targeted Interventions

* Please note this commitment has not been subject to the quality assessment process because it was identical/ highly similar to the monitoring reports submitted in 2010.

Annex II: Monitoring Report Template

(fields marked with an asterisk (*) are mandatory)

Access code:*

<u>Commitment #:</u>	
<u>Title of the commitment:*</u>	
<u>Name of the Forum member organisation owning the commitment:*</u>	
Is this a report for an ongoing commitment or a final report?:*	
What is the time period covered by this report (in the case of a final report, the reporting period is the life span of the commitment)?*	

<u>Point of contact for the commitment (the person authorised by the organisation owning the commitment who can be contacted for information about the commitment):*</u>

<u>Commitment summary (based on summary given in original commitment form):*</u>

<u>Link to websites relating to the commitment:</u>
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Description of the implementation of the commitment (max. 500 words):*

Objectives (cf. sections 4–5 of the Monitoring Commitment in Annex II of the Forum Charter): in which way and to which extent have the objectives set out in the original commitment form been achieved in the reporting period? (max. 500 words):*

Relevance (i.e. how did the commitment during the reporting period contribute to achieving the overall aims of the Forum – cf. section 3 of the Monitoring Commitment in Annex II of the Forum Charter) (max. 250 words):*

Input indicators (resources allocated to the commitment ('What was done to put the objectives into practice?') – cf. section 5a of the Monitoring Commitment in Annex II of the Forum Charter) (max. 250 words):*

Output indicators (measure from a quantitative point of view the results created through the use of inputs ('What was achieved with the resources allocated to the commitment') – cf. section 5b of the Monitoring Commitment in Annex II of the Forum Charter) (max. 250 words):*

Outcome and impact indicators (How successful has the commitment been during the reporting period in relation to the original objectives – cf. section 6 of the Monitoring Commitment in Annex II of the Forum Charter. These indications go beyond the minimum agreed requirements to monitor a commitment, and it is expected that this type of evaluation will not be carried out for all commitments.) (max. 250 words)* :

Short term:

Medium term:

Long term:

Other:

Evaluation details (tools and methods used, internal or external evaluators ...)(max. 250 words) (*mandatory for final report only):*

Other comments related to monitoring the commitment (This section is to be used to add any other information which can be useful in terms of understanding issues relating to the monitoring of your commitment, such as any major obstacles that have been encountered, sources of data used, etc. If the basic details of the commitment have been changed, this field is to be used to explain why and how they were changed.) (max. 300 words):

Dissemination (How were the results of the commitment disseminated?) (max. 250 words) (*mandatory for final report only):*

References to further information relating to the monitoring of the commitment:

Annex III: 2011 Individual Feedback Form

Report section	Criteria	Question	Max. score (max 5)	Score awarded	Total score	Comments	Recommendation uptake
1. Commitment summary (based on summary given in original commitment form)			Not scored				
2. Link to website relating to the commitment			Not scored				
3. Description of the implementation of the commitment (max. 500 words)							
	Specificity	Are key dates and/or milestones in the implementation of the commitment set out clearly?	1				
		Are details given on who is involved and/or responsible for the implementation of the commitment?	1				
	Clarity	Is the implementation of the commitment set out in a manner that the reader can fully understand the commitment?	1				
	Focus	Is the information included in the description relevant and to the point?	1				
		Is sufficient contextual information included to make the implementation of the	1				

		commitment understandable?				
	Measurement	N/A				
Total score:			5			
<p>4. Objectives: The objectives help to focus in more detail on what the commitment is aiming to achieve and connect to specific actions and to a specific timeframe and are concrete and precise. In some situations it may be beneficial to divide the objectives into short, medium or long term objectives. In other words, in what way and to which extent have the objectives set out in the original commitment form been achieved in the reporting period (max. 500 words)?</p>						
	Specificity	Does the report describe how and when the objectives have been or will be achieved?	1			
	Clarity	Does the report offer clear links between objectives, inputs, outputs and outcomes?	1			
		Are the objectives set out in a manner that the reader can fully understand the commitment?	1			
	Focus	Is only relevant information included in the description of objectives?	0,5			
		Is sufficient contextual information provided to make the objectives of the commitment understandable?	0,5			
	Measurement	Are relevant quantitative data included on the implementation of the commitment?	1			
Total score:			5			0

5. Relevance: The report should describe, in a relatively simple way, how the commitment is relevant (or pertinent, connected, or applicable) to the realisation of the general aim of the Forum. In other words, how did the commitment during the reporting period contribute to achieving the overall aims of the Forum (max 250 words)?

	Specificity	Does the report describe how the commitment is relevant (by reference to evidence that supports relevance)?	1				
	Clarity	Does this section specify which aim(s) of the Forum the commitment relate to?	1				
		Is it clear how commitment holders believe that their commitment is linked to the aims of the Forum?	1				
	Focus	Is only relevant information included in the description?	1				
		Is sufficient contextual information included to make to explain how/why the commitment is relevant?	1				
Measurement	N/A						

Total score: 5

6. Input indicators: They measure the resources allocated to each action/activity depending on the objective of the commitment (funding, allocated resources, training etc) used for each activity. Input indicators measure the resources allocated to each action/activity, essentially what did the Forum member do to put the objective into practice? The monitoring report should provide insight in the resources allocated to the commitment (What was done to put the objectives into practice) (Max 250 words).

	Specificity	Does the report describe the input indicators that have been used?	1				
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	Clarity	Does the report offer clear links between objectives, inputs and outputs?	1			
		Are resources allocated to the commitment set out in an understandable manner for a reader?	1			
	Focus	Is only relevant information included in describing the resources?	0,5			
		Is sufficient contextual information included to explain which resources are used for the commitment?	0,5			
Measurement	Are relevant quantitative data provided for the input indicators?	1				
Total score:			5			
<p>7. Output indicators: They are used to measure the outputs or products that come about as a result or a product of the process. It measures from a quantitative point of view the results created through the use of inputs (sellers & servers trained, audience targeted, events organised etc). Output indicators measure the products or the achievements of the commitment through the use of inputs or, in other words (‘What was achieved with the resources allocated to the commitment’) (max. 250 words)?</p>						
	Specificity	Does the report describe what the output indicators are?	1			The number of people reached through the various activities are explained in detail. This information is also noted in section 3 (dissemination).
	Clarity	Does the report clearly link the output indicators to original objectives and resources that were put in the commitment?	1			
		Are the output indicators set out in an understandable	1			

		manner for a reader?				
Focus		Is only relevant information included?	0,5			
		Is sufficient contextual information included to make understandable what the results of this commitment are?	0,5			
Measurement		Are relevant quantitative data provided for the indicators?	1			
Total score:			5			

8. Outcome and impact indicators: They go above the minimum agreed requirements to monitor a commitment. They measure the quality and the quantity of the results achieved through the actions in the commitment how successful was the commitment in relation to the original objectives? (max. 250 words)

	Specificity	Does the report describe the outcomes?	0,5			
	Clarity	Does the report link the outcomes to original objectives?	2			
		Are the outcome and impact indicators set out in an understandable manner for a reader?	1			
	Focus	Is sufficient contextual information provided to understand the outcomes of the commitments?	0,5			
	Measurement	Are relevant quantitative data provided for the indicators?	1			
Total score:			5			

9. Evaluation details – tools and methods used, internal or external evaluators ... (max. 250 words; mandatory for final report only)

	Specificity	Are the evaluation details provided specifically linked to the commitment / different parts of the commitment?	2				
	Clarity	Are the evaluation details set out in an understandable manner for a reader?	1				
	Focus	Is only relevant information included?	0,5				
		Is sufficient contextual information provided to understandable the method of evaluation?	0,5				
	Measurement	Are relevant quantitative data provided?	1				
Total score:			5				
10. Dissemination ('How were the results of the commitment disseminated?') (max. 250 words; mandatory only for final report):							
	Specificity	Is it specified in the form to whom dissemination is aimed at?	1			This section explains that the dissemination occurs on different occasions. The information could be supported by further details explaining how this is done, and quantitative data to judge the scale of the dissemination.	
		How and/or when has/will dissemination of the results occur?	1				
	Clarity	Is enough contextual information included to enable the reader of the commitment to judge/gauge the scale of dissemination?	1				
	Focus	Is it clear by the form whether dissemination is appropriate for the type of commitment according to the objectives laid down in the commitment?	1				

	Measurement	Are relevant quantitative data provided (e.g. resources used, how many people/organisations it is expected to reach/has it reached, etc)?	1				
Total score			5				
GRAND TOTAL							
11. References to further information relating to the monitoring of the commitment: Yes / No							