

eurocare

European Alcohol Policy Alliance



ANNUAL REPORT

2012

EUROCARE -The European Alcohol Policy Alliance is a network of public health organizations. It advocates the prevention and reduction of alcohol related harm in Europe through effective and evidence based alcohol policy.

Our mission is to prevent and reduce alcohol related harm in Europe

Our Vision

Is Europe where alcohol related harm is no longer one of the leading risk factors for ill health and premature death.

Europe where innocents no longer suffer from the drinking of others and where the European Union and its Members States recognise the harm done by alcohol and apply effective and comprehensive policies to tackle it



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For more information on any of the subjects presented in this report please visit www.eurocare.org



MESSAGE FROM THE PRESIDENT AND SECRETARY GENERAL

The key message from Eurocare in 2012 was the need for a renewal of the EU Alcohol Strategy. Eurocare launched its *“Recommendation for a Future EU Alcohol Strategy”* in the European Parliament. We were delighted to receive such a broad support from both National and European NGOs and Health Ministries in Member States.

Eurocare would like to thank all its members that throughout the year have been following up initiatives, sent letters and press releases related to issues like minimum pricing, marketing and alcohol and pregnancy. This shows decision makers in the European Institutions that Eurocare has members across Europe that care and work to prevent alcohol related harm.

A new exercise of the year was the report on alcohol marketing *“Snapshots from Europe”* – a challenge for both the Secretariat and the community. This exercise provides us with a unique overview over what kind of alcohol marketing is going on across Europe.

Eurocare is pleased to welcome five new member organizations: **Alcohol Policy Youth Network (APYN)**, **Deutscher Jugendschutz Verband**, Germany, **Center for Healthy Hungary**, Hungary, **Scottish Health Action on Alcohol Problems (SHAAP)**, UK, **Turkish Green Crescent**, Turkey. We look forward to working together with our new member organisations.

The main objective at the General Assembly 2012 was to adopt the new Statutes and we did manage to get them adopted by the Belgian authorities. Eurocare have for the second time undergone an external evaluation, thanks to European Commission Operating Grants. The recommendations will be implemented in the coming months. The exercise will be repeated in 2013 and your contributions will be highly valued.

Once again we would like to thank you for your valuable contribution. We look forward to continue to work with you in 2013

Tiziana Codenotti
Eurocare President

Mariann Skar
Eurocare Secretary General

SECURING CONTINUOUS WORK ON ALCOHOL RELATED HARM AT THE EU LEVEL

Despite all the progress achieved over last years, our work to tackle alcohol related harm and raise it on the political agenda is by no means finished. Europe is still the heaviest drinking region in the world and harm caused by alcohol to the individual and society at large is too high. In the current context of economic crisis keeping the focus on public health is crucial. Eurocare has in 2012 been strongly advocating for a new EU Alcohol Strategy, with a stronger involvement of Member States and clear targets that are monitored on a yearly basis.

Development of Eurocare recommendations for a future EU Alcohol Strategy



In September 2009 Eurocare published its first report that contained its recommendations for the EU Alcohol Strategy. This coincided with the presentation by the European Commission of its Progress Report of the EU Alcohol Strategy. In this report Eurocare recognized the difficulty of reconciling public health and commercial objectives in regard to alcohol products, a difficulty all too evident in the history of the development of the EU Alcohol Strategy. The first report included a range of specific recommendations for the European Commission, Member States, economic operators and nongovernmental organizations. Eurocare has also recommendations in regard to particular areas of policy such as taxation and product labeling.

Following an internal consultation process in 2011/2012 Eurocare has produced its view and recommendations for a comprehensive alcohol policy in the European Union 2013-2020. Eurocare Recommendations are very much built on World Health Organisations “Best Buy” and promote the main policy areas to be regulation of marketing, price and taxation, consumer protection, public safety and harm to others like: drink driving, safer drinking environments, alcohol and pregnancy, family and children, social inclusion and equality in health, prevention with special focus on prevention at workplace, treatment and early intervention, monitoring of data, developing and maintaining common evidence base.



“Eurocare Recommendations for a Future EU Alcohol Strategy” aim to contribute to a constructive and action oriented discussion on the future Alcohol Strategy for the EU (2013-2020). Eurocare recommendations document has been widely distributed among key decision makers in Brussels and all European health ministries.

Why does Europe need an Alcohol Strategy? European Parliament



On 27 June 2012, Eurocare, held an event on the future of EU Alcohol Strategy, organised in cooperation with Eurohealthnet, European Transport Safety Council, Association of European Cancer Leagues and kindly hosted by Honourable Member of the European Parliament Anna Hedh (S&D, Sweden).

The event gathered over 120 participants from 16 countries. The summary report can be found on Eurocare website.

This event built on the Call for Action from 89 health and social NGOs from across Europe and addressed the issue in the European Parliament to ensure continuation of the efforts to prevent and tackle alcohol related harm.



Participation in the European Alcohol and Health Forum meetings

The European Commission's Alcohol and Health Forum, launched in June 2007 and chaired by DG SANCO. The overall objective of the Forum is to provide a common platform for all interested stakeholders at EU level that pledge to step up actions relevant to reducing alcohol-related harm.

This year Eurocare has produced a brief summary of Eurocare and its members commitments submitted to the European Alcohol and Health Forum over the period of 2007-2012.

The Eurocare Secretariat has taken on a "Coordination Role" together with European Public Health Alliance (EPHA) among NGOs participating in the Forum, organising informal meetings prior to plenary in order to discuss agendas and exchange ideas.

There have been two Forum meetings in 2012. Voluntary actions made by members are available on an online database on the DG Sanco Website.

Current Eurocare commitment to the Forum are:

- To "Raise Awareness of the Dangers of Drinking during Pregnancy"
- Awareness raising of the link between drinking alcohol and risk of developing certain types of cancer.

Eurocare participates in the EU Health Policy Forum

Eurocare holds a session at the 5th European Alcohol Policy Conference

RAISING AWARENESS OF THE LINK BETWEEN ALCOHOL AND CANCER



Since 2012 Eurocare has been working together with the Association of the European Cancer Leagues (ECL) to raise awareness of the link between alcohol and cancer.

The website- www.alcoholandcancer.eu has been developed with the aim to inform the European population about the link between the alcohol and cancer.

Eurocare is also a collaborating partner in European Partnership Action against Cancer joint action with Member States and civil society working together, funded by the European Commission Health Programme.

SUPPORTING MINIMUM PRICING IN SCOTLAND

Eurocare has continued to closely follow and support the attempts of the Scottish Government to tackle alcohol related problems through the introduction of a minimum price for alcohol.

In June, following EU Law provisions, the UK Government notified the European Commission about Scotland's intention to introduce a 50 pence minimum price for alcohol after which the EC began a consultation on the measures.

During the autumn the Eurocare Secretariat tried to muster support for Scotland's initiative amongst Eurocare members and other European organizations and sent letters to the relevant decision makers at European level.

Eurocare has held meetings with the Scottish Government representatives as well as the relevant services of the European Commission (mainly DG Enterprise and Industry, DG Health and Consumers, DG Internal Market and Services, DG Taxation and Customs Union)

ADDRESSING THE ISSUE OF ALCOHOL MARKETING

Eurocare believes that the marketing of alcohol has contributed to a rise in alcohol consumption in Europe, especially amongst younger drinkers. Eurocare sees that it is of crucial importance to look

into both online and offline marketing practices in order to understand its impact on the volume and patterns of consumption of alcoholic beverages in Europe. Eurocare is interested in seeking more information on what is ongoing around marketing in Europe and in September did its “Alcohol Marketing Snapshots from Europe”. The research on the nature of alcohol marketing in Europe documented in that report seeks to confirm Eurocare’s concern with the lack of regulation on alcohol marketing, and the severe consequences this has on public health. It also seeks to provide a starting point for future research and action on the topic. 2012 was the first year Eurocare completed this exercise, and it will be repeated in 2013. Due to the “snapshot” nature of the report and the central aim of raising awareness, no policy recommendations can be drawn as a conclusion of this study.

Eurocare would also like to thank the European Commission for the support in completing this exercise from the operating grants in the framework of the Health Programme.

EUROCARE INVOLVEMENT IN PROJECTS

EWA – European Workplace and Alcohol

The primary aim of EWA is to develop effective methods of engaging with workplaces, and their workforces, to raise awareness and bring about individual and organizational change that leads to safer alcohol consumption

European Workplace and Alcohol - is a public/private sector partnership with involvement of governmental and public sector organizations, public and private employers, non-governmental organizations, representatives of civil society, international networks representing global companies and employer and employee organizations, and trades unions. The primary aim of EWA is to develop effective methods of engaging with workplaces, and their workforces, to raise

awareness and bring about individual and organizational change that leads to safer alcohol consumption, and thus a reduction in alcohol-related absenteeism, presenteeism and injuries. The project involves implementing practices in twelve European countries (Belgium, Spain (Catalonia), Croatia, England, Finland, Germany, Greece, Ireland, Italy, Poland, Romania, and Scotland). Eurocare is responsible for dissemination of project results.

In 2012, two project meetings took place; on 19th and 20th April in Venice and on 8th and 9th November in Berlin.

AMMIE – Alcohol Marketing Monitoring in Europe

The AMMIE project (Alcohol Marketing Monitoring in Europe) consisted of NGOs from five EU countries (Bulgaria, Denmark, Germany, Italy and the Netherlands) that monitored alcohol advertising practices and marketing activities in 2010. The project started in 2009 delivered its final report in the spring 2012. Eurocare was responsible for the dissemination workpackage and held an event in the European Parliament in 2011. The project was partly funded by the European Commission, Health programme.

The AMMIE project is the first attempt to evaluate the functioning of content and volume restrictions in existing self-regulation (alcohol marketing) codes in Bulgaria, Denmark, Italy and the Netherlands. One of the main findings of the project was that, when alcohol marketing regulatory policy measures are introduced, the industry responds by developing innovative marketing tools to circumvent existing regulation.

For more information about the findings, see the final report on the Eurocare website.

EU- US Civil Society Dialogue

This was a project in the field of public health, focusing on “Research and Action on Underage Drinking: Exchange and exploration of issues of Mutual Concern”. The aim was to develop closer transatlantic ties between civil society organizations in US and EU and develop an increased understanding of the issues relating to underage drinking and harm to adolescents. Ten nongovernmental organizations from each continent had four meetings over two years that took place, two in Europe and two in the USA. HAPI from the National Heart Forum was the project leader.

In June 2012 Eurocare has hosted the last project meeting

In addition to the Secretariat, Eurocare was represented in the project by:

Tiziana Codenotti
Eurocare President

Katherine Brown
Director
Institute of Alcohol
Studies

Lauri Beekmann
Chairman, Estonian
Temperance Union

Sven-Olov Carlsson
International President,
IOGT International

Wim van Dalen
Director, Nederlands
Instituut voor
Alcoholbeleid STAP

Claude Riviere
Head of European
Affairs, ANPAA

Evelyn Gillian
Chief Executive,
Alcohol Focus
Scotland

Sari Aalto Matturi
Executive Director, Finnish
Association for Substance
Abuse Prevention - EHY

COOPERATION

Global Alcohol Policy Alliance (GAPA)

Eurocare is a longstanding member of GAPA its mission is to reduce alcohol related harm worldwide by promoting

evidence based policies independent of commercial interests. The Alliance was established in 2001.



Alcohol Policy Network

Eurocare is an active member of Alcohol Policy Network which had its meeting in Stockholm in October 2012, in connection with the 5th European Alcohol Policy Conference.

European Public Health Alliance (EPHA)

Eurocare is an active member of EPHA and participates regularly in their Policy coordination meetings and in the working group on alcohol.



European Public Health Agricultural Consortium (EPHAC)

Eurocare is an active member of EPHAC together with European Heart Network (chair), European Public Health Alliance, National Heart Forum, Sustain, Heart of Mersey and International Diabetes Federation European Region.

European Partnership Action Against Cancer

Eurocare is a collaborating partner in this joint action under the health program with the aim of raising awareness and action on the political agenda in relation to links between alcohol and cancer. Through this partnership Eurocare has been involved in the planning of the alcohol workshop during the 2013 European Code Against Cancer Week Conference, which will be held in Dublin in May 2013.



EUROCARE PUBLICATIONS

Eurocare Business Plan 2013 – 2016

Eurocare Statutes 2013

Eurocare new Brochure

Why should we care about alcohol?

Eurocare recommendations for future EU Alcohol Strategy

Eurocare Library of Alcohol Health Warning Labels, second edition

Summary of Eurocare commitments in the European Alcohol and Health Forum

Report on Alcohol Marketing - Snapshot from Europe, Photo collection Eurocare Alcohol Marketing Snapshots

EUROCARE CONSULTATION RESPONSES

Below are listed Eurocare consultation responses, you can find their full text on the Eurocare website

- Response to second WHO consultation on monitoring framework and target for the prevention and control of NCDs, April 2012
- Eurocare input to EU Reflection process on Chronic disease April 2012
- NGO Concern about the proposal for a Global Coordination Platform on NCDs to Secretary General, United Nations “Conflicts of Interest Coalition Statement of Concern”
- Response to WHO consultation on Global Action Plan for the prevention and control of NCDs 2013-2020
- The European Alcohol Policy Alliance recommendations to improve and strengthen the credibility of Self regulatory systems in particular in the field of Alcohol Marketing
- Comments on the Evaluation of the “EU strategy to support Member States in reducing alcohol-related harm”
- Effective Open Voluntarism: Good design principles for self- and co-regulation and other multi-stakeholder actions, May 2012

- We, representatives of civil society organizations working to reduce and prevent underage drinking in the EU and US, agree to the following....Statement from June 2012
- Response to WHO consultation on global action plan for the prevention and control of NCDs 2013-2020, September 2012
- Response to Zero Draft Global Action Plan for the Prevention and Control of Non- communicable Diseases 2013- 2020, October 2012
- Response to Third WHO discussion paper on monitoring framework, including indicators, and a set of voluntary global targets for the prevention and control of and NCDs, October 2012
- Response to WHO consultation on zero draft Global Action Plan for the prevention and control of noncommunicable diseases 2013-2020.
- Response to third WHO discussion Paper a Comprehensive Global Monitoring Framework, including indicators, and a set of voluntary Global targets for the prevention, and a set of voluntary global targets for the prevention and control of noncommunicable diseases.

CONFERENCES AND MEETINGS

During 2012 Eurocare has participated in a number of conferences and meetings (aside from EAHF meetings and project meetings) relevant to the prevention and reduction of alcohol related harm at EU level. Such as:

January

24th January meeting Barosso Cabinet

26th January Eurocare speaking to Norwegian Parliamentary Committee of Health and Care Service

February

13-15th February Global Alcohol Policy Conference, Thailand, Eurocare speaking

March

19th March Healthcare and the economic crises, Brussels

27th March WHO Conference, Copenhagen

28-29th March EUCAM Conference, Warsaw

April

19-20th April Civil Society Forum on Drugs, Brussels

24th April Savings Lives until 2012: Acting Together to Tackle Drink, Brussels

May

3rd May High level conference EU Health Programme, Brussels, Eurocare speaking

10th May Interventions for alcohol dependence in Europe: A missed opportunity to improve public health, European Parliament in Brussels, Eurocare speaking

11th May Living longer, better, conference on the EU reflection process on chronic disease, Brussels

18th May Alcopops TV Culture Conference, Lancaster, UK, Eurocare speaking

30th -31st May WHO counterpart meeting, Warsaw

June

5th June Public health issues an online communication to adolescents: challenges and opportunities, Brussels, European Parliament

26th June Nordic Welfare Committee in the Nordic Council, Eurocare speaking

27th June Alcohol Harms you, others and the society – Why does EU need an alcohol Strategy? European Parliament, Brussels, Eurocare speaking and organising

28th June Revitalising Alcohol Harm Reduction Strategies, Brussels, Eurocare speaking

October

17th October Alcohol Policy Network meeting, Stockholm

18-19th October European Debate on Evidence-based Alcohol Policy, 5th European Alcohol Policy Conference, Stockholm, Eurocare hosted a panel discussion and President gave a speech

24-25th October Take Care, Local Communities International Conference, Munster, Germany

21-24th October 2nd European Conference on FASD, Barcelona, Eurocare speaking

29th and 30th October OECD expert meeting – economics of prevention, Paris

November

9-12th November, Alcohol Policy Youth Conference, Bled, Slovenia, Eurocare speaking

21st November Midt Fylket Norge, Eurocare speaking

27th November EU Health Portal meeting, Luxembourg

GOVERNANCE

Information about Eurocare and its structure, governance and finances is publicly available on its website: http://www.eurocare.org/about_us/governance

Membership

In 2012, Eurocare had 51 member organizations from 23 countries throughout Europe.

New member organisations joining in 2012 were:



Turkish Green Crescent Society



Centre for Healthy Hungary

SHAAP

Scottish Health Action on Alcohol Problems (SHAAP)

Deutscher Jugendschutz-Verband
(German association for youth protection)

The former three Finnish NGOs, all of which have been active in alcohol and drug prevention scene, merged and formed one single NGO. Two Eurocare members Finnish Association for Healthy Lifestyles and Terveys ry – Finnish Health Association NGO, together with Life Tastes Better Without Drugs (EOPH non Eurocare members) are now forming Finnish Association for Substance Abuse Prevention- EHYT. We are very pleased that the newly merged organization remained a strong Eurocare member.

Unfortunately, one organization in the Netherlands ALDO has decided to cease its membership in Eurocare.

Eurocare Board

The Board's role is to provide policy, political and procedural direction on behalf of the members of Eurocare and to supervise the finances.

In 2012 Eurocare Board met on five occasions

Ritva Varamaki had to sadly leave the Board as Finnish Centre for Health Promotion has ceased to be Eurocare member. Ritva has been involved in Eurocare's work for 15 years and her expertise and dedication throughout the years has been greatly appreciated.

EUROCARE BOARD MEMBERS

Representative	Position	Organisation	Country
Tiziana Codenotti	President	Eurocare Italia	Italy
Lauri Beekmann	Vice President	Estonian Temperance Union	Estonia
Sven-Olov Carlsson	Treasurer	IOGT-NTO	Sweden
Gabriele Bartsch		Deutsche Hauptstelle für Suchtfragen e.V. (DHS), German Centre for Addiction Issues	Germany
Sten Magne Berglund		Actis	Norway
Katherine Brown		Institute of Alcohol Studies	United Kingdom
Krzysztof Brzozka		The State Agency for Prevention of Alcohol-Related Problems (PARPA)	Poland
Michel Craplet		Association Nationale de Prevention en Alcoologie et Addictologie (ANPAA)	France
Marijs Geirnaert		Vereniging voor Alcohol-en Andere Drugproblemen vzw (VAD)	Belgium
Maja Stojanovska		Active - Sobriety, Friendship and Peace	International

Special Adviser to the Board: Claude Riviere, Wilfred Kamphausen

Annual meeting



The General Assembly is comprised of all members of Eurocare and was gathered in Brussels on the 27th June. The principle role of the General Assembly is to set broad policy guidelines, elect the Board, approve the admission of new members and approve the annual accounts (2011) and budgets (2013). Finally, after a long process the General Assembly adopted the new Statues in the presence of a Belgian Notaire.

Staff

The Eurocare Brussels office had in 2012 a team of three people thanks to funding received from the European Commission, in addition to the core funding from Actis and members contribution like IOGT NTO and membership fees.

Eurocare Secretariat in 2012 was composed of: Mariann Skar- Secretary General; Aleksandra Kaczmarek- Policy Officer and Nils Johan Garnes- Policy Officer.

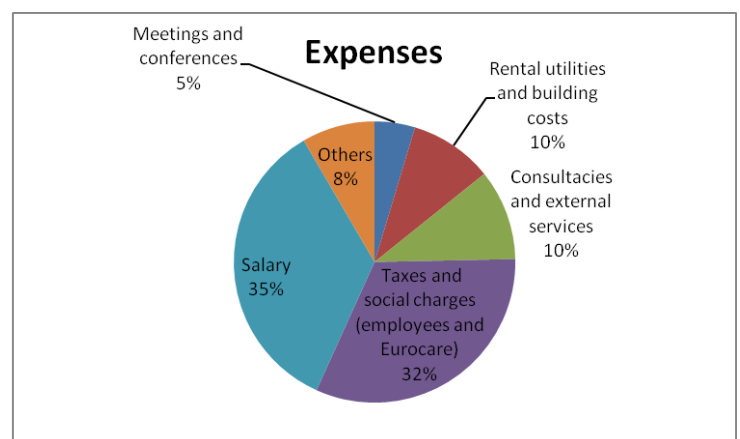
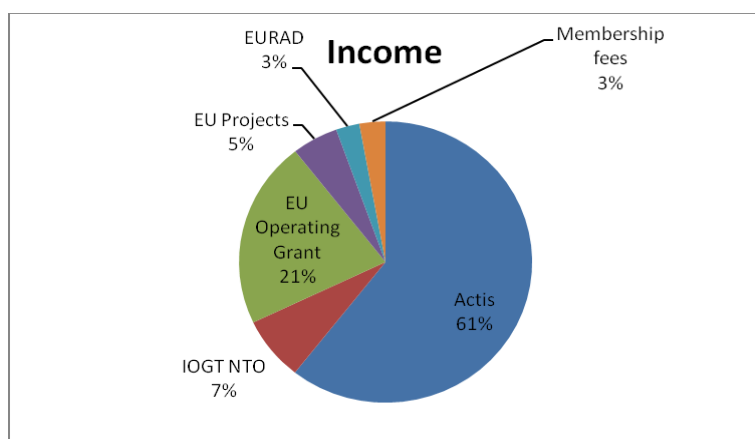
Ruth Ruiz has been on maternity leave since September 2011 till September 2012 and Nils Johan Garnes joined Eurocare from the beginning of September 2011. Nils Johan Garnes remained with Eurocare till November 2012. His contribution was highly appreciated.

Since 2011 Eurocare Secretariat is hosting Fay Watson who works for Europe Against Drugs (EURAD) and EMNA, her position is fully financed by Actis.

In March 2012 Eurocare moved office to Rue Archimede 17, B1000 Brussels, which allowed savings in rent and more modern offices.

FINANCES

The European Commission granted Eurocare operational grant for 2012. In addition Eurocare has received funding for several work dissemination work-packages under the Public Health Program. Membership fees are low and more contributions are needed if the Secretariat is to have a leading role in developing alcohol policy at EU level. Eurocare is dependent on receiving substantial support from Actis and IOGT-NTO also in the future. Travel and accommodation costs involved in the Board meetings are covered by the Board members themselves, with the exception of those who come from member organisations with very limited resources.



Eurocare	2012
Income	487.647,17 €
Grants	412.710,06 €
Other operational income	24.886,29 €
Other income and deductions	50.050,82 €
Financial Results	6.335,51 €
Interest	1.270,09 €
Other financial profits	5.065,42 €
Extraordinary Profits	0,00 €
Other extraordinary profits	0,00 €
RESULT OF THE YEAR/LOSS	0,00 €
TOTAL	493.982,68 €
Expenditure	
Exploitation expenditure	492.076,53 €
Meetings and conferences	19.182,97 €
Rental utilities and building costs	39.507,27 €
Maintenance	2.050,33 €
Administrative expenses	21.190,05 €
Equipment and communication	8.747,91 €
Consultancies and external services	42.864,62 €
Salary costs and social charges	355.852,45 €
Depreciations	2.325,16 €
Other running costs	355,77 €
Financial costs	1.486,45 €
Costs of debts	0,00 €
Other financial costs	1.486,45 €
Extraordinary costs	0,00 €
Extraordinary costs	0,00 €
RESULT OF THE YEAR	419,70 €
TOTAL	493.982,68 €

EUROCARE MEMBER ORGANISATIONS IN 2012

Belgium	Vereniging voor Alcohol-en Andere Drugproblemen vzw (VAD)
Bulgaria	Foundation Horizonti 21
Czech Republic	IOGT
Denmark	Alkoholpolitisk Landsråd IOGT Denmark NGO Fontana
Estonia	Estonian Temperance Union
Finland	Finnish Association for Substance Abuse Prevention
France	Association National de Prevention en Alcoologie et Addictologie (ANPAA)
Germany	Deutsche Hauptstelle für Suchtfragen (DHS) Deutscher Jugendschutz-Verband (German association for youth protection) Deutsche Guttempler IOGT e.V
Greece	Oasis
Ireland	Alcohol Action Ireland North West Alcohol Forum Dothain
Italy	A.I.C.A.T (Associazione Italiana Club Alcolisti in Trattamento) Eurocare Italy Associazione Aliseo ONLUS Gruppa Logos – Onlus
Lithuania	Agapao Lithuanian National Tobacco and Alcohol Control Coalition
Netherlands	Stichting Alcoholpreventie (STAP)
Norway	Actis – Policy Network on Alcohol and Drugs
Poland	The State Agency for Prevention of Alcohol related problems (PARPA) The Polish IOGT Foundation Krajowa Rada
Portugal	Centro de Alcoplogia Nova Rumo Sciedade Anti-Alcodlica Portuguesa (SAAP) Centro de Alcoologia Ricardo Pampuri
Slovenia	UTRIP
Spain	Foundacion Salud yComunidad Asociacion de Ex-Alcoholicos Espanoles Scidrogalcohol Associacio RAUXA Federacio Catalana D’Alcoholics Rehabilitats (FARC)
Switzerland	Addiction – Info Switzerland
Sweden	IOGT-NTO Swedish Council on Alcohol and Drugs MHF
Turkey	Turkish Green Crescent Society
United Kingdom	Institute of Alcohol Studies Alcohol Concern Alcohol Focus Scotland Scottish Health Action on Alcohol Problems (SHAAP)
International	ACTIVE - Sobriety, Friendship and Peace Blue Cross International IOGT International Nordic Alcohol and Drugs Policy Network (NorDan) Alcohol Policy Youth Network

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