

## 3<sup>RD</sup> OPEN EUROPEAN ALCOHOL AND HEALTH FORUM

Friday, 19 November 2010  
10h00 to 17h00

Centre Albert Borschette, Room 0A

### DRAFT PROGRAMME

1. **Welcome and scene setting by Paola Testori Coggi, Director General of DG Health and Consumers**
2. **Topic 1: Social Costs (10.15 – 11.15)**

<b>Scene Setter</b>	Alison Douglas (Head of Alcohol Policy, the Scottish Government)
<b>Panelists</b>	Michel Craplet - FASD actions (Eurocare)* Christian Andrei ("Alcohol does not make you big") campaign* Ennio Palmesino (European Mutual Help Network for individuals and families with Alcohol-Related Problems)*
	Discussion and questions from the floor

*Coffee break – 11.15 – 11.30*

3. **The World Health Organization: update on the Global Alcohol Strategy** (Dag Rekve, WHO Geneva) (11.30-11.40)
4. **Topic 2: Consumer Information (11.40 – 13.00)**

<b>Scene Setter</b>	Professor Philippe De Witte (University of Louvain)
<b>Panelists:</b>	Developing the right message: Nick Sheron (Royal College of Physicians)*

	<p>The alcohol producers website: Jamie Fortescue (CEPS)*</p> <p>The health professionals: Anne-Marie Cailloux (Moët Hennessy/Diageo)*</p> <p>The label &amp; the public health website: Mariann Skar (Eurocare)*</p> <p>The multi-media campaign: José Ángel Oliván (Spanish Consumer Association UCE)*</p>
	Discussion and questions from the floor

*Lunch break 13.00 - 14.15*

5. **Commission update # 1: The RAYPRO web resource** (Marjatta Montonen, Health Determinants Unit, DG Health and Consumers) (14.15 – 14.30)
6. **Topic 3: Responsible selling and serving** (14.30 – 15.45)

<b>Scene Setter</b>	Natacha Torres da Silva (Institute on Drugs and Drug Addiction, Lisbon)
<b>Panelists</b>	<p>The seller: Paul Kelly (EuroCommerce – ASDA)*</p> <p>The server: Martin Rawlings (British Beer and Pub Association, HOTREC)*</p> <p>The enforcer: Roger Jansson (Swedish Police)</p> <p>The (mystery) buyer: Adrian Farner Rogne (Active)</p> <p>The investigator: Monika Matak (Polish Breweries)/Agnieszka Rosłoniak (Polish Public Television journalist)*</p>
	Discussion and questions from the floor

\*The intervention describes commitment/s in the framework of the European Alcohol and Health Forum

*Coffee break – 15.45 – 16.15*

7. **Commission update #2: EU Alcohol Strategy implementation** (Michael Hübel, Health Determinants Unit, DG Health and Consumers) (16.15-16.30)
8. **Discussion on perspectives and next steps** (16.30 – 16.45)
9. **Concluding remarks** (16.45-17.00)

*Version dated: 5 November 2010*