



EUROPEAN COMMISSION
HEALTH & CONSUMERS DIRECTORATE-GENERAL

Public Health
Health Determinants

EUROPEAN ALCOHOL AND HEALTH FORUM

11th Plenary Meeting

BRUSSELS, 22 NOVEMBER 2012

Summary Report

1. Opening by the Chair, Despina Spanou, Principal Advisor, DG Health & Consumers

- The Chair welcomed participants (*cf. List in Annex 1*) to the plenary meeting of the European Alcohol and Health Forum (EAHF) focussed on strengthening future work on alcohol and health.

2. Procedural issues

- The new members are: the European Federation of Pharmaceutical Industry and Associations EFPIA, the Scottish Health Action on Alcohol Problems SHAAP (under the umbrella of Eurocare), and HORECA Vlaanderen (under HOTREC's umbrella).
 - HORECA Vlaanderen is the sectoral association representing hotels, restaurants, cafes and similar businesses in Flanders (Belgium). It is a member of HOTREC and joined the Forum under the HOTEK umbrella. HORECA Vlaanderen is a member of the Arnoldus Group, set up on the initiative of the Belgian brewers federation. The Group aims to contribute to the prevention of alcohol abuse and to promote responsible alcohol consumption. HORECA Vlaanderen carries out activities on alcohol at federal, regional (Flemish) and local level in Belgium.
 - EFPIA represents the pharmaceutical industry operating in Europe (33 national associations and 37 pharmaceutical companies). EPPIA supports the work on alcohol dependence. Its member company Lundbeck has recently commissioned a scientific study on alcohol consumption and alcohol dependence across the EU. The study was presented in a meeting organised in the European Parliament in May 2012, and the proposed

EFPIA commitments builds upon the outcome of the study in terms of developing work on alcohol dependence in Europe. Lundbeck, based in Denmark, is a global pharmaceutical company specialising in drugs for the treatment of brain disorders, including alcohol use disorders.

- SHAAP was set up in 2006 by the Scottish Medical Royal Colleges as an advocacy group to provide a strong medical voice on alcohol problems in Scotland. SHAAP has recently joined EUROOCARE and they would join the Forum under the Eurocare umbrella. The main aims of SHAAP are: to raise awareness and understanding of alcohol-related health problems with health practitioners, policy makers and the public; to evaluate current research and identify strategies to reduce alcohol-related health damage based on the best available evidence; to work together with key organisations in the alcohol field in Scotland, the rest of the UK and worldwide, in tackling alcohol misuse. SHAAP has been active for example in the minimum price process in Scotland.

- The admission of three new members brought the membership to 71.

3. Address by Director-General for Health and Consumers Paola Testori Coggi

- The Director-General for Health and Consumers Paola Testori Coggi welcomed the new members noting that expansion of the membership demonstrates that commitments to action under the Alcohol and Health Forum can make a difference.

- Referring to the results of the independent evaluation of the *EU strategy to support Member States in reducing alcohol related harm*, the Director-General underlined that all the priority themes of the EU strategy are still relevant as well as are appropriate the implementation instruments used so far. Paola Testori Coggi ensured that 2012 is not an ending date and also that alcohol related harm would continue to be a main concern in the years to come. Work on alcohol and health will carry on and will be reinforced in the coming years. Harmful alcohol consumption as a major risk factor for chronic diseases was handled as a strong argument to advocate for robust EU action towards reducing alcohol related harm as a form to make citizens to live longer and better. Alcohol consumption tendencies, likewise binge drinking among young people trends, show that there clearly is a need to continue working on alcohol and health, based on the goals and orientations of 2006 strategy.

Issue in focus: towards future work

4. Evaluation of the Strategy

- The morning session focussed on future work on alcohol and health, started with a brief overview of the main findings on Evaluation of the EU alcohol strategy and its implementation by COWI Consortium. The final evaluation report will be available soon. The report analysed three main dimensions of the alcohol strategy: CNAPA, EAHF and the added value of the overall strategy. CNAPA was considered to contribute to building consensus between Member States, and to support national policy development. EAHF was considered to succeed in mobilising a large number of actors, in providing a platform for dialogue and exchange and developing responsible business practices in the sales or marketing of alcoholic beverages. There is still room for improvement in what concerns to EAHF commitments evaluation, which, in most of the cases, still lack impact assessment and mostly remain at the output and outcomes level. Most of EAHF would rather have more opportunities to interact with CNAPA. As EAHF is a forum for action and not just for discussion, this need will be considered in the next Plenary EAHF agenda, where some examples of interaction between MS and stakeholders could be presented. The wish for further creation and development of joint actions was also taken into account. The findings stimulated lively discussion that highlighted, on the one hand, a wide interest in identifying areas for joint work and, on the other, a need for further work to strengthen the evidence base, including through assessing the effects of the commitments under the EAHF.

5. Prospects for future work and commitments by EAHF members

- The second part of the morning session looked at prospects for future work and commitments by EAHF members. Nine members were invited to a round table: The Brewers of Europe, The Comité Européen des Entreprises Vin (CEEV), the European Spirits Organisation (CEPS), HOTREC, the European Association of Communication Agencies (EACA), the Standing Committee of European Doctors (CPME), Eurocare and European Medical Students (EMSA).

The Brewers of Europe presentation highlighted three pillars of the Beer Pledge: Increasing consumer knowledge; Responsible advertising & marketing; Addressing alcohol misuse. CEEV presented “Wine in Moderation” program achievements and future objectives. CEPS highlighted its Roadmap 2015 as a comprehensive five year engagement of the whole spirits sector to contribute to reducing alcohol related harm. HOTREC stressed that they will continue to encourage member associations to develop activities especially to enforce age limits when serving and selling alcohol and to develop educational programmes on responsible drinking, encouraging members to share best practices and to facilitate dialogue with other stakeholders whose goal is to reduce alcohol-abuse related harm. The European Association of Communication Agencies (EACA) presented some topics on responsible marketing. From the Medical community, the Standing Committee of European Doctors (CPME) stressed the importance of encouraging doctors in approaching alcohol related harm, boosting action relating to specific activities. As a Public health organisation EURO CARE identified actions and actors for future work. Finally, the European Medical Students (EMSA) as a Youth organisation stressed two main tracks, concerning alcohol related harm: promoting better health advocacy and promoting research in alcohol related harm, namely creating and disseminate a survey on the use of alcohol by European medical students.

- There was strong commitment across the round table to continue work to address alcohol-related harm and a willingness to work toward partnerships, though further reflection is needed to identify areas that would benefit most. In concluding the Chair highlighted that joint action does not lessen the importance to continue work in members' respective core areas of action. This sent strong signals that work under the Forum is providing added value for stakeholders.

6. Responsible Marketing: Measuring exposure of young people to alcohol advertising in audio-visual and online media

- The afternoon session was focussed on progress in responsible marketing and pointers for the future. RAND Europe presented findings from an *Assessment of young people's exposure to alcohol marketing in audio-visual and online media*. The presentation focussed on young people's exposure to alcohol advertising on TV, measured using data on audience composition and on the placement of alcohol commercials.
- Apart from methodological aspects concerning how the study was carried out, the main points raised in the discussion point out to take a closer look at the codes and see what degree of protection they accord to young people and whether there is something which can be improved in what concerns to the actual outcomes of the advertising activities.

7. How to ensure the codes are in pace with the changing media landscape and public expectations

- The program continued with a second round table on how to ensure the codes are in pace with the changing media landscape and public expectations. Six members were invited to the round table. European Forum for Responsible Drinking and CEPS, Brewers of Europe and Diageo. EURO CARE, the Royal College of Physicians and Alcohol Policy Youth Network (APYN).
- Main conclusions were that it's crucial to evaluate if the expected outcomes on this issue were achieved. There is an unmistakable call for a more focussed and goal oriented approach, for updating the commitments mechanism for enhancing effectiveness and for more interaction between the Forum and Member States.

8. Working methods of the EAHF – suggestions emerging from the evaluation, developing and monitoring commitments – suggestions emerging from the evaluation and EAHF work plan and timeline

- Broader involvement from sectors currently under-represented in the EAHF membership, such as alcohol retailers and health and social insurers was encouraged as well as an increased participation of stakeholders from new Member States

- Currently 30 members out of 68 are without an active commitment. Say that it is an absolute minimum requirement that all Forum members have an active commitment all the time.
- Yearly reports on the implementation of commitments to action under the Forum are due at latest on 31 March 2013
- The next plenary meeting of the European Alcohol and Health Forum will take place on **25 April 2013**.

9. Developing and monitoring commitments – suggestions emerging from the evaluation

The following points were covered in the discussion:

- Re-focus work under the EAHF on fewer well defined action areas that are more clearly aligned with the priorities of the alcohol strategy.
- Identify benchmarks and good practices in these areas and formulate guidelines for development and implementation.
- Building on the guidance provided in the Workshop on monitoring and evaluation in 2008, identify and implement appropriate outcome and impact indicators for efficient and systematic planning, monitoring and evaluation of commitments to action in order to raise standards for reporting.
- Provide further guidance to EAHF members in this area, in particular on methods to evaluate the results of their commitments to action, including the use of outcome and impact indicators.
- A workshop on improving commitment monitoring and reporting to look at the evaluation outcomes can be convened in the new year and report to the next Plenary.

10. Conclusions by the Chair

- EU strategy and its implementation have provided an EU-wide approach to address common issues. The EU strategy's five priority themes have been and remain relevant for Member States and stakeholders.
- The Forum has succeeded in mobilising a broad range of stakeholders to address alcohol related harm and in stepping up action.
- There is a clear call for action and the EC will facilitate this interaction to happen.
- EU work on alcohol and health will continue and be reinforced in the coming years.

Annex 1 – List of participants

| ORGANISATION | SURNAME | FIRST NAME |
|--|------------------------------|----------------|
| Active – sobriety, friendship and peace | SLOOTEN | Stefan Neville |
| Active – The Swedish Youth Temperance Associatio | PARRA | Nathalie |
| Advertising Information Group | DEUTSCH | Markus |
| | EUSTACE | Sue |
| Alcohol Policy Youth Network (APYN) | PELOZA | Jan |
| Alcohol Beverage Federation of Ireland (ABFI) | CLARKE | Aoife |
| Association of European Cancer Leagues (ECL) | WOODFORD | Emma |
| | YARED | Wendy |
| Association of European Professional Football Leagues (EPFL) | MACEDO de MEDEIROS | Emanuel |
| | ABATAN | Ezechiel |
| Association of Television and Radio Sales Houses (Egta) | MURRAY | Conor |
| Brewers of Europe | BERGERON | Pierre-Olivier |
| | BERING | Anders |
| | SCHNEIDER | Mathieu |
| | ▪ Anheuser-Busch InBev (ABI) | LEROY |
| ▪ SAB Miller | GARAMSZEGI | Gabor |
| ▪ Heineken | VERSTAPPEN | Roland |
| | SIMPSON | Kieran Ronald |
| Comité Européen des Entreprises Vin (CEEV) | SANDEMAN | George |
| | FERNANDEZ | Jose Ramon |
| | FILOPOULOS | Stylios |
| Committee of Professional Agricultural Organisations in the EU - General Confederation of Agricultural Cooperation in the EU (COPA-COGECA) | BINGAMI | Francesca |
| EUROCARE | SKAR | Mariann |
| | KACZMAREK | Aleksandra |
| | SØRHEIM | Stig Erik |
| | BERGLUND | Sten Magne |
| ▪ Association Nationale de Prevention en Alcoologie et Addictologie (ANPAA) | CRAPLET | Michel |
| | RIVIERE | Claude |
| ▪ German Center for Addiction Issues (DHS) | HULLINGHORST | Rolf |

| ORGANISATION | SURNAME | FIRST NAME |
|--|-----------------|------------|
| ▪ IOGT-NTO | BARUKH CHOMILLE | Dallidz |
| | SJÖDIN | Ella |
| ▪ Estonian Temperance Union | BEEKMAN | Llauri |
| EUROCOMMERCE | BEDERT | Els |
| European Advertising Standard Alliance (EASA) | GRAY | Oliver |
| | MERCIER | Youri |
| European Association for the Study of the Liver (EASL) | WALKER | Margaret |
| | PAVILLON | Gregoire |
| European Association of Communication Agencies (EACA) | LYLE | Dominique |
| European Cider and Fruitwine Association | PRICE | Bob |
| European Forum for Responsible Drinking (EFRD) | BRIGADEAU | Carole |
| | ZWIRN | Gregor |
| European Federation of Pharmaceutical Industries and Association | BRANDAO | Maria |
| | Von der GOTZ | Christoph |
| European Medical Students Association | RIBEIRO | Sofia |
| European Midwives Association | HEIBERG | Marit |
| European Mutual Help Network for individuals and families with Alcohol-Related Problems (EMNA) | PALMESINO | Ennio |
| | Mac an LEISDEIR | John |
| European Public Health Alliance | KOSINSKA | Moniika |
| | FUCHS | Doriane |
| ▪ Royal College of Physicians, London | SHERON | Nick |
| European Publishers Council | MOSCHAKIS | Nicolas |
| European Social Insurance Platform (ESIP) | TISSIER | Fanny |
| | GOUELLO | Martine |
| European Spirits Organisation (CEPS) | SKEHAN | Paul |
| | ALEXANDRE | Laure |
| ▪ Bacardi Martini | GILLIARD | Catherine |
| ▪ Diageo | BATYI | Csaba |
| ▪ Moët Hennessy | GENEVEY | Noélie |
| ▪ Pernod-Ricard S.A. | HEMARD | André |
| | KATNER | Agnieszk |

| ORGANISATION | SURNAME | FIRST NAME |
|---|---------------|-------------|
| ▪ The Absolut Company | LUKSEP | Peter |
| ▪ The Scotch Whisky Association | HEWITT | Gavin |
| European Travel Retail Council (ETRC) | MEIKLE | Douglas |
| | MEHIGAN | Chris |
| HOTREC | SPINKS | Keith |
| | MACHADO | Marta |
| ▪ Horeca Vlaanderen | RAF | Peters |
| ▪ Finnish Hospitality Association (MaRa) | HÄMÄLÄINEN | Sami |
| ▪ Visita (former Swedish Hotel and Restaurant Association) | LUNDIN | Stefan |
| International Center for Alcohol Policies | BINAR | David |
| International Federation of Medical Students Associations – | SATYLGANOVA | Altnai |
| Institut de Recherches Scientifiques sur les boissons alcoolisées | LEYMARIE | Nicole |
| Scottish Health Action on Alcohol Problems (SHAAP) | CARLIN | Eric |
| | RICE | Peter |
| Standing Committee of European Doctors (CPME) | KATTELUS | Mervi |
| United European Gastroenterology Federation (UEGF) | LÖHR | Matthias |
| | Van EIMEREN | Mischa |
| Word Federation of Advisers (WFA) | LOHAN | Malte |
| | LOERKE | Stephan |
| | LAFLEUR | Julien |
| OBSERVERS | SURNAME | FIRST NAME |
| COWI Consortium | JENSEN | Rune Martin |
| | HERNANDEZ | Guillermo |
| Department of Health – Ireland | McCORMACK | Liam |
| Ministry of Health – Portugal | CARDOSO | Manuel |
| RAND Europe | NOLTE | Ellen |
| EUROPEAN COMMISSION | SURNAME | FIRST NAME |
| DG SANCO | TESTORI COGGI | Paola |

| ORGANISATION | SURNAME | FIRST NAME |
|--------------|-----------------|------------|
| DG SANCO | SPANOU | Despina |
| DG SANCO | HÜBEL | Michael |
| DG SANCO | GALLO | Giulio |
| DG SANCO | MONTONEN | Marjatta |
| DG SANCO | TORREs da SILVA | Natacha |
| DG EAC | LEKESOVA | Lucie |